**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 visits must include a universal screening for pregnancy intention and contraceptive needs and visit documentation must include the contraceptive method used at the end of the visit, or if no method, the reason.

Meeting these standards will:

* Improve contraceptive and prenatal care access for our patients
* Decrease rapid repeat visits or prescriptions that run out of refills
* Decrease provider bias in offering family planning care
* Ensure all patients are offered care that can improve their health and well-being

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 the protocol we have designed for our clinic to implement this universal assessment and document it. **[briefly summarize the question, timing, and workflow, including documentation and hand off, of the protocol]**

Staff will need 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 this new screener]**

If you’re interested in learning more about pregnancy intention and contraceptive need screening generally, the Massachusetts Sexual and Reproductive Health Training Center offers resources for you to explore at this **link:**

Please reach out if you have any questions about this new initiative. Our hope is that this new protocol will assist clinicians, and staff in improving access to family planning care for our patients.

Sincerely,

**[insert name here]**