**Subject Line:**  Have your voice heard and participate in the Labor Culture Survey

**Follow-up Email Text:**

Dear Labor & Delivery Unit Clinicians and Staff,

We are [number] weeks into our **Labor Culture Survey** launch, and [x] % of our unit has completed the survey so far. In order to truly understand the culture on our unit **we need to hear from you!** Our goal is 100% participation from OB physicians, midwives, nurses and other L&D clinical staff. 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. This survey is anonymous and quick – only 10-15 minutes – and asks about your experiences, attitudes, and beliefs. Please help us get to 100% participation by completing the survey today.

Please click on this link to complete the survey: https://redcap.healthlnk.org/surveys/?s=8TLEMM7P7J

Thank you!

[Hospital champion]