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| Example staff travel survey communications copy |
| 2.8 – Sustainable transport in health care |
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# Introduction

Use or adapt these sample communications copy for your organisation’s travel survey.

Placeholder text for you to replace is shown in square brackets and with red text – [example].

# Positioning

**How do you get to work?**

Take 3 minutes this month to help improve your journey

# Posters, digital displays and intranet

**How do you get to work?**

Take 3 minutes this month to improve your journey and travel choices

The [Hospital or Health service name] Staff Travel Survey is on this [month]!

No matter how you get to work, we need you to tell us about your journey.

Information collected will help plan better local and on-site transport options for the future.

On survey day, open the link in your survey email or scan the QR code on your mobile device.

# Staff emails

## Pre-launch email or intranet post

**Subject**: Improve your travel options – Staff Survey coming this [month]

[Salutation]

The [Hospital or Health Service name] Staff Travel Survey is on this [month], and regardless of how you get to work, we need you to tell us about your journey.

By taking 3 minutes to share information about your journey, you’ll help us plan better local and on-site transport options and improve access to the hospital campus - benefiting all current and future staff.

To ensure we incorporate the needs of all hospital campus staff, it’s important we hear from you.

How did you get to work? What worked well? What could be better?

This February, you’ll receive an email on the survey day asking you to participate. Please click the link in your survey email on the day.

Thanks

## Survey Day launch email to all staff

**Subject**: Improve your travel options – Staff Survey is now live for only 48 hours!

[Salutation if email]

**How do you get to work?**

Take 3 minutes today to help us improve your travel choices.

The [Hospital or Health Service name] Staff Travel Survey is on today!

No matter how you get to work, we need you to tell us about your journey.

**The survey is only open today and tomorrow** – so it’s important you get in quickly to have your say to help us plan better local and on-site transport options for the future.

[**Start the survey now**](file://internal.vic.gov.au/DHHS/HomeDirs4/sben3010/Sustainable%20transport%20individual%20toolkit%20files/link%20to%20online%20survey)**!**

We’ll be sharing the results with you soon.

Thank you again for participating to help improve your local transport options.

## Management dissemination, teams messaging link

**Subject:** Staff Travel Survey on today

Hi Team

You might have seen an email or a piece on the intranet about the [Hospital or Health Service name] Staff Travel Survey, which is taking place today and tomorrow.

This is a really important project for us to be involved in. It will help to shape the way you and all of us get to work here in the future.

Please spare 3 minutes to complete the survey **today** and encourage your teams and colleagues to do so too.

Don’t hesitate to give me a call if you have any questions or just open the survey link for more information.

If you haven’t received the email link, you can [open the survey](file://internal.vic.gov.au/DHHS/HomeDirs4/sben3010/Sustainable%20transport%20individual%20toolkit%20files/online%20survey%20link) or go to [survey web address].

Best Regards

[Manager]

## Reminder email the day after survey day

**Note:** Only send if **low** response rate (enhance urgency – last chance)

Subject: Staff Travel Survey closing – last chance to have your say!

Hi,

This week is [Hospital or Health Service name] Staff Travel Survey Week and we really need you to tell us how you got to work **yesterday**.

Information collected will help plan better local and on-site transport options and increase and improve access to the hospital campus. This will benefit all current and future staff.

It’s really important that as many staff take part in this survey as possible – and **today is the last day to have your say**.

If you haven’t already shared your trip with us, please [**start the survey now**](file://internal.vic.gov.au/DHHS/HomeDirs4/sben3010/Sustainable%20transport%20individual%20toolkit%20files/online%20survey%20link) or visit [survey web address].

We’ll be sharing the results with you soon.

Thank you again for participating to help improve our local transport options.

To receive this document in another format, phone 9595 2898, using the National Relay Service 13 36 77 if required, or email sustainability <sustainability@health.vic.gov.au>.

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