**Sample Launch Email**

Dear Colleagues,

As you may be aware, the Massachusetts Department of Public Health has launched new Sexual and Reproductive Health Program Standards that our clinic must follow as a participating clinic in that program. In these standards, all sexual and reproductive health visit must include screening for social determinants of health and appropriate referrals provided.

Meeting these standards will improve our clinics ability to provide individualized care, respond to the needs and concerns of our patients, deliver care our patients can more easily adhere to, and ultimately, improve patient health.

The new Massachusetts Sexual and Reproductive Health Training Center has provided best practices and resources to meet these standards. This effort is being led by **[insert staff person(s)]**, but will require changes to the workflow and duties for many of us, particularly **[insert who is doing screening]** and clinicians.

Attached you will find information on the social determinants of health we will be screening for and how we will support patients with positive screens. **[briefly summarize the question, timing, and workflow, including documentation and hand off]**

Staff will have to undergo training to ensure successful implementation of this new initiative. We will be requiring all staff to **[insert which trainings staff will have by job type. Also list if you will be having any clinic meetings/trainings conducted by the clinic to further launch and discuss these new screeners]**

If you’re interested in learning more about social determinants of health generally, the Massachusetts Sexual and Reproductive Health Training Center offers resources for you to explore at this **link: [insert link]**

Please reach out if you have any questions about this new initiative. Our hope is that this new initiative will improve the lives of our patients.

Sincerely,

**[insert name here]**