

Success Stories Made Easy:

Growing, Finding, and Using Strong Stories to Benefit Your Program

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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

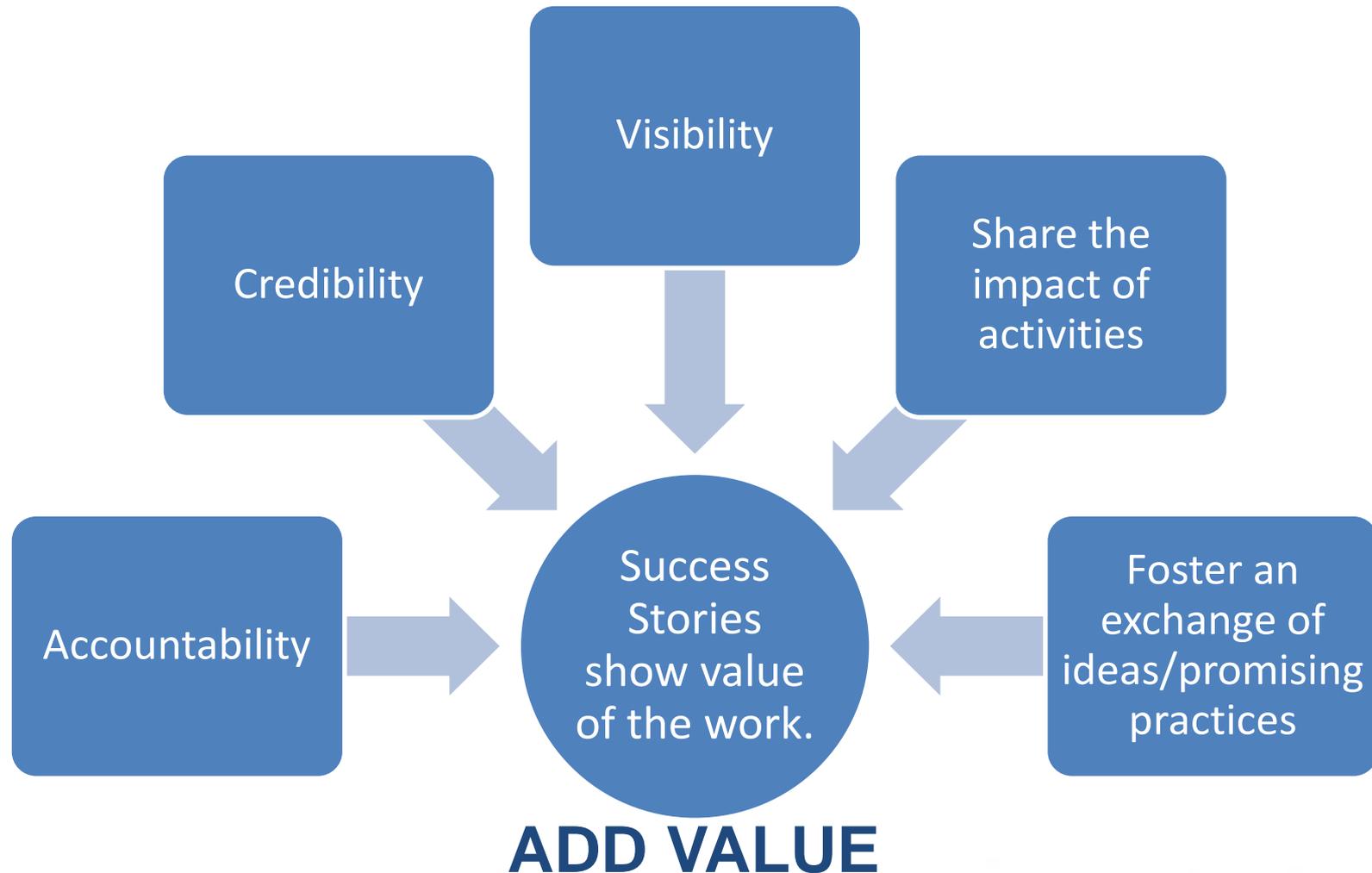
What Is a Success Story?

- 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 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

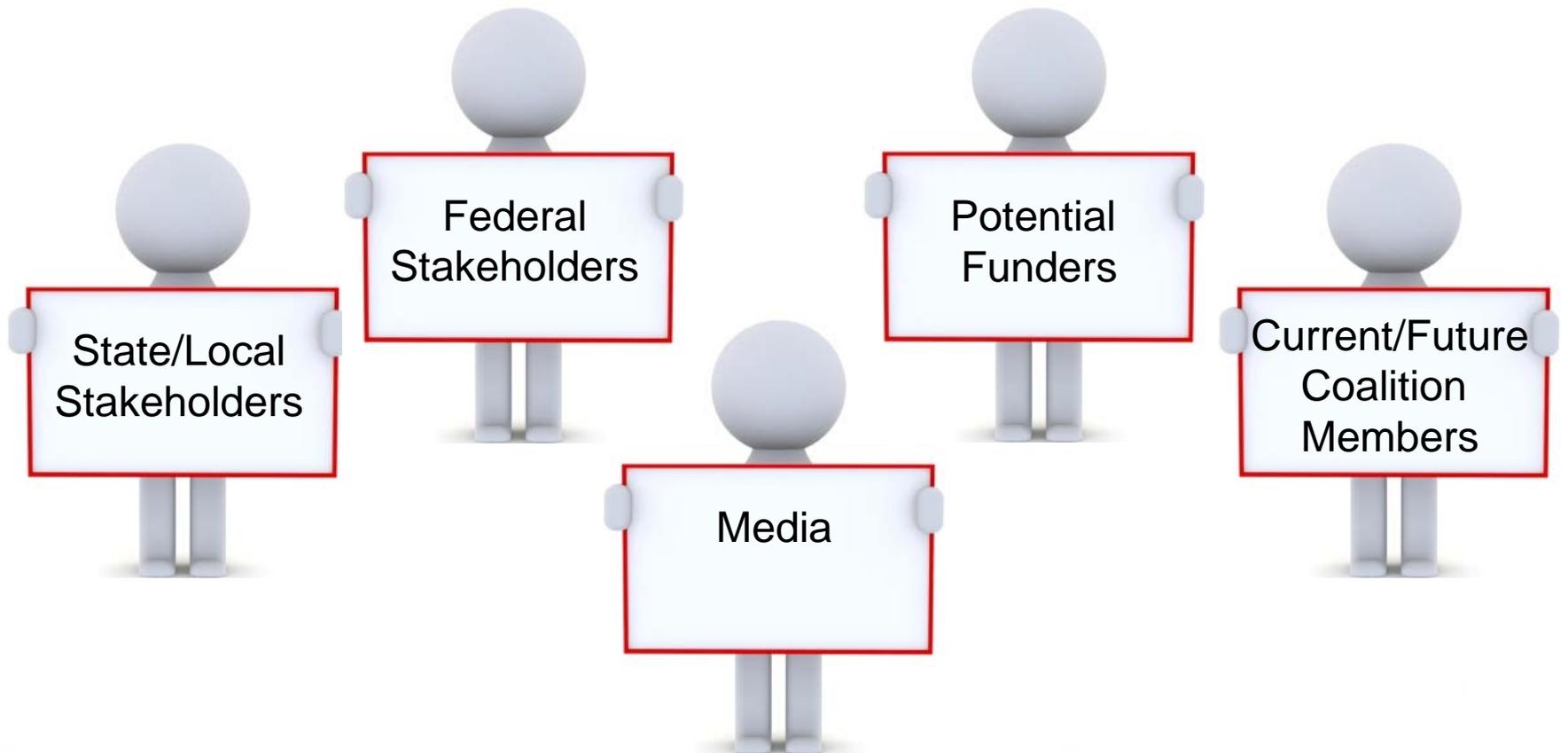
1. Know your audience(s)
2. Determine your objective for each audience
3. Outline the information needed for challenge, solution, and results
4. Promote and disseminate your stories

The Foundation of Success Stories

Step 1: Know Your Audience(s)

Your Success Matters to...

Step 1: Know Your Audience(s)



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...

	National	State	Local
Audience	National decision makers and partners	Funders, partners, coalition members	
Objective	Demonstrate value of public investment	Showcase work, gain support, recruit	
Focus	Outcome/impact	Process, demonstration, outcome	
Content	Data		

Step 1. Developing Audience Profiles/Personas: Who are they & what do they care about?

	Audience (stakeholder):	Audience (general market):	Audience (target segment):
Biographical details: age, job, gender, interests, racial/ethnic group, language, influencers.....			
What matters? (values, issues, etc.)			
How they regard your issue (if at all)?			
Who do they listen to?			
Organizations they belong to?			
Effective messages?			

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?

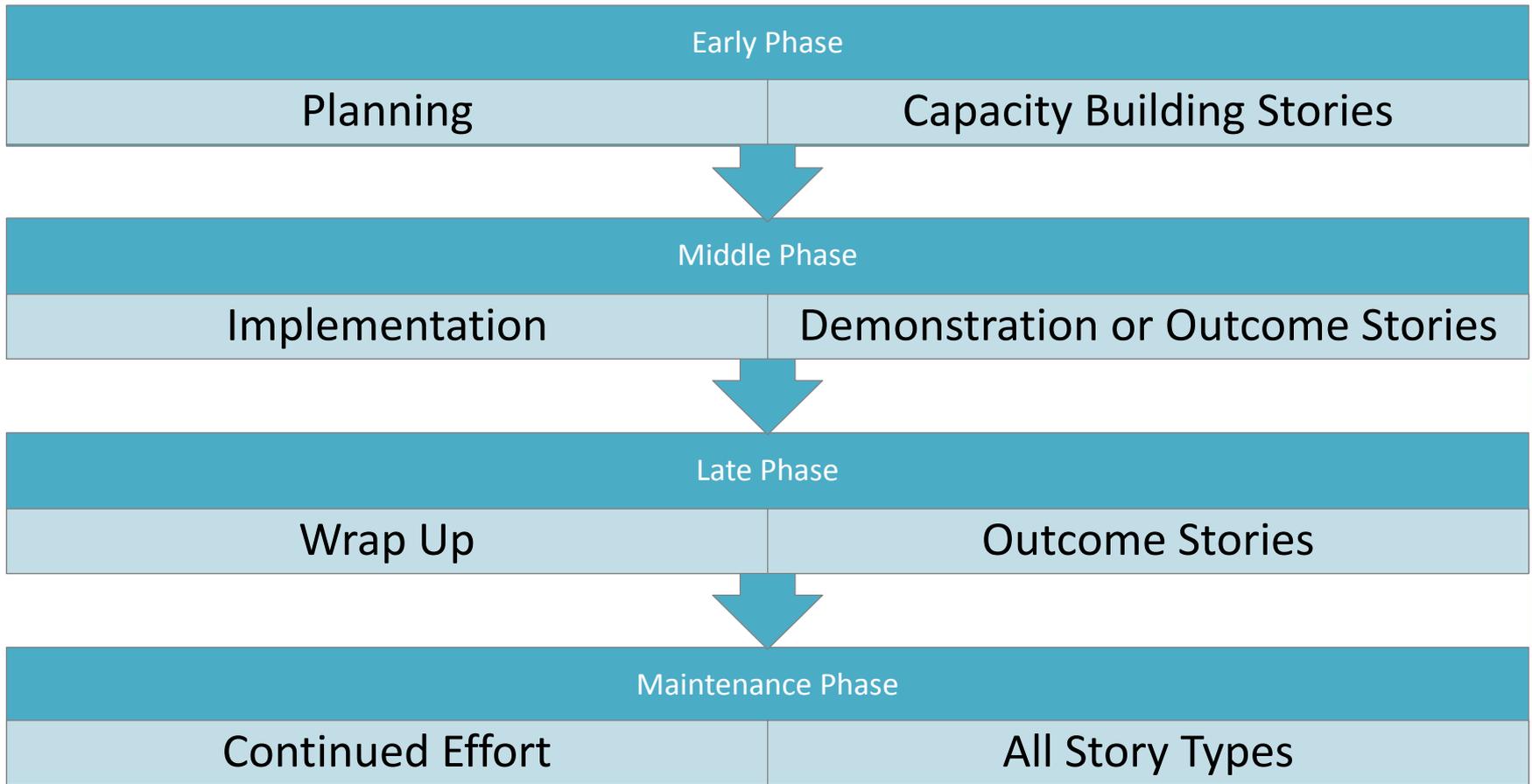
Example Audience Objective: After reading this success story, the reader will be able to identify the burden of obesity and how systems changes have improved physical fitness in the Balko, Oklahoma School District.

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



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

Middle

End

**Once upon a
time...**

**This
happened.
Then this
happened.**

**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

Challenge/Problem	Solution	Results
<ul style="list-style-type: none">• There are 20 multiunit housing complexes in Southtown, South Dakota.• Only 2 multiunit complexes do not allow smoking indoors.• Nearly 9 out of every 10 of the families living in multiunit housing are exposed to second hand smoke.	<ul style="list-style-type: none">• Provided residents with pamphlets about secondhand smoke.• Conducted resident surveys and information gathering to gauge resident receptivity for change.• Shared property value assessments regarding smoking vs. non-smoking units with landlords.	<ul style="list-style-type: none">• Nine complexes have passed indoor air quality policies. This affects 450 families/1,800 people.• Five additional complexes will go smoke-free as of January 2016. This affects 250 families/1,000 people.• By January 2016, 3 out of 4 families in Southtown, South Dakota, will live in a smoke-free environment.

Corner Stores in Missouri Make Healthy Food Options Easier to Buy

Kara Lubischer

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 (SHSH) programs across the state. The program aims to improve access to healthier foods in rural and low-income areas. With the support of SHSH, 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 suggests 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.

Solution

In 2014, the University of Missouri Extension partnered with MDHSS to expand SHSH programs to corner stores in rural and low-income areas across the state. SHSH provides webinar trainings and two SHSH 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.



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 (DP13-1305).

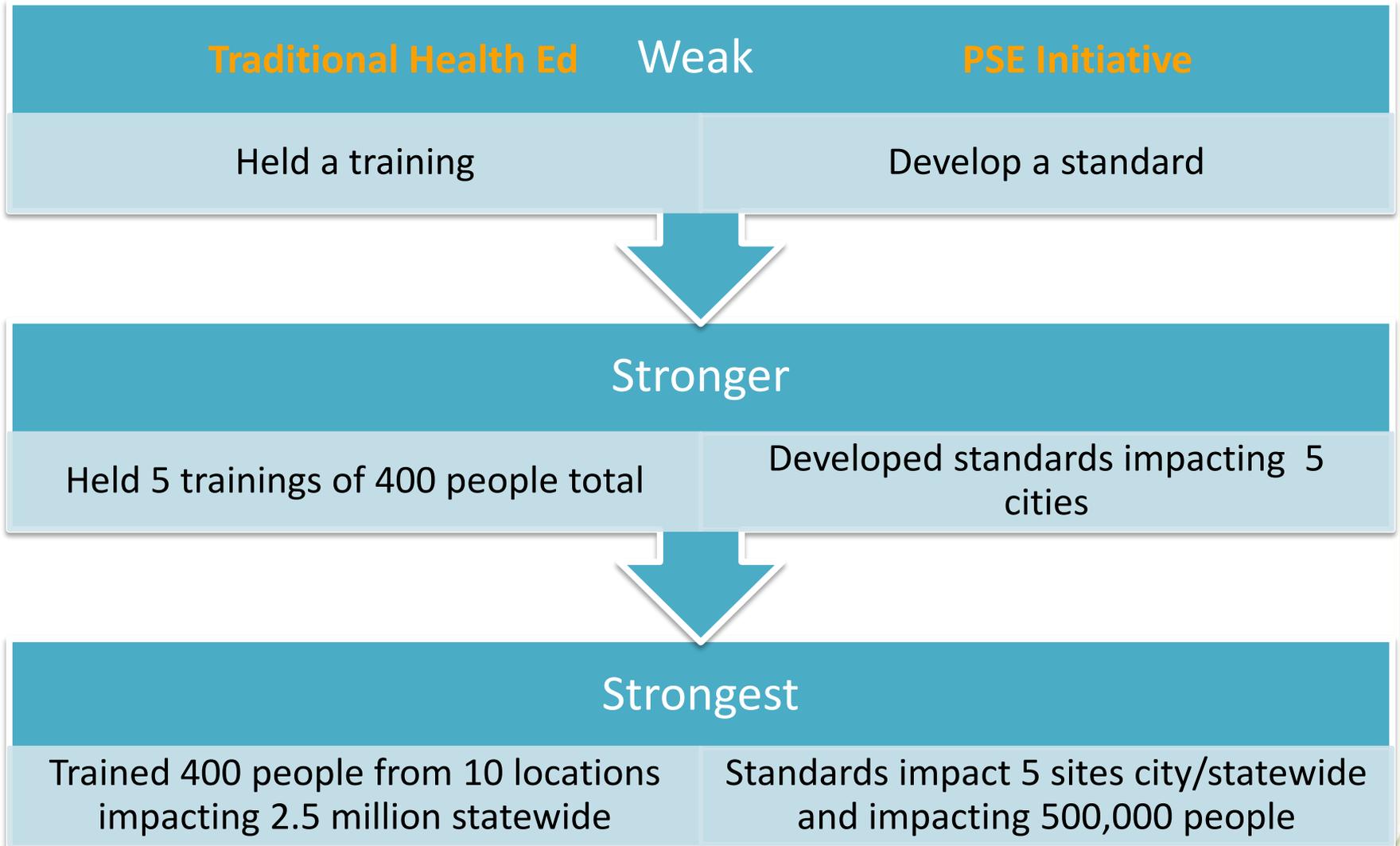
Why Include the Largest Outcome?



Versus



Using the Strongest Numbers You Can



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 Fayette town 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



TITLE	RESULTS
_____	_____
_____	_____
AUTHOR	_____
_____	_____
_____	SUSTAINABLE SUCCESS
SUMMARY	_____
_____	_____
_____	YOUR INVOLVEMENT IS KEY
_____	_____
CHALLENGE	_____
_____	_____
_____	QUOTE
_____	_____
SOLUTION	_____
_____	CONTACT
_____	_____

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>
- 22 corner stores in #Missouri offer residents affordable fresh #fruit and #veggies. How? Read on. <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

<p>Healthy Convenience Stores Make Fresh Produce Available in Albany, New York</p> <p>by ELEANOR V. SWAN</p> <p>SUMMARY With its population, this small, less-wealthy town of about 10,000 residents is the fifth largest in the state of New York. The number of convenience stores in Albany has increased from 10 in 2000 to 100 in 2010. During that time, fresh produce was not available in any of the convenience stores. The NCCDPHP was able to make the town a priority for a fresh produce pilot program.</p>  <p>CHALLENGE In 2008, the NCCDPHP was the largest grantee in the country for the National Center for Chronic Disease Prevention and Health Promotion's (NCCDPHP) Fresh Produce Pilot Program. The program was designed to help convenience stores in underserved areas provide fresh produce to their customers. The NCCDPHP was able to make Albany a priority for a fresh produce pilot program.</p> <p>YOUR MOVEMENTS TO TRY Working with the NCCDPHP, the town of Albany, New York, was able to make the town a priority for a fresh produce pilot program. The NCCDPHP was able to make the town a priority for a fresh produce pilot program.</p> <p>CHALLENGE In 2008, the NCCDPHP was the largest grantee in the country for the National Center for Chronic Disease Prevention and Health Promotion's (NCCDPHP) Fresh Produce Pilot Program. The program was designed to help convenience stores in underserved areas provide fresh produce to their customers. The NCCDPHP was able to make Albany a priority for a fresh produce pilot program.</p>	<p>Tennessee Gold Sneaker Initiative: Getting a Jump on Preventing Childhood Obesity</p> <p>by ELEANOR V. SWAN</p> <p>SUMMARY The Tennessee Gold Sneaker Initiative is a community-based program that aims to reduce childhood obesity by providing free sneakers to children in underserved areas. The program was designed to help children in underserved areas provide fresh produce to their customers. The NCCDPHP was able to make Albany a priority for a fresh produce pilot program.</p> <p>CHALLENGE In 2008, the NCCDPHP was the largest grantee in the country for the National Center for Chronic Disease Prevention and Health Promotion's (NCCDPHP) Fresh Produce Pilot Program. The program was designed to help convenience stores in underserved areas provide fresh produce to their customers. The NCCDPHP was able to make Albany a priority for a fresh produce pilot program.</p>	<p>Partners Creating Healthy Childcare Environments - Maine's Children Benefit</p> <p>by ELEANOR V. SWAN</p> <p>SUMMARY The Maine Children's Healthy Childcare Initiative is a community-based program that aims to improve the health of children in Maine by providing healthy childcare environments. The program was designed to help children in underserved areas provide fresh produce to their customers. The NCCDPHP was able to make Albany a priority for a fresh produce pilot program.</p> <p>CHALLENGE In 2008, the NCCDPHP was the largest grantee in the country for the National Center for Chronic Disease Prevention and Health Promotion's (NCCDPHP) Fresh Produce Pilot Program. The program was designed to help convenience stores in underserved areas provide fresh produce to their customers. The NCCDPHP was able to make Albany a priority for a fresh produce pilot program.</p>
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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 child-care facilities that take child nutrition and physical activity training and put into action a series of health policies and recommendations obtained from sources such as the American Academy of Pediatrics. Today, more than 13,000 preschoolers attend more than 250 Gold Sneaker certified child-care facilities in Tennessee.

Challenge

According to the Centers for Disease Control and Prevention, a statistic shows some signs and 2011 in Tennessee, preschool children of work care facilities, there were no care providers to put into requirements that help meet lack of healthy practices was care providers. An initial assessment revealed that 80% related to healthy nutrition and

"Our parents and staff have a facility. They appreciate our

Solution

To address the preschool child obesity problem, the Care Resource & Referral worked together to develop providers develop and use a series of practices to encourage recommended nutrition and physical activity requirements, establishing minimum physical activity times, and providers training on nutrition and physical activity, a Gold Sneaker certification.

Success Stories

<http://ncod.cdc.gov/dchusuccessstories>



Successes in Implementing Healthy Eating and Physical Activity

Scott Linde

"At one center, kids eagerly lined up out the door at lunchtime. When I asked what they were having, they replied,

"Portabella mushroom burgers!" At another, kids were enthusiastically hushing.com and helping prepare their own corn chowder lunch."

a Y trainer

Summary

The Rye, New York YMCA (the Y) wanted to help. But there are challenges to active living such as sedentary. Another challenge is that unhealthy choices and therefore some adults give them to Healthy Eating and Physical Activity (HEPA) standards at school sites and helped implement HEPA pro

Challenge

A survey of approximately 900 area school and Y 2013. Out of approximately 70 responses, less than 30 minutes or more a day and only a small healthy eating options or included them in their obesity. One concern is the increasing availability are designed for children and keep them inactive; less expensive than healthier alternatives and middle income adults—sometimes buy these foods to self-regulated and must implement many standards a tasks can seem a burden to the centers.

Solution

In support of Michelle Obama's "Let's Move!" initiative to test the HEPA program before rolling it out nationwide Council (CCC), a group that licenses early childhood Westchester County. When the CCC realized that teachers meet required teaching training hours, it introduced the idea to the centers, and the Y staff centers implement HEPA standards to ensure suc

Austin: Tobacco-Free On-The-Go and At Work

SUMMARY

After identifying tobacco use and secondhand smoke as an issue for both employees and patrons, Capital Metropolitan Transportation Authority (Metro) implemented a comprehensive Tobacco-Free Workplace Wellness Initiative. This effort established tobacco-free properties and promoted cessation and support to its workforce and the local community. Now, a Capital Metro worksites, bus stops, rail platforms, transfer centers, and rides" are tobacco-free, affecting over 280,000 riders and 1,100 employees a year.



CHALLENGE

Through the June 2010 Customer Survey, Capital Metro learned that 56% of its workforce was in favor of the Tobacco-Free Workplace Wellness Initiative, and 66% of its riders supported such an initiative. These results posed the challenge of how to best create a plan to make Capital Metro 100% tobacco-free over the coming months. The greatest perceived internal challenge was organizational buy-in from the development of voluntary agency

policies to full employee support concerns included the safety of neighboring properties, enforcement and the perception of a disproportionate burden on employees and riders frequently. In addition, many bus stops were technically on city property, which did not give Metro the full authority to make tobacco-free.

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

Mary Thomas

Summary

More than half of San Antonio adults are overweight or obese with inadequate physical activity playing a key contributory role. To encourage physical activity in the community in safe, outdoor settings, the city held a series of Sicloviás "Go Play in the Streets" events. A Siclovia is an event where community streets are temporarily closed to automobiles and made available to residents for a range of physical activities. Through these events, San Antonians learned to enjoy outdoor physical activity while interacting with community members.

Challenge

Obesity is a growing problem for the more than 1.3 million residents of San Antonio, Texas. In Bexar County where San Antonio is located, approximately 68% of adults are overweight or obese. In San Antonio, about 32% of adolescents are overweight or obese. Obesity rates among certain ethnic and racial populations in Bexar County are disproportionately high. For example, 27% of the county's black and Hispanic children are obese, while only 12% of white children are obese. One of the challenges for San Antonio residents and families is limited access to safe and affordable places to be physically active, a contributory factor to obesity in this community.

Solution

In partnership with the YMCA, the city held three Sicloviás throughout 2011–2012. During these car-free events, streets and nearby parks provided community members with safe and easily accessible places for activities such as walking or jogging with a pet, to bicycling and playing dodge ball. Activity areas, called redivias, offered opportunities for breaks along the route for participants to engage in group exercise classes, listen to live music, climb rock walls, or relax and consume a healthy snack. Routes, which ranged from 2 to 4 miles, were centrally located and in densely populated areas to maximize participation across a variety of populations.



Your Involvement is Key

San Antonio has embraced Sicloviás, and the YMCA is raising support to hold three Siclovia events during 2013. There are countless ways to get involved. For example, sponsors can provide a tent or sponsor an intersection or physical activity event, such as a rock wall. Sponsors will benefit from visibility opportunities at the event that reach an estimated 40,000 participants, and from inclusion in the Siclovia marketing program. To learn more, contact the YMCA at 210-246-9622.



Success Story Application

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NCCD PHP Success Stories

National Center for Chronic Disease Prevention and Health Promotion

Success Story Made Easier

I love the step by step model



Ann Weidenbenner
-Primary Prevention Section & Creating Healthy Communities Program,
Ohio Department of Health

Transcript

Featured Success Stories

Tennessee Gold Squeezer Initiative: Getting a Jump on Preventing Childhood Obesity

Summary

What happened: The Tennessee Gold Squeezer Initiative is a multi-agency effort to reduce childhood obesity by promoting physical activity and healthy eating. The initiative involves the Tennessee Department of Health, the Tennessee Department of Education, and the Tennessee Department of Transportation. The initiative is currently in its second year and has already seen significant success in increasing physical activity and healthy eating among children in Tennessee.

Youth "Playground Supervisors" Become "Courteous," "Deliver Food + Fitness"

Summary

What happened: Youth "Playground Supervisors" are trained to be "Courteous," "Deliver Food + Fitness" to children in their neighborhoods. This program is a partnership between the Tennessee Department of Health and the Tennessee Department of Education. The program is currently in its second year and has already seen significant success in increasing physical activity and healthy eating among children in Tennessee.

Partners Creating Healthy Childcare Environments + Making Children Benefit

Summary

What happened: Partners are creating healthy childcare environments that benefit children. This program is a partnership between the Tennessee Department of Health and the Tennessee Department of Education. The program is currently in its second year and has already seen significant success in increasing physical activity and healthy eating among children in Tennessee.

What would you like to do?

- [View My Account](#)
- [Search Success Stories](#)
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National Center for Chronic Disease Prevention and Health Promotion

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

Thumbnail List

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

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Local "Food to Fork" Streamlined Through Online Farmers' Market

My Stories Dashboard

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Melissa's Dashboard

Create New

[Success Story](#)

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- [Learn More: NCCDPHP Library Criteria](#)
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- [Writer's Resource Center](#)

My Success Stories & Impact Statements

■	Impact Statements	
■	Oklahoma Work	delete
■	St. Louis Initiative	delete
■	Success Stories	

Assigned Impact Statements

Filename	Author	Created	Modified
You have no Assigned Impact Statements in your personal library.			

Submitted Success Stories

Filename	Status
Fayettetown, Oklahoma, School District Moves to Increase Physical Activity	Processing
Fayettetown, Oklahoma, School District Moves to Increase Physical Activity	In Review

Submitted Impact Statements

Filename	Status
St. Louis is Moving Away the Pounds	Approved

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](#).

Successes
Impacts

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

CDC Home
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CDC 24/7: Saving Lives. Protecting People.™

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

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Jump to: Go

- Title
- ✓ Challenge
- Solution
- Results
- Summary
- Sustaining Success
- Get Involved
- Quote
- Story Contact
- Choose Image
- Choose Template

Chara

Tip: Use Active Voice where possible
Active Voice- Walkers found the trails made walking more enjoyable.
Passive Voice- The trails were found to be more enjoyable by the walkers.

Cite Sources
If you use numbers or quotes, make sure that you include the report, website, article or other source for the information. The **Writer's Resource Center** has help for citing sources if you'd like some guidance.

Strong... **Weaker...**

Childhood obesity is a growing epidemic in Connecticut. According to the Connecticut Department of Public Health, **25.9 percent of children** in the state are obese. While lack of physical activity is a risk factor for obesity, schools in Connecticut are shortening or eliminating physical education classes, recess, and physical activity breaks in order to increase instructional time in math, English, and science in an attempt to improve standards-based test scores. However, according to **CDC's 2010 report, The Association**

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Templates

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Jump to:

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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 that 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 section or sections of the story they want most to read.

Blocks

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

Summary

YOUR INVOLVEMENT IS KEY

YOUR INVOLVEMENT IS KEY

YOUR INVOLVEMENT IS KEY

Challenge

CHALLENGE

CHALLENGE

CHALLENGE

Solution

SOLUTION

SOLUTION

SOLUTION

Results

RESULTS

RESULTS

RESULTS

Contact

Sample A, Sample

Organization Name

Operating Organization Name

1234 Street, Suite A

Name of City, State, ZIP

555-555-5555 phone

555-555-5555 fax

sample.sample@website.com

Photo Gallery

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Jump to: Choose Image  

Select Photo



Filter by 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.

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Impact Statements

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Impact Statement

Title
(Untitled)

Impact Statement
Character Limit: 1500 - Count: 535

Funded by the Affordable Care Act's Prevention and Public Health Fund, Community Transformation Grants (CTG) ran for 5 years and reached more than 1 in 3 U.S. citizens—about 120 million Americans. In 2011, CTG awarded \$103 million to 61 state and local government agencies, tribes and territories, and nonprofit organizations in 36 states. In 2012, CTG expanded to reach more people in more places. The CTG Small Communities Grants awarded approximately \$70 million to communities with a population size of less than 500,000 residents.

Spell Check

Contact Information

Organization Name *
Banyan Communications

First Name * Melissa **Last Name *** Byers

Organization Address *
3569 New Town Lake Dr.

Organization Address 2

City * St. Charles **State *** MO

Zip Code *

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 Fayettestown, Nebraska can enjoy a smoke-free indoor air environment. The remaining five complexes are scheduled to become smoke free in 2016.

Questions?

Comments?

nccdsuccessstories@cdc.gov

Resources

- NCCD PHP 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/>