# How to introduce the program to participants

# *What: Program intro/announcement email*

# *Send from: Organization leader, i.e., school principal*

# *Sent to: All program participants, i.e., teachers, staff, students and families*

# *When to send: One week before testing begins*

#

# *Subject:*

# Introducing a new COVID-19 testing program for {district/school name}

#

# *Body copy:*Hello {school name} {population, e.g., staff/employees, parents/guardians, students},

# I’m excited to announce that we are launching COVID-19 testing with PerkinElmer and Color Health. Through this program, we will offer lab-based COVID-19 testing for our {population: e.g., staff and students}. {Community, i.e., the schools in our district} will be collecting their samples onsite by self-swab with comfortable anterior nasal (AN) swabs.

# We’ll test {population: e.g., staff and students} once every {X} weeks, starting {date}. You’ll receive an email from me later this week with information on how to register and what to expect when testing. Testing is not required, but highly encouraged to keep our school community safe.

{District/school name} has created guidelines that follow state and local protocols about what to do if a sample is positive, which you can find here {website}. We will follow up with each participant or their parent/guardian directly when results are available.

# For more information on testing with PerkinElmer and Color, including self-swab testing and receiving results, head to Color’s [Support FAQs](https://www.color.com/pki-site-support).

# Thank you for helping us create a safe and healthy {district/school name} community.

# {Organization leader signature}