

# READY TO RE-OPEN HURON COUNTY – PROMOTIONAL COPY

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## WHAT IS THE READY TO RE-OPEN BUSINESS TRAINING PROGRAM?

### What is Ready to Re-Open Huron County?

Ready to Reopen Huron County is a program to help businesses and the public prepare for commerce in “the new normal.”

### Why is Huron County undertaking this program?

The program is aimed to help both businesses and the general public by helping connect businesses to the most current information and to give customers confidence in shopping in Huron County.

It will assist the general public by:

- Sharing the names of businesses that have pledged to keep themselves armed with the most up-to-date health and safety information to guide those businesses in reopening;
- Helping the public feel more comfortable visiting recognized businesses.

It will assist businesses by:

- Arming them with the most up to date information and guidance on what reasonable steps should be taken when reopening their businesses and how to make their workplaces reasonably safe for employees and customers/clients;
- Connecting them with individuals and organizations that can act as resources if they have additional questions or concerns (i.e. Huron Perth Public Health (HPPH), Workplace Prevention and Safety Services (WSPS);
- Helping make the general public feel safe when visiting businesses that are recognized by the Ready to Re-Open Huron County program, thereby increasing sales at those businesses;
- Assisting employees to feel safe returning to their workplace.

## HOW DOES A BUSINESS BECOME RECOGNIZED AS “READY TO RE-OPEN HURON COUNTY”?

1. Register for and participate in a *Ready to Re-Open Huron County* webinar.
2. Read the *Ready to Re-Open Huron County Toolkit* and the sector-specific guidance documents on [ecdev.huroncounty.ca](http://ecdev.huroncounty.ca).
3. After completing steps 1 and 2, fill out a *Ready to Re-Open Huron County* pledge form to self-commit to implementing the recommendations from the program, and any new updates provided, to the best of your ability in order to help make your business as safe as possible for your staff and clients/customers.
4. Promote your business as a recognized *Ready to Re-Open Huron County* business.

## HOW WILL THE PUBLIC KNOW A BUSINESS IS RECOGNIZED AS “READY TO RE-OPEN HURON COUNTY”?

After successfully completing the *Ready to Re-Open Huron County* program, businesses will:

- Display a *Ready to Re-Open Huron County* window decal and pledge poster in their storefront windows;
- Be identified with a *Ready to Re-Open Huron County* icon on the HC BizMap;
- Be featured in local marketing campaign in print and on social media;
- Have access to the *Ready to Re-Open Huron County* logo to use on their websites and other promotional materials.

## WHO ENFORCES THE RULES?

- The *Ready to Re-Open Huron County* program is intended to arm businesses with the most up-to-date health and safety guidelines and best practices. It is not an evaluation or enforcement program.
- The *Ready to Re-Open Huron County* logo means that the business has:
  - Attended online training provided by Workplace Safety and Prevention Services (WSPS) (insert other organizations - TBC);
  - Self-committed to learning the most up-to-date safety guidelines available for their business and implementing where possible; and
  - Self-committed to stay up-to-date with guidelines as they change over the course of time.