Success stories: A writing guide

A summary of
Centers for Disease Control and Prevention. (2007). Impact and Value: Telling your Program's Story. Atlanta, GA: Centers for Disease Control and Prevention, National Center for Chronic Disease and Prevention and Health Promotion, Division of Oral Health.

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Categories:	Date posted:	Date updated:
Tool, Evaluate, Communication	June 12, 2012	September 12, 2017
Tool		

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

- full brief
- published article

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

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Method of Development

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

Release Date

2007

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Resources

Title of Primary Resource	Impact and Value: Telling Your Program's Story
File Attachment	None
Web-link	http://www.cdc.gov/OralHealth/state_programs/success-story-tips.htm
Reference	Centers for Disease Control and Prevention. (2007). Impact and Value: Telling your Program's Story. Atlanta, GA: Centers for Disease Control and Prevention, National Center for Chronic Disease and Prevention and Health Promotion, Division of Oral Health.
Type of Material	Workbook
Format	On-line Access
Cost to Access	None.
Language	English
Conditions for Use	Not specified

Title of Supplementary Resource	The program success story: A valuable tool for program evaluation
File Attachment	None
Web-link	http://hpp.sagepub.com/content/8/4/323.abstract?rss=1
Reference	Lavinghouze, R., Price, A. W., & Smith, K.-A. (2007). The program success story: A valuable tool for program evaluation. Health Promotion Practice, 8 : 323. DOI: 10.1177/1524839907306408
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