# POST Promise Key Messaging

## What is the Post Promise?

The POST Promise is a private sector-led initiative, in collaboration with various levels of government, designed to help Canadians confidently and safely take the first steps back into public spaces and the workplace. Participating businesses receive training and education on how to help prevent the spread of COVID-19, and voluntarily commit to following these practices. Businesses who "make the promise" are then able to use and display the POST Promise logo which will act as a clear indication to employees and customers that they are doing their part to protect Canadians' health and safety as COVID-19 restrictions ease.

## What is it NOT?

The Post Promise is NOT a "certification" or "approval" from any regulatory body. All businesses are still required to follow the laws and recommended guidelines from their local public health office and government bodies.

## Who benefits from the POST Promise?

It's for the common good! The Post Promise is designed to help consumers feel confident that a business or location is aware and doing what they can to help slow the spread. The more businesses and places that adopt the use of the logo, the more it will help to provide comfort to consumers.

## What are the key actions participating businesses commit to doing?

Participating businesses voluntarily commit to following five key steps in their place of business which help prevent the spread of the COVID-19. These steps include maintaining physical distance, washing and sanitizing hands, keeping workplaces clean and disinfected, staying home if unwell, and practicing respiratory etiquette, including by wearing a mask when recommended.

## Why should businesses 'make' the POST Promise?

It is a simple and small gesture to help a business reassure its customers that they are doing their part to help stop the spread of COVID-19 and to help safely restore consumer confidence. Participating businesses receive important education and training as to how they can help prevent the spread of COVID-19.  They will also have direct access to the latest and most up-to-date government and public health information via www.postpromise.com. Businesses who make the promise will be able to use and prominently display the POST Promise logo which is a nationally recognized symbol of a business' commitment to doing their part to protect their customers' and employees' health and safety as COVID-19 restrictions ease. Participating business can also purchase kits on www.postpromise.com which will include additional communication tools like window decals, posters and tent cards which can be used to further build awareness of their commitment within their place of business.

**What are the benefits of the POST Promise to the employees and customers of participating businesses?**

When Canadians see the POST Promise logo they can have confidence that the company they are doing business with is taking some necessary steps to help prevent the spread of COVID-19.

**Who is supporting the POST Promise?**

Organizations and associations representing more than 100,000 businesses across Canada have already endorsed the POST Promise. These partners include the Business Council of Canada, Retail Council of Canada, Restaurants of Canada, the Building Owners and Managers Association, the Canadian Federation of Independent Business, the Canadian Global Cities Council, Medcan, Labatt, and SALT XC.

**Who oversees the POST Promise?**

A new national not-for-profit organization called the POST Promise Corporation has been set-up to provide governance and ongoing operational and financial management of The POST Promise.  The organization's Board of Directors is comprised of senior level business leaders and public health experts from across Canada.

Aidan Tracey (Executive Chair of SALT Experiential Commerce) is the Chair of the Board, and Laura Hearn is the President & Executive Director of the POST Promise Corporation.

**Where to go for more information?**

Visit www.postpromise.com for more information about the program and our partners.