Success Stories

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October 18, 2016
Acknowledgment To:

Michele Walsh, NCCDPHP Office of Communication
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Success Stories Made Easy:
Growing, Finding, and Using Strong Stories to Benefit Your Division

NCCDPHP Training, April 21, 2016
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?

- Credibility
- Visibility
- Share the impact of activities
- Accountability
- Success Stories add value to the work
- Foster an exchange of ideas/promising practices
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)
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?

<table>
<thead>
<tr>
<th></th>
<th>Federal Stakeholders (Specify)</th>
<th>Local Stakeholders (Specify)</th>
<th>Potential Funders (Specify)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biographical details: age, job, gender, interests, racial/ethnic group, language, influencers...</td>
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<tr>
<td>What matters? (values, issues, etc.)</td>
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<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>Organizations they belong to?</td>
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<td>Effective messages?</td>
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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
- Grantee creates the story
- Division reviews and edits
- Grantee reviews for accuracy
- Story complete

Proactive Story Gathering
- Division creates the story
- Grantee reviews for accuracy
- Division finalizes
- Story complete
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?

- Early Phase
  - Planning
- Middle Phase
  - Implementation
- Late Phase
  - Wrap Up
- Maintenance Phase
  - Continued Effort
Matching Possible Story Types to Phases

**Early Phase**
- Planning
- Capacity Building Stories

**Middle Phase**
- Implementation
- Demonstration or Outcome Stories

**Late Phase**
- Wrap Up
- Outcome Stories

**Maintenance Phase**
- Continued Up
- All Story Types

*We Protect Lives.*
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

<table>
<thead>
<tr>
<th>Challenge/Problem</th>
<th>Solution</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>• There are <strong>20</strong> multiunit housing complexes in Hapeville, GA</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>
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<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>
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<tr>
<td>• Nearly <strong>9 out of every 10</strong> of the families living in the multiunit housing are exposed to second hand smoke.</td>
<td>• Shared property value assessments regarding smoking vs. non-smoking units with landlords.</td>
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<td>• Five additional complexes will go smoke-free as of January 2017. This affects <strong>250 families/1,000 people</strong>.</td>
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<td>• By January 2017, <strong>3 out of 4</strong> families will live in a smoke-free environment.</td>
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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
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
Example 2

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 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

https://dph.georgia.gov/comprehensive-cancer-control-program
Examples of Success Stories

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