Sample email introducing the survey

Dear colleague, <insert name of ward/department/facility> is participating in a safety culture survey to help us understand the culture within our ward/facility and identify where we can make improvement.

The survey asks a broad range of questions that affect you and your working life. The survey does not identify individuals and your responses are anonymous. At the completion of the survey period the data will be aggregated to provide the final report.

While your participation is voluntary, I encourage you to complete the survey as your input will assist in making our ward/facility a better place to work.

The survey will be open for three weeks from xx/xx/20xx and can be completed online; paper questionnaires will also be available.

Thank you for your participation in this important initiative.

If you have any questions please don’t hesitate to contact…..

Kind regards

<Name & title>

Sample reminder email / final reminder

Dear colleague, you would have received an invitation to participate in a safety culture survey which is being conducted at <insert name of ward/department/facility>.

If you have already completed the survey thank you for taking the time. If you have yet to respond, there is still time to contribute your valuable feedback.

I encourage you to complete the survey and have your say.

Please don’t not hesitate to contact…..if you have any questions about the survey.

Kind regards

<Name & title>