



Georgia Department of Public Health

Success Stories

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Chronic Disease University

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Acknowledgment To:

Michele Walsh, NCCDPHP Office of Communication
Melissa Byers, Banyan Communications

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

NCCDPHP Training, April 21, 2016

A red decorative graphic consisting of a curved shape on the left side that tapers into a horizontal bar extending across the bottom of the slide.

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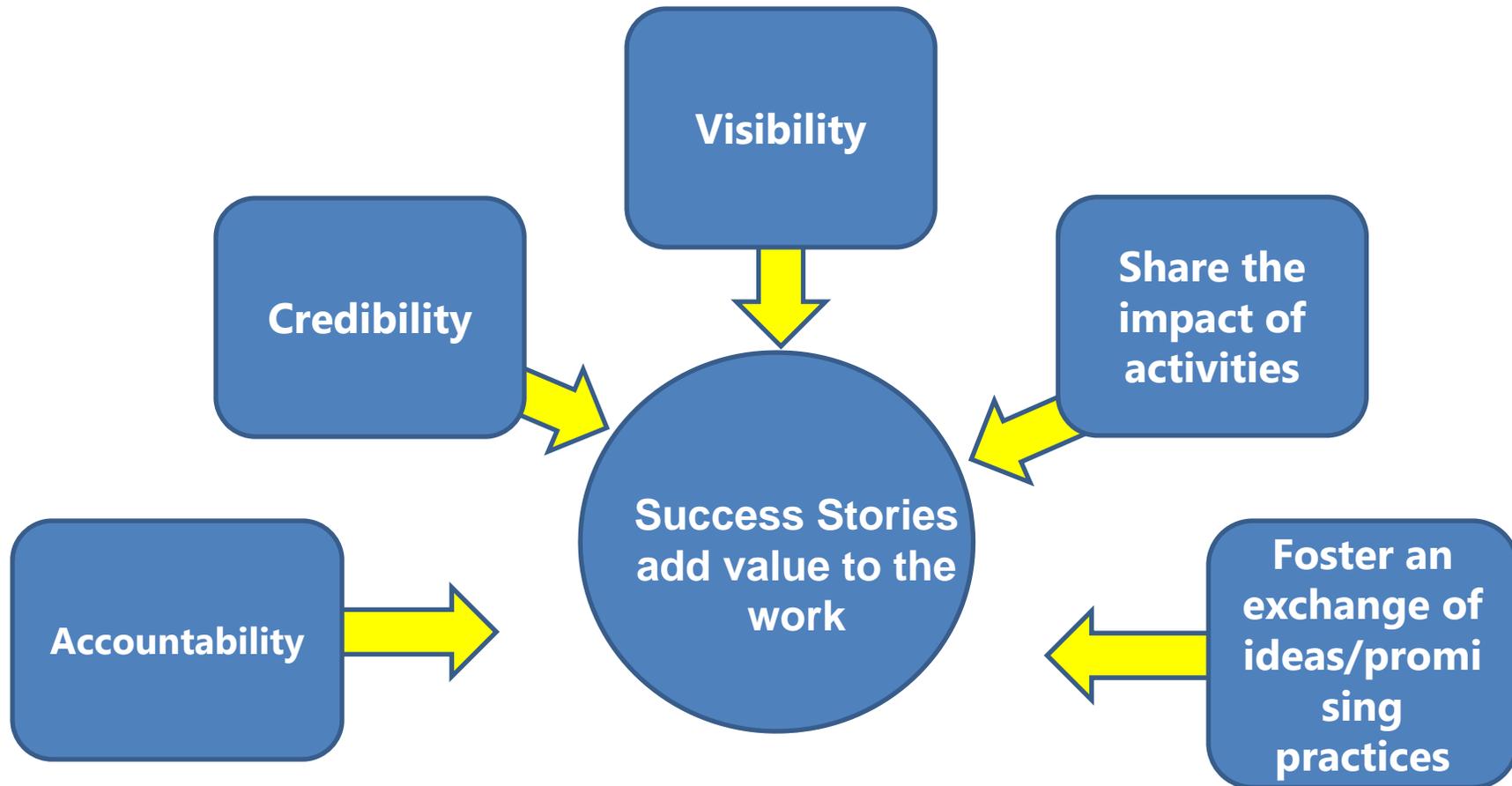
Objectives

- Review the benefits of Success Stories
- Identify Success Stories
- Share steps for using Success Stories
- Provide examples and resources for Success Stories

What Is a Success Story?

- Description of a program, initiative, activity, or strategy
 - Progress
 - Achievements
 - Impact
 - Future Directions
- Success stories are **concise** and **engaging** and show **positive change**.

Why Does it Matter that We Share Our Work?



Success Stories Work Because They...

- Reach audience 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; Fosters sustainability

Identifying Your Success Story

- Know your audience(s)
- Determine your objective for each audience
- Determine the best story writing approach
- Outline the ideal challenge, solution and result
- Promote and disseminate your stories

Step 1: Know Your Audience(s)



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Your Success Matters to...

- Local Stakeholders
- Federal Stakeholders
- Media
- Potential Funders
- Current/Future Coalition Members

Your Audience Cares About...

- 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 holistic perspective.

Knowing what's important to your audience will help ensure the information shared is meaningful to the audience members

Audiences Value Different Things

- Local potential funders might care about
 - Impact of the program
 - Addressing the public health challenge
- Federal stakeholder might care about
 - Impact of the program
 - Return on investment
 - Sharing good work with other grantees

Developing Audience Profiles/Personas:

Who are they & what do they care about?

	Federal Stakeholders (Specify)	Local Stakeholders (Specify)	Potential Funders (Specify)
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?			

Step 2: Determine Your Objective for Each Audience

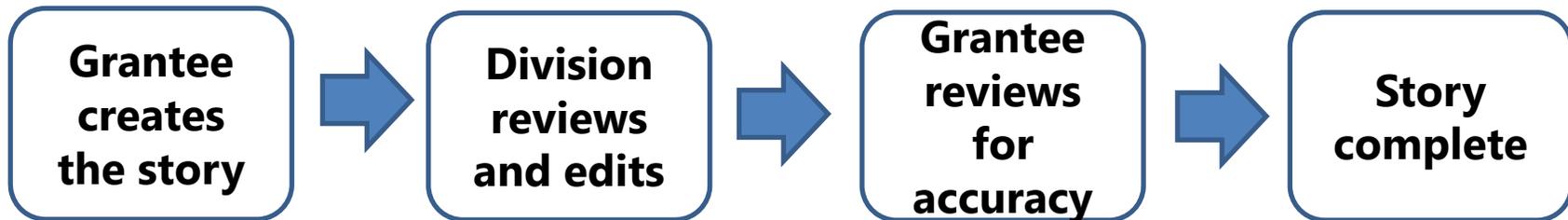
- Name your audience
- Why does this issue matter to this audience?
- How do success stories address what they value?

Example Audience Objective: After reading this success story, the reader will be able to identify how system changes have improved physical fitness in the Waycross, Georgia School District. The reader may also be able to list the system changes that lead to increased physical activity for students.

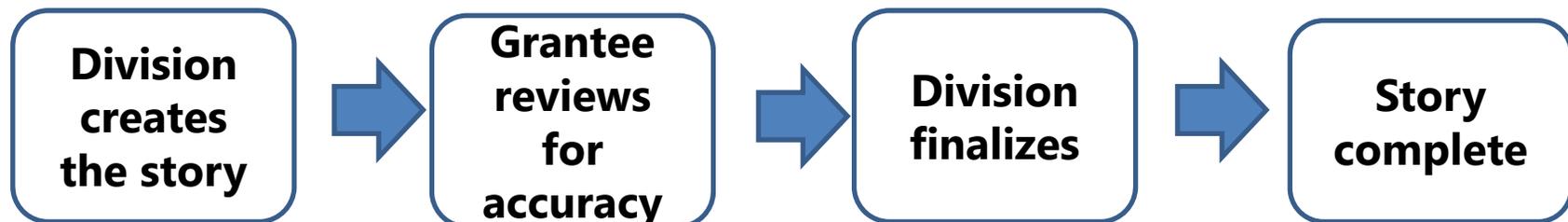
Step 3: Determine the Best Approach for your Program/Organization

Story Gathering Approaches

Reactive Story Gathering



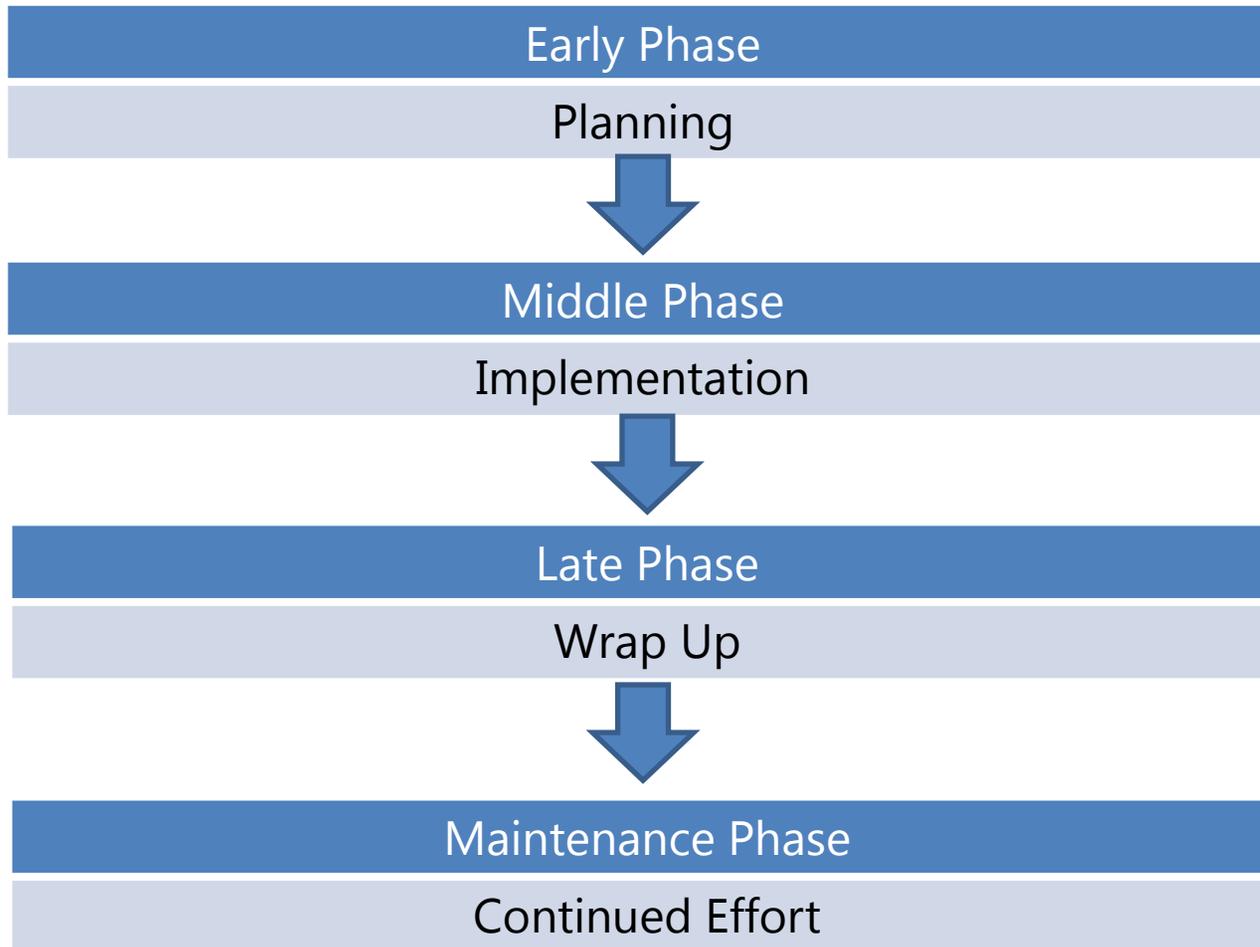
Proactive Story Gathering



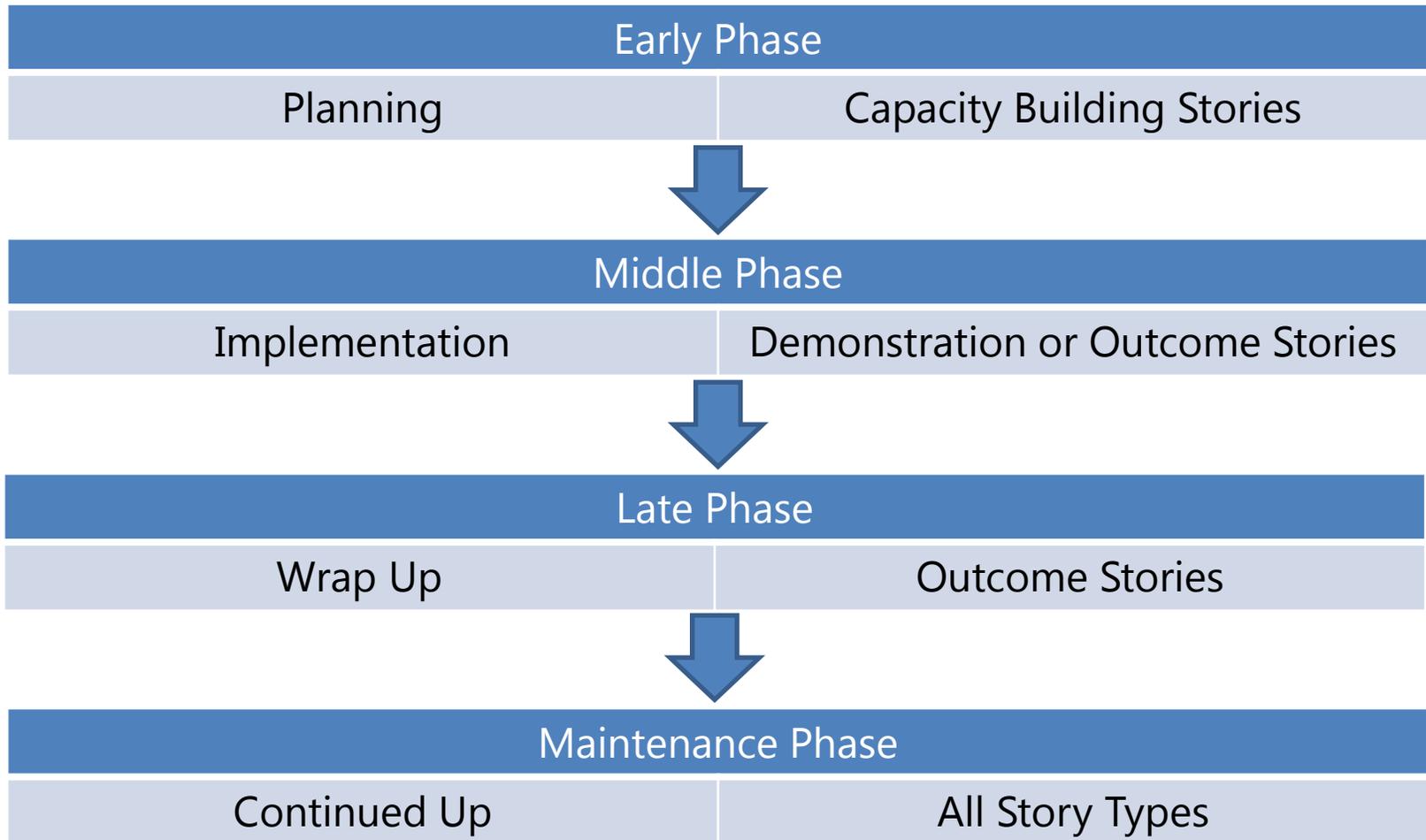
Types of Success Stories

- **Outcome Story:** Measurable system or environmental change that affects large groups of people.
- **Capacity Building Story:** Improved resources or abilities that may result in system or environmental change.
- **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).

Where is the Grantee?



Matching Possible Story Types to Phases



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

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Golden Rule of Storytelling:

Every good story shows change.
Every. Single. One.



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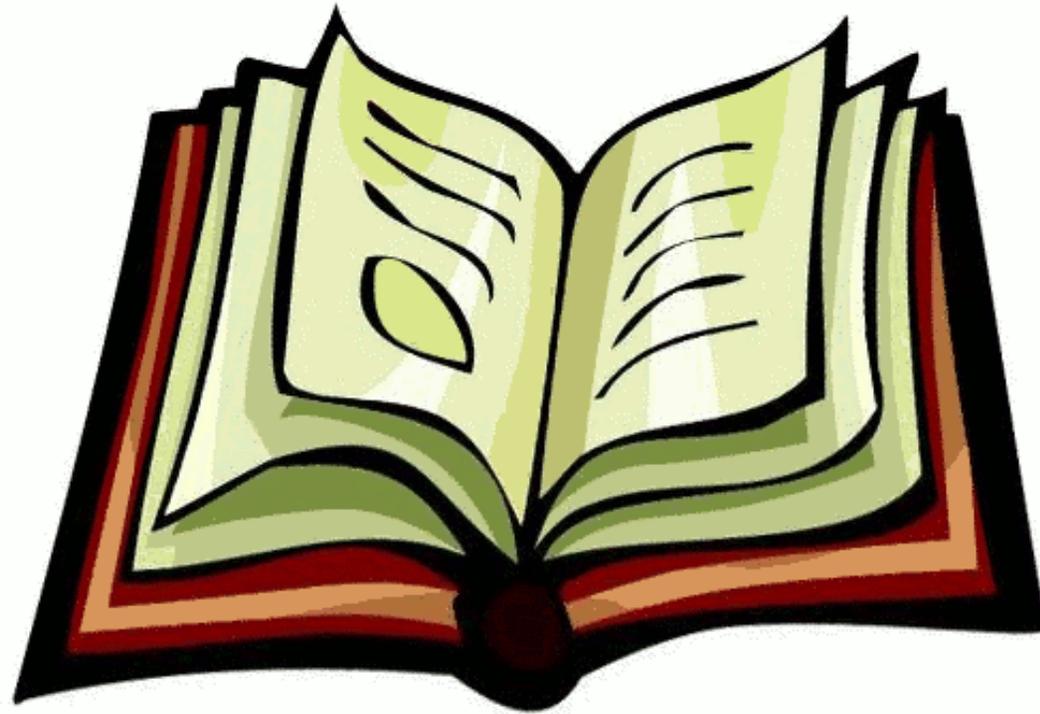
More Details Strengthen the Story

Challenge/Problem	Solution	Results
<ul style="list-style-type: none">• There are 20 multiunit housing complexes in Hapeville, GA• Only 2 multiunit complexes do not allow smoking indoors• Nearly 9 out of every 10 of the families living in the 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 2017. This affects 250 families/1,000 people.• By January 2017, 3 out of 4 families will live in a smoke-free environment.

Things to Include

- Describe the change early
- Add tangible data:
 - Observation data
 - Behavioral data
 - 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.

Examples of Potential Stories You Might Hear



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Example 1

Challenge

Students do not have access to fresh produce at school breakfast, lunch, or afterschool events.

Solution

We worked with administrators and food service personnel to add fresh produce at one high school.

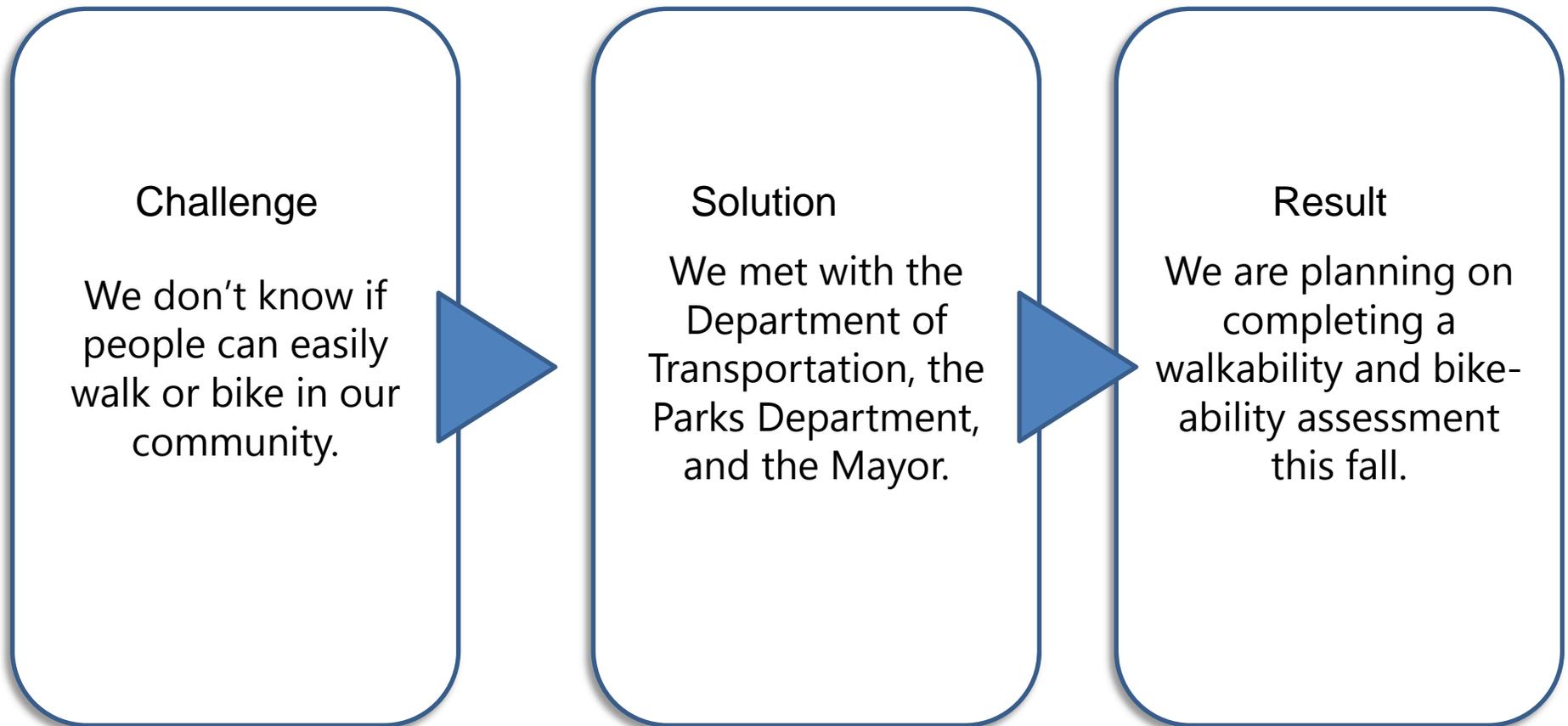
Result

More than 800 students now have access to fresh produce every school day.

Strong possible demonstration story

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Example 2



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

Example 3

Challenge

Nine hundred families who live in Brunswick multi-unit housing complexes are exposed to second-hand smoke regularly.

Solution

We worked with landlord and residents to require all residents smoke in designated outdoor areas only.

Result

More than 3,600 people now live in smoke-free environments.

Strong outcome story

Step 6: Story Distribution and Promotion

- Determine your messengers
- Share your story with program/organization stakeholders
- Promote successes to grantees and partners
 - Trainings
 - Webinars
 - Division communication
 - Social Media
 - Website

Examples of Success Stories

The screenshot shows a web browser window displaying the Georgia Department of Health's Comprehensive Cancer Control Program website. The URL in the address bar is <https://dph.georgia.gov/comprehensive-cancer-control-program>. The page features a navigation menu on the left with categories such as Evaluation, For Early Care Providers, For Health Departments, Asthma, Cancer Prevention and Control, Breast and Cervical Cancer Prevention Program, Cancer State Aid, Colorectal Cancer, Comprehensive Cancer Control Program (highlighted), Cardio Metabolic Syndrome, Diabetes, Heart Disease, Nutrition and Physical Activity, and School Health. The main content area is divided into two sections: "2015-2016 Cancer Survivorship Success Stories" and "2014-2015 Cancer Survivor Success Stories".

2015-2016 Cancer Survivorship Success Stories

- [East Georgia Cancer Coalition](#)
- [Northwest Georgia Regional Cancer Coalition](#)
- [West Central Georgia Cancer Coalition](#)
- [Complementary Therapies: A Successful Cancer Survivorship Program](#)
- [Cooking 101 for Teenagers in East Georgia](#)
- [Empowering Kids in the Fight Against Cancer](#)
- [Faith, Hope and Cancer: A Seminar on the Spiritual Side of Cancer](#)
- [Inaugural HOPE Cancer Survivorship Retreat](#)

2014-2015 Cancer Survivor Success Stories

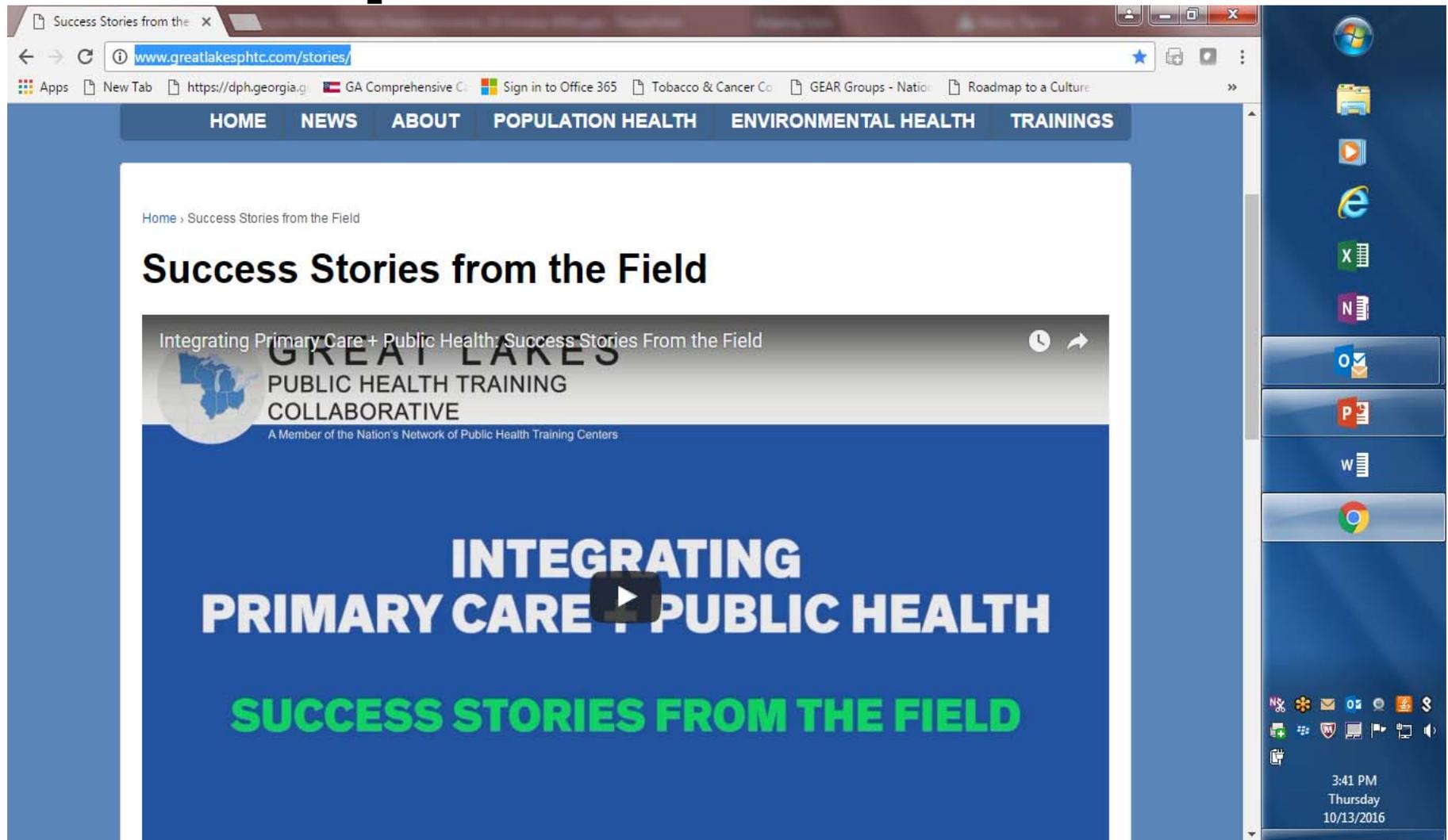
- [Cancer Coalition of South Georgia conducts Photo Voice Project](#)
- [Cancer Survivorship Program](#)
- [Death over Dinner](#)
- [Empowering Kids in the Fight Against Cancer](#)
- [Fighting Cancer Early with Healthy Eating: Farm to School Partnership Program](#)

Page last updated 08/11/2016

<https://dph.georgia.gov/comprehensive-cancer-control-program>

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Examples of Success Stories



<http://www.greatlakesphtc.com/stories/>

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