



Frequently Asked Questions

CAMPAIGN

Why is WRA initiating the campaign?

We know fall and winter will be challenging months as COVID cases increase. The biggest challenge facing restaurants is the lack of consumer confidence in dining out at restaurants during the pandemic. Unless public perception changes, many restaurants won't survive the next 6 months.

What are the campaign goals?

We've identified 3 goals: (1) Increase customer confidence in dining out at restaurants; (2) Rally public support for restaurants; and (3) Increase the number of diners going to restaurants for dine in, carry out, delivery or curbside experiences.

How do restaurants participate?

Restaurants will be asked to sign the "Ready to Serve Safely" Commitment pledge, agreeing to follow specific criteria to keep employees and customers safe.

How will WRA promote restaurants?

The WRA will launch a \$125,000 media blitz to promote "Ready to Serve Safely" restaurant participants. Marketing will include digital advertising on YouTube, Pandora and other website pages as well as advertising on 200 radio stations and 30 TV stations. WRA will also promote the campaign through TV interviews, a newspaper guest column and on all WRA communication channels, including social media platforms.

What's the campaign timeline?

Restaurants will be recruited starting in November and continue throughout the winter. Media advertising will begin December 1 and run through December 31; January and February will focus on stakeholder, restaurant and WRA communication channels.

ELIGIBILITY

I'm not a WRA member, can I participate in the program?

The Ready to Serve Safely campaign is available to WRA members for free. We'd love to discuss the value of joining WRA so others don't miss a great opportunity to promote their restaurant.

CRITERIA/REQUIREMENTS

What criteria must we meet to participate in the campaign?

Restaurants must do the following: (1) Follow FDA, CDC and EPA COVID-19 guidelines; (2) Adhere to Wisconsin and local health department orders and mandates; (3) Adhere to WRA pandemic operating guidance; and (4) Provide training to employees on food safety, sanitation and COVID-19 mitigation practices. See the Commitment Criteria for the complete checklist.

I've completed and have been approved for a Milwaukee restaurant safety plan. Does that meet your criteria requirements for the program?

Milwaukee plans meet most criteria, except these two: (1) Have an employee with a valid ServSafe Food Manager certification; and (2) A manager must complete two brief and free ServSafe online training courses – Customer COVID De-escalation and Reopening Guidance.

I have a Food Manager's certification but not through ServSafe. Can I use my current certification to meet your eligibility criteria?

Participating restaurants must have an employee with a valid ServSafe Food Manager Certification. As WRA's food safety training program, ServSafe meets the highest level of food safety and sanitation standards. WRA offers two training options, one-day reviews with exam or an at-home online training/remote proctoring bundled package. You can register for one day reviews [here](#) or the at-home online bundle package [here](#). Those that have met Wisconsin Small Operator requirements by taking a ServSafe training in person or the ServSafe Manager online training will also be accepted. Email npacheco@wirerestaurant.org if you have questions.

Where can I find the free ServSafe COVID-19 training required?

You can access the ServSafe Conflict De-Escalation and Reopening Guidance online training courses at servsafe.com/Landing-Pages/Free-Courses. You'll receive a record of training when done.

BENEFITS

Why should restaurants participate? What benefits do they receive?

The single best reason to participate is to be recognized and promoted as a responsible and safe place to dine. Restaurants will be listed on the safediningwisconsin.com website, receive significant exposure from the media advertising blitz and can promote their restaurant as an endorsed "Ready to Serve Safely" restaurant to their customers. And each restaurant will receive easy-to-use digital assets to promote their participation.

What's included in the restaurant toolkit?

Each participating restaurant receives a resource toolkit, which includes campaign criteria checklist, a record of commitment, 2 posters (campaign and social distancing/face masks), customer email template, and more than a dozen social media post templates.

SIGN UP PROCESS

What's the process for signing up?

Restaurants should review the "Ready to Serve Safely" commitment criteria to ensure they meet all items to comply. Once all criteria are met, the online form should be completed. The [online form](#) can be accessed on the [Ready to Serve Safely restaurant page](#). WRA will confirm membership status and ServSafe certification and follow up with an email providing toolkit assets. The restaurant will then be placed on the safediningwisconsin.com list.

CUSTOMER COMMENTS/FEEDBACK

Will customers have an opportunity to provide feedback on participating restaurants?

A feedback form will be available on the website for customers to share positive comments or concerns about their dining experience. Anonymous comments aren't permitted, an individual must provide their name and contact information. WRA staff will monitor comments and respond and/or forward to the restaurant to respond. If multiple violations of the criteria become an issue, the WRA may remove the restaurant from the list.