Success Stories Made Easy:
Growing, Finding, and Using Strong Stories to Benefit Your Program

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Jana Scoville, Banyan Communications

1305 & 1422 Meeting
Nov 30, 2016
Outline for Today

• Review the Benefits of Success Stories
• Identify Success Stories
• Provide highlights of the Success Story application
• Share the Steps for Using Success Stories
What Is a Success Story?

• A success story is a description of a program, initiative, activity, or strategy’s
  • Progress
  • Achievements
  • Impact
  • Future directions

• Success stories are concise and engaging and show positive change.
Sharing Our Work – Why does it matter?
Sharing Our Work – Why does it matter?

Success Stories show value of the work.

Visibility

Credibility

Share the impact of activities

Accountability

Foster an exchange of ideas/promising practices

ADD VALUE
Success Stories Work Because They...

- Reach audiences in a way they can understand using strong, clear, and concise communication without jargon
- Clearly illustrate the progress you’ve made
- Allow for internal and external promotion of work
- Provide information for building programs in other communities
- Make the case for why a program or activity needs to be continued for the long run; foster sustainability
Identifying Your Success Stories

1. Know your audience(s)
2. Determine your objective for each audience
3. Outline the information needed for challenge, solution, and results
4. Promote and disseminate your stories
The Foundation of Success Stories

Step 1: Know Your Audience(s)
Your Success Matters to…

Step 1: Know Your Audience(s)

- State/Local Stakeholders
- Federal Stakeholders
- Potential Funders
- Current/Future Coalition Members
- Media
Start with Your Program

• Base on logic model and objectives.
• Get help from evaluators.
• Use existing and partner data when available.
## What Matters to Your Audience...

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>State</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Audience</strong></td>
<td>National decision makers and partners</td>
<td>Funders, partners, coalition members</td>
<td></td>
</tr>
<tr>
<td><strong>Objective</strong></td>
<td>Demonstrate value of public investment</td>
<td>Showcase work, gain support, recruit</td>
<td></td>
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<tr>
<td><strong>Focus</strong></td>
<td>Outcome/impact</td>
<td>Process, demonstration, outcome</td>
<td></td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>Data</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Step 1. Developing Audience Profiles/Personas: Who are they & what do they care about?

<table>
<thead>
<tr>
<th>Audience (stakeholder):</th>
<th>Audience (general market):</th>
<th>Audience (target segment):</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Biographical details:</strong> age, job, gender, interests, racial/ethnic group, language, influencers......</td>
<td></td>
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<tr>
<td><strong>What matters?</strong> (values, issues, etc.)</td>
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<tr>
<td>How they regard your issue (if at all)?</td>
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<tr>
<td>Who do they listen to?</td>
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<td></td>
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<tr>
<td>Organizations they belong to?</td>
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<td></td>
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<tr>
<td>Effective messages?</td>
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</table>
Your Audience Cares About…

Step 1: Know Your Audience(s)

- Know exactly who your audience is and look at everything from that point of view.
- Listen and learn about what your selected audience wants, struggles with, cares about, likes, and dislikes.
- Take into account how your audience sees an issue from an historic perspective.

Knowing what’s important to your audience will help ensure the information shared is meaningful to the audience members.
The Foundation of Success Stories

Step 2. Determine Your Objective for Each Audience & Type of Story
Determining an Audience Objective

• Name your audience
• Why does this issue matter to this audience?
• How do success stories address what they value?

Example Audience Objective: After reading this success story, the reader will be able to identify the burden of obesity and how systems changes have improved physical fitness in the Balko, Oklahoma School District.
Types of Success Stories

• **Early: Capacity Building Story**-- Improved resources or abilities that may result in system or environmental change.

• **Middle: Demonstration Story**-- Measurable system or environmental change that affect small groups of people but can be replicable to large groups of people (also referred to as a pilot program).

• **Later: Outcome Story**-- Measurable system or environmental change that affects large groups of people.

NEED CHANGE
## Matching Possible Story Types to Phases

<table>
<thead>
<tr>
<th>Phase</th>
<th>Story Types</th>
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<tbody>
<tr>
<td><strong>Early Phase</strong></td>
<td></td>
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<tr>
<td>Planning</td>
<td>Capacity Building Stories</td>
</tr>
<tr>
<td><strong>Middle Phase</strong></td>
<td></td>
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<tr>
<td>Implementation</td>
<td>Demonstration or Outcome Stories</td>
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<tr>
<td><strong>Late Phase</strong></td>
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<tr>
<td>Wrap Up</td>
<td>Outcome Stories</td>
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<tr>
<td><strong>Maintenance Phase</strong></td>
<td></td>
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<tr>
<td>Continued Effort</td>
<td>All Story Types</td>
</tr>
</tbody>
</table>
What Creates Strong Success Stories?

Step 3: Outline the Challenge, Solution and Result (with Data)
Foundation of a Story

Step 4: Outline the Ideal Challenge, Solution and Result

Beginning

Once upon a time...

Middle

This happened. Then this happened.

End

And they all lived happily ever after.
Public Health Story

Problem/Challenge

Solution

Results
Golden Rule of Storytelling:

Every good story shows change.
Every. Single. One.
More Details Strengthen the Story

<table>
<thead>
<tr>
<th>Challenge/Problem</th>
<th>Solution</th>
<th>Results</th>
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</thead>
<tbody>
<tr>
<td>• There are <strong>20</strong> multiunit housing complexes in Southtown, South Dakota.</td>
<td>• Provided residents with pamphlets about secondhand smoke.</td>
<td>• <strong>Nine</strong> complexes have passed indoor air quality policies. This affects <strong>450 families/1,800 people</strong>.</td>
</tr>
<tr>
<td>• Only <strong>2</strong> multiunit complexes do not allow smoking indoors.</td>
<td>• Conducted resident surveys and information gathering to gauge resident receptivity for change.</td>
<td>• <strong>Five</strong> additional complexes will go smoke-free as of January 2016. This affects 250 families/1,000 people.</td>
</tr>
<tr>
<td>• Nearly <strong>9 out of every 10</strong> of the families living in multiunit housing are exposed to second hand smoke.</td>
<td>• Shared property value assessments regarding smoking vs. non-smoking units with landlords.</td>
<td>• By January 2016, <strong>3 out of 4 families</strong> in Southtown, South Dakota, will live in a smoke-free environment.</td>
</tr>
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</table>
Corner Stores in Missouri Make Healthy Food Options Easier to Buy

Kara Lubisich

Summary
Nearly 319,000 Missouri residents in low-income communities now have increased access to fresh produce at local corner stores. The Missouri Department of Health and Senior Services (MDHSS) partnered with the University of Missouri Extension program to expand Stock Healthy, Shop Healthy (S3H) programs across the state. The program aims to improve access to healthier foods in rural and low-income areas. With the support of S3H, about 22 Missouri corner stores now offer affordable, healthier food choices.

Challenge
In 2014, Missouri’s adult obesity rate was 30.2%. Following a healthy lifestyle that includes a healthy diet and regular physical activity can help prevent obesity. The 2015-2020 Dietary Guidelines for Americans suggest eating a diet that includes whole grains, fruits, vegetables, and lean protein. But access to these foods can be difficult for some residents in rural or low-income communities. In Missouri, full-service grocery stores that offer fresh fruit and vegetables can be up to 30 miles away in some rural communities. Such distances can make it difficult for residents to get recommended foods like fruits, whole grains, and vegetables.

Your Involvement is Key
Purchasing fresh produce at local corner stores is helping to improve the health of Missouri’s residents. To learn more about Shop Healthy, Stock Healthy or how to get involved, visit http://extension.missouri.edu/stockhealthy/. This project is supported by the State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity, and Associated Risk Factors and Promote School Health cooperative agreement (DP13-1306).

Solution
In 2014, the University of Missouri Extension partnered with MDHSS to expand S3H programs to corner stores in rural and low-income areas across the state. S3H provides webinar trainings and two S3H toolkits—one for retailers and one for communities. The retailer toolkit provides healthier foods information, safe handling and storing guidelines for produce, product placement, and marketing suggestions. The Community Toolkit guides community partners in working with stores and building demand for healthy foods. This effort aims to increase sales for corner stores, improve the availability of healthier foods in these areas, and encourage residents to eat fresh fruits and vegetables.
Why Include the Largest Outcome?

Versus
Using the Strongest Numbers You Can

<table>
<thead>
<tr>
<th>Traditional Health Ed</th>
<th>Weak</th>
<th>PSE Initiative</th>
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<tbody>
<tr>
<td>Held a training</td>
<td></td>
<td>Develop a standard</td>
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Stronger

| Held 5 trainings of 400 people total | Developed standards impacting 5 cities |

Strongest

| Trained 400 people from 10 locations impacting 2.5 million statewide | Standards impact 5 sites city/statewide and impacting 500,000 people |
Example

Challenge: We don’t know if people can easily walk or bike in our community.

Solution: We met with the Department of Transportation, the Parks Department, and the Mayor.

Result: We are planning on completing a walkability and bike-ability assessment this fall.

Not quite a capacity building story—nothing has changed yet and the plan is not actionable.
Example

**Challenge**
Nine hundred families who live in Fayettetown do not have access to affordable fruits and vegetables.

**Solution**
We worked with city planners, builders, store owners, and local distributors to improve access.

**Result**
More than 3,600 people now have access to affordable fruits and vegetables at corner stores in easy walking distance.

Strong outcome story
# Starting Your Story

## Story Checklist Worksheet

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<th>Sustainable Success</th>
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<th>Your Involvement is Key</th>
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<th>Solution</th>
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Share Your Story

Step 4: Story Distribution and Promotion
Share Your Story

Step 4: Story Distribution and Promotion

- Determine your messengers
- Share your story with stakeholders
- Promote through strategic
  - Briefing materials
  - Partner newsletter articles/listservs
  - Media—general and targeted (as appropriate)
  - Website content
  - Social Media
Sample Social Media Content

Tweets
• Find out how 319,000 #Missouri residents can now shop local corner stores for fresh #fruits and #veggies. http://bit.ly/2f3L6Js
• Buying fresh #produce at local corner stores is helping #Missouri residents get #healthy. http://bit.ly/2f3L6Js

Facebook
• In Missouri, full service grocery stores that offer fresh #fruit and #vegetables can be up to 30 miles away in some rural communities. Those distances make it difficult for people to get recommended foods like fruits, whole grains, and vegetables. #Missouri’s recipe for success? Stock Healthy, Shop Healthy. Get all the juicy and nutritious details here! http://bit.ly/2f3L6Js
NCCDPHP Success Stories Application
What is the NCCDPHP Success Stories Application?

1. An online resource created to help you develop professionally designed, compelling stories to showcase your work.

2. Provides the Center and Divisions with success examples that can be shared with National stakeholders, partners, and the media.
Things to Include

• Describe the change clearly
• Add tangible data:
  • Observation data
  • Behavioral health change
  • Practices and systems changes
  • Changes in health status
• Keep quotes and stories about people who have benefited from the program in perspective
  • Use personal anecdotes as “hot sauce” for the story—not as the whole story
• Keep it short—two pages is likely all busy people may read—and that may be too long.
NCCDPHP Success Story Application

NCCDPHP Success Stories
National Center for Chronic Disease Prevention and Health Promotion
Success Story Made Easier

Site Address:
https://nccd.cdc.gov/NCCDSuccessStories/
Writing and Structuring Success Stories

Tennessee Gold Sneaker Initiative: Jump on Preventing Childhood Obesity

Summary
With preschool child obesity rates in Tennessee continuing to grow, state and local organizations came together to develop the Gold Sneaker program. This program offers certification to childcare facilities that take child nutrition and physical activity training and put into effect a series of health policies and recommendations obtained from sources such as the American Academy of Pediatrics. Today, more than 10,000 preschoolers attend more than 260 Gold Sneaker certified childcare facilities in Tennessee.

Successes in Implementing Healthy Eating and Activity

Solution
To address the preschool obesity epidemic, the Tennessee Early Learning Development partnership developed a series of policies in an effort to reduce obesity. These policies, which include increasing physical activity, decreasing screen time, and establishing healthy eating options, are designed to create healthier habits at an early age. The partnership also provided training to early childhood professionals, which helped them understand the importance of these policies and implement them effectively.

Siciliowas in San Antonio: Turning Physical Activity into a Family Adventure

Summary
More than half of San Antonio adults are overweight or obese with inadequate physical activity being a key contributing factor. To encourage physical activity in the community and outdoors, the city held a series of Siciliowas “Go Play in the Streets” events. The events were aimed at making urban spaces more accessible to residents and promoting physical activity for all ages.

Challenges
Several challenges were faced during the event planning process, including limited availability of outdoor spaces and funding constraints. However, the city was able to overcome these obstacles by utilizing existing parks and private properties and seeking out community partnerships.

Solution
In order to address the challenges, the city worked with local businesses, community organizations, and residents to identify and support events that would encourage physical activity. These efforts included organizing activities such as soccer games, yoga classes, and dance workshops, which were open to all ages and skill levels. The city also provided incentives for participants, such as raffle prizes and certificates for those who completed a certain number of events.

Your Involvement is Key
San Antonio is an active community, and the VNA is looking for support to hold these Siciliowas events during 2023. There are countless ways to get involved. For example, sponsors can provide a tent or sponsor an introduction or physical activity event, such as a rock wall. Sponsors will benefit from visibility opportunities at the event that can reach an estimated 40,000 participants, and from inclusion in the Sicilia marketing program. To learn more, contact the VNA at 210-340-962.
Success Story Application

Site Address:
https://nccd.cdc.gov/NCCDSuccessStories/
Success Story Library

See What Others Are Doing
NCCDPHP Success Stories
National Center for Chronic Disease Prevention and Health Promotion

Search NCCDPHP Success Stories

Looking for a specific story type or funding partner? Use the Refine Your Search tab above.

Download PDF
Check it Out, A Healthy Checkout!
Added on 11/11/2014

Download PDF
Fighting Obesity by Increasing Access to Local Farmers’ Markets
Added on 11/11/2014

Download PDF
Florida Youth, YMCA Growing Stronger Together in Pinellas County

Download PDF
Local “Food to Fork” Streamlined Through Online Farmers’ Market
# My Stories Dashboard

## Melissa's Dashboard

### My Success Stories & Impact Statements

<table>
<thead>
<tr>
<th>Issue</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma Work</td>
<td>delete</td>
</tr>
<tr>
<td>St. Louis Initiative</td>
<td>delete</td>
</tr>
</tbody>
</table>

### Assigned Impact Statements

You have no Assigned Impact Statements in your personal library.

### Submitted Success Stories

<table>
<thead>
<tr>
<th>Filename</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fayetteville, Oklahoma, School District Moves to Increase Physical Activity</td>
<td>Processing</td>
</tr>
<tr>
<td>Fayetteville, Oklahoma, School District Moves to Increase Physical Activity</td>
<td>In Review</td>
</tr>
</tbody>
</table>

### Submitted Impact Statements

<table>
<thead>
<tr>
<th>Filename</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>St. Louis is Moving Away the Pounds</td>
<td>Approved</td>
</tr>
</tbody>
</table>

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Create Impact Statements in addition to Success Stories!

Impact Statements are brief accounts or data-driven summaries of what you accomplished. Success Stories help you reach community stakeholders and other readers on an emotional level by providing more details. Choosing the right format depends on your audience and the information you need to communicate.

You can group your Impact Statements and Success Stories in folders. Create folders based on the type of document, activity, or initiative.

Success Stories default to the Success Stories Folder. Just click Success Stories to access them. Any Impact Statements default to the Impact Statements folder. For help navigating the Dashboard, click here.

Success Stories are two-page narratives used to reach stakeholders locally and nationally. They provide extensive details about the initiative as well as an opportunity to engage readers on a more emotional level.
Crafting the Story
Templates

Choose Template

Jump to: Choose Template

Summary
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur velit nisl id amet.

Magazine Style
This design has a more sophisticated feel that draws in the reader and moves them through the story. This format will help longer stories feel more manageable. It’s best for use with stakeholders who are drawn in by visual imagery but are also interested in the details and knowing that they’ve been given a polished presentation of the information.

Text Only
This template is the simplest and allows the story to speak for itself. Without the visual elements of the other templates, this template allows you to easily contain your story in two pages. Will you need to print the story in black and white? This template is the easiest to print in black and white. This choice works best with stakeholders who want a “no frills” document they can look at quickly and get the most important information.

Newsletter
The newsletter style template has some of the visual appeal of the magazine style, but it accommodates the stakeholders who want to quickly find the sections or sections of the story they want to read.

Blocks
This template has more visual interest. It incorporates photo imagery, design elements and...
Photo Gallery

Select Photo

Fit for your story’s public health topic, or browse the entire list to identify a photo that best communicates your initiative.

Show photos relating to:
- Active Living/Physical Activity
- Nutrition/Healthy Eating
- Tobacco/Tobacco-Free Living
- Clinical and Health Care Images

TIP: Use Your Own Photo

Although we are unable to use local pictures on CDC’s published stories, you are certainly able to include them in a locally produced story. Simply download the Word document of your story and paste your pictures in your story. (Hyperlinked) Click here to watch a video that will walk you through the process.
Impact Statements

Impact Statement

Title
(Undefined)

Impact Statement
Character Limit: 1500 - Count: 535

Funded by the Affordable Care Act’s Prevention and Public Health Fund, Community Transformation Grants (CTGs) ran for 5 years and reached more than 1 in 3 U.S. citizens—about 100 million Americans. In 2011, CTG awarded $100 million to 61 state and local government agencies, tribes and territories, and nonprofit organizations in 30 states. In 2012, CTG expanded to reach more people in more places. The CTG Small Communities Grant awarded approximately $76 million to communities with a population size of less than 500,000 residents.

Help
Impact Statements clearly and concisely communicate the most important aspects of your initiative or activity. Creating one can help you succinctly speak about your work. Only one to four sentences long, it should focus on the change made in the community. Although you can include some information about the challenge faced, the statement should focus on the number of people reached and how their lives have changed. Data is instrumental to highlight the number of people who benefit from the changes. If you need additional examples of strong Impact Statements, click here.

Strong... Weak...

Example 1:
Approximately 24,000 students in nearly 80 schools in Southtown, Missouri now have access to healthier vending options.

Example 2:
Previously only 10 complexes were smoke-free. Now, as of January 2015, over 2,500 families in 45 of the 50 multi-family housing complexes in Fayetteville, Nebraska can enjoy a smoke-free indoor air environment. The remaining five complexes are scheduled to become smoke-free in 2016.

Spell Check

Contact Information

Organization Name *
Banpar Communications

First Name * Last Name *
Melissa Byers

Organization Address *
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City * State *
St. Charles MO 63301

Zip Code *

Submit to CDC
Questions?

Comments?

nccdsuccessstories@cdc.gov
Resources

• NCCDPHP Success Story Application--
  https://nccd.cdc.gov/NCCDSuccessStories/

• NACDD Story Database--
  http://chronicdisease.site-ym.com/?DatabasePublic

• AHA/RWJF Voices for Healthy Kids--
  http://voicesforhealthykids.org/success-stories/