Success stories: A writing guide

A summary of

How to cite this NCCMT summary:

Categories: Tool, Evaluate, Communication

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Relevance For Public Health

Success stories can be used to share learnings from many different public health settings, including program evaluation, research projects and collaboratives.

Description

Developed by the Division of Oral Health at the Centers for Disease Control and Prevention, Impact and Value: Telling Your Program's Story is a how-to guide for public health professionals to collect, write and share their program success stories. With techniques and templates to collect success stories and story formats targeted to stakeholder audiences, this guide provides useful strategies and tools to plan, collect and write program success stories.

The guide:

- helps practitioners understand the purpose, value and method of developing success stories;
- provides definitions, types and uses of success stories;
- guides users through the steps of systematically collecting and creating stories; and
- provides data collection tools, templates, examples and a resource list.

The guide has two parts:

- Part 1: Telling Your Program's Success Story
- Part 2: Success Story Collection Tool and Examples of Success Stories

Implementing the Tool

Who is Involved?

Anyone interested in sharing learnings from program evaluation, research projects, etc. would be able to use this guide.

Steps for Using Tool

The authors identify the following questions to consider when developing a success story:

1. Why use a success story?
2. What is the developmental stage of the program?
   - upstream, midstream, downstream success stories
3. What type of format is most appropriate for the story and audience?
   - elevator story
   - paragraph spotlight
   - one-page success story
   - two-page success story
4. How will the story be collected?

- the success story watch system
- solicitation of success stories
- stakeholder forum

The authors also provide sample success stories, templates, data collection tools and criteria to assess success stories.

Evaluation and Measurement Characteristics

Evaluation
Information not available

Validity
Not applicable

Reliability
Not applicable

Methodological Rating
N/A Not applicable

Tool Development

Developers
S. Rene Lavinghouze
Ann W. Price
David P. Hoffman

Method of Development

This guide, *Impact and Value: Telling Your Program's Story*, was written by staff of the Division of Oral Health at the Centers for Disease Control and Prevention.

Release Date
2007

Contact Person

S. Rene Lavinghouze
Division of Oral Health
Centers for Disease Control and Prevention
4770 Buford Highway NE
Atlanta, USA
Email: Rlavinghouze@cdc.gov
### Resources

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These summaries are written by the NCCMT to condense and to provide an overview of the resources listed in the Registry of Methods and Tools and to give suggestions for their use in a public health context. For more information on individual methods and tools included in the review, please consult the authors/developers of the original resources.