Success Stories: Combining storytelling and data to show your program’s impact

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Agenda

- FOA Requirements
- What is a success story?
- Success story components
- Dissemination
FOA Requirements

- Programs are encouraged to write a success story
- Required annually for Core and Quitline grantees
What is a Success Story?
What is a Success Story?

- A clear description of a program’s
  - Progress
  - Achievements and Impact
  - Lessons learned
  - Future directions

- A request for action
  - 'What you would like your reader to do after reading your story'
Why you would want one?

Success Stories add value to your work

Visibility & credibility

Education & promotion

Garner support & mobilize resources

Accountability & evaluation

Foster an exchange of promising practices
Who is your audience?
Identify your audience

- Know your audience before you begin to write a success story.
- Look at everything from their perspective.
- Learn their interests, needs, concerns, likes and dislikes.
- What would you like them to do after reading the story? (ASK)
# NCCDPHP Tool to Develop Audience Profiles/Personas

<table>
<thead>
<tr>
<th>Local Stakeholders (specify)</th>
<th>Potential Funders (specify)</th>
<th>Current and potential partners (specify)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biographical details: age, job, gender, interests, racial/ethnic group, language, influencers......</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What matters? (values, issues, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How they regard your issue (if at all)?</td>
<td></td>
<td></td>
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<tr>
<td>Who do they listen to?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organizations they belong to?</td>
<td></td>
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<tr>
<td>Effective messages?</td>
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Foundation of a story

- Beginning
- Middle
- End
- Problem/Challenge
- Solution
- Results
Components of a 1-2 page Success Story

- Title
- Summary
- Issue/Challenge
- Intervention/Solution
- Results/Impact
- Sustainable Success
- Specific “ASK”

[Image of a page from a document showing a section titled 'Austin: Tobacco-Free On-The-Go and At Work']
Title

- Simple, jargon free.
- Captures overall message and success of story.
- Should grab your reader’s attention.
- Use action verb to bring story to life.

Example

Smoking Ban Passed for Local Restaurants

Baltimore Residents Enjoy Smoke-Free Dining
Summary

You have 60 seconds!

- “Elevator speech”
- Quick overview of story
- Presents the most compelling information

Tell more, tell me more
Issue/Challenge

- Focus on a single issue.
- Use data to describe the problem.
- Specify the population(s) impacted.
- Provide an “emotional hook.”
Intervention/Solution

- Description of target audience.
- Include the **who**, **where**, and **when**.
- Explain **how** it addressed the problem.
- Use of innovative approaches and culturally tailored activities.
Results/Impact

- What changed?
- How will it make a difference in the health of those affected?
- What does this mean for the READER?

So what?

- Use numbers to quantify your results and outcomes.
- Contextualize your data and discuss implications.
- Include quotes, personal stories, or testimonies to show impact.
  - Use as “hot sauce” for the story—not as the whole story.
Example: How can we strengthen?

<table>
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<tr>
<th>Challenge/Problem</th>
<th>Solution/Intervention</th>
<th>Results/Impact</th>
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</table>
| • One quarter of the U.S. population lives in multiunit housing.  
  • Smoking prevalence is higher among MUH residents.  
  • Residents of MUH are at higher risk of secondhand smoke exposure. | • Raised awareness among MUH residents and operators/landlords on the harmful effects of SHS exposure.  
  • Shared property value assessments regarding smoking vs. non-smoking units with landlords.  
  • Provided technical assistance to landlords and operators to facilitate creation and adoption of smoke-free housing. | • Twelve complexes have passed smoke-free policies. |
Sustainable Success

- How will the program build on this story’s success.
- What are the next goals and steps?
Specific “ASK”- Your involvement is key

- Indicate how your reader can become involved in your program’s efforts.
- What would you like them to do after reading your story?
Formatting tips

- 1-2 page success stories

- Keep paragraphs short
  - Consider using bullets

- Use photos and graphics

- Use plain language

- Include references for data and cited publications

- Provide contact information for your organization
Using charts and graphs

**BEFORE**

As the [redacted] Tobacco Quitline, Quit Kits were assembled at treatment centers. The Quitline served as a valuable resource.

Based on the [redacted] Tobacco Quitline reports, there were [redacted] self-identifying as currently having a mental health condition.

- 1,400 callers from 7/1/12-6/30/13 (baseline)
- 1,690 callers from 7/1/13-6/30/14
- 2,561 callers from 7/1/14-6/30/15

We are pleased that efforts to reach the clients at the three behavioral health facilities have been successful and ongoing.

**AFTER**

Registered Callers Self-Identifying as Having a Mental Health Condition

<table>
<thead>
<tr>
<th>Year</th>
<th>Registered Callers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-2013</td>
<td>1400</td>
</tr>
<tr>
<td>2013-2014</td>
<td>1690</td>
</tr>
<tr>
<td>2014-2015</td>
<td>2561</td>
</tr>
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</table>

We have been leaders in the community. Within the past year of dissemination of lessons learned, the positive effects on both the environment and commitment to health and wellness and utilization of local resources continued to work well beyond the implementation date.
The Impact
During the first 10 months of the partnership:

- 4 Registered nurses trained
- 38 Respiratory therapists trained
- 1 Social worker trained
- 324 Patients referred to the Quitline
- 51 Estimated number of people who quit*
Share Your Story

- Determine your messengers
- Promote successes to stakeholders and partners
  - Trainings
  - Webinars
  - Social Media
  - Website
Let your inner artist come out!
Resources

- Success Story Desktop Publishing Tool – NCCDPHP
- Impact and Value: Telling your Program’s Story – Division of Oral Health, NCCDPHP
- Made to Stick – Heath and Heath
Questions?

Contact:
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For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.