**Subject Line:**  Exciting opportunity to participate in the Labor Culture Survey

**Launch Email Text:**

Dear Labor & Delivery Unit Clinicians and Staff,

[Our hospital name] has partnered with ILPQC to use the **Labor Culture Survey** in our hospital’s efforts to improve care for our birthing patients.  The survey **should take 10-15 minutes to complete** and includes brief questions intended to measure your thoughts, feelings, and perceptions regarding labor and birth. This survey does NOT assess knowledge or practice.

All **answers are anonymous.** The survey results will be compiled and aggregate reports prepared for review by our hospital’s Promoting Vaginal Birth Initiative quality improvement team. Information from the survey will help assess our hospital’s readiness to undertake promoting vaginal birth quality improvement efforts and identify strengths and opportunities for improvement regarding our unit’s labor culture.

Here is the link to the survey: <https://redcap.healthlnk.org/surveys/?s=8TLEMM7P7J>

You can also find the QR code for this link posted on fliers around labor and delivery.

**We need your voice represented in this survey!** We need to measure the collective culture and experiences of staff on our unit, which means we need to hear from you. Our goal is **100%** participation from our labor and delivery clinical team members, including all physicians, midwives, nurses and other clinical staff.

Thank you for your help!

[Hospital Lead]