



Increasing the Impact of Success Stories

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Objectives

- Understand how to determine your impact
- Understand how to identify your audience
- Understand how to tailor based on your audience
- Understand how to tie your audience, your topic, and your goals together for impact

What's the impact of your program?

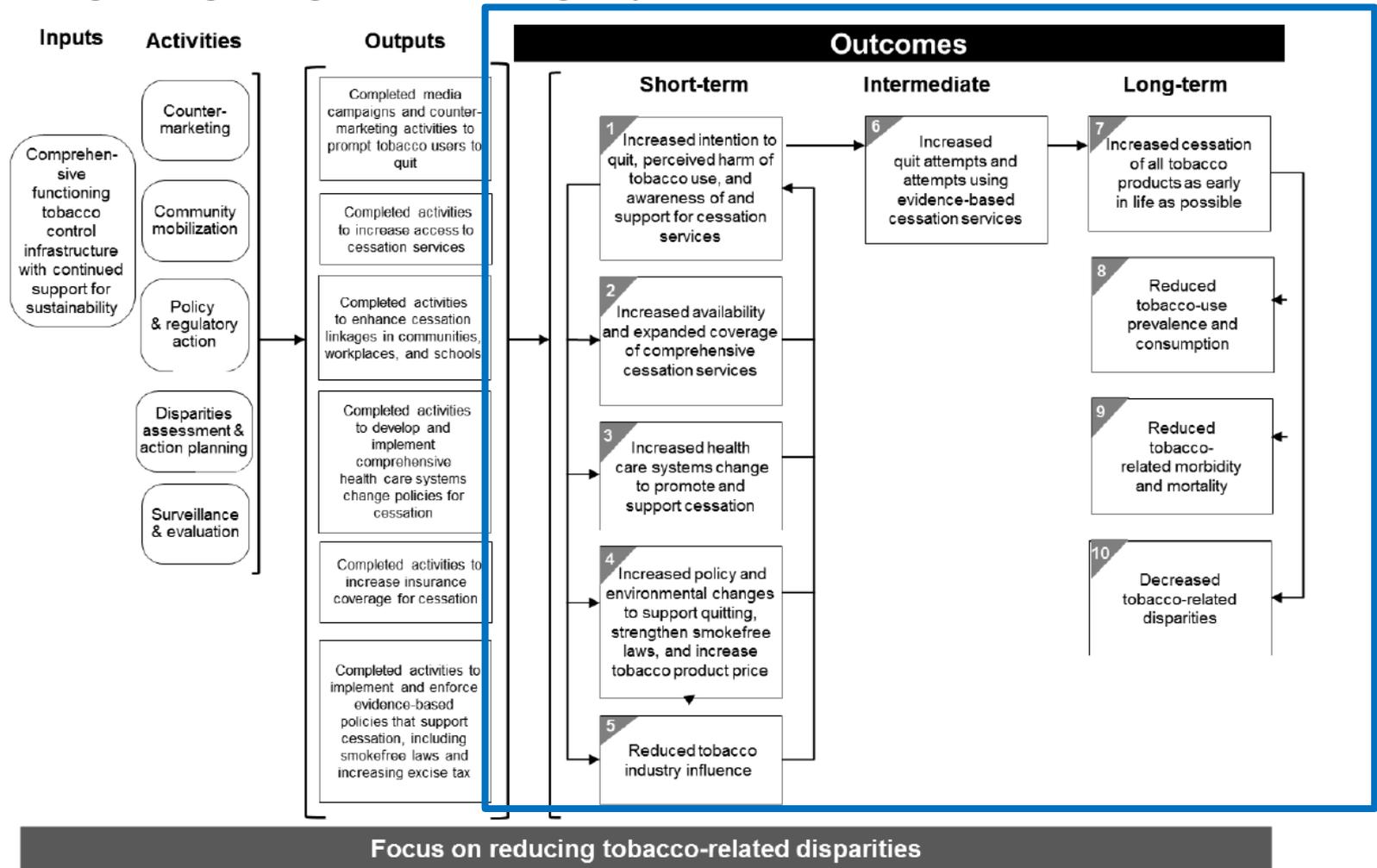
- Positive changes in behavior or practices
- Policy, systems, and environments changes
- Focus on the outcomes, not activities



What difference are you making in people's lives, communities, and environment?

Goal Area 3

Promoting Quitting Among Adults and Young People



Why Some Ideas Survive
and Others Die

M A D E

to

S T I C K

Chip Heath & Dan Heath

SUCCESS =

S M P L E

U N E X P E C T E D

C O N C R E T E

C R E D I B L E

E M O T I O N A L

S T O R I E S

Credible, Emotion, and Story



**A TIP FROM A
FORMER
SMOKER**

**RECORD YOUR
VOICE FOR LOVED
ONES WHILE
YOU STILL CAN.**

Terrie, Age 52
North Carolina

Smoking causes immediate damage to your body. For Terrie, it gave her throat cancer. You can quit. For free help, call **1-800-QUIT-NOW**.
#CDCTips



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
www.cdc.gov/tips



**A TIP ABOUT
SECONDHAND
SMOKE**

**SECONDHAND SMOKE
TRIGGERS SEVERE
ASTHMA ATTACKS.**

Jamason
High School Student
Kentucky

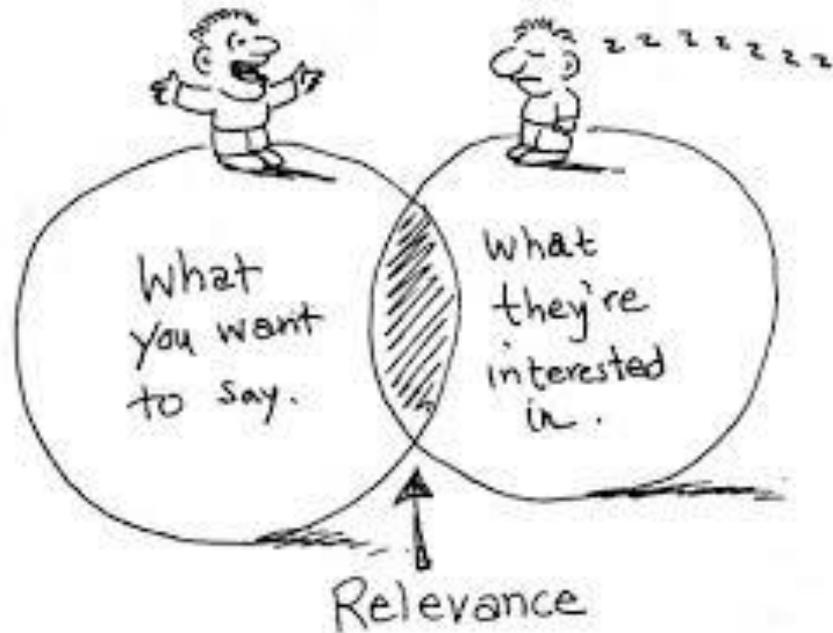
When Jamason was 16, secondhand smoke triggered such a severe asthma attack, he was hospitalized for four days. If you or someone you know wants free help to quit smoking, call **1-800-QUIT-NOW**.
#CDCTips



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
www.cdc.gov/tips

Before You Begin Ask:

- Who is your audience?
 - What are their goals?
 - What is the goal of the story?
 - How do these two sets of goals match up?



Who is the Audience?

Decision Makers

Non-Tobacco Users

Tobacco Users



What Decision Makers Read

- **Relevancy**
- **Ease of reading**

(Soriano & Baugh 2002)

Non-Tobacco User

- Always show benefit
- Memorable fact/truth
- Emotional hook
- Paint a picture
- Sense of immediacy
- The ASK



The Classic Scientist's Misplaced Belief: Virtue Earns Its Own Reward



*“My data speak
for themselves.”*

*“If I publish it, they
will come.”*

Tobacco User

“A good statistic is one that aids a decision or shapes an opinion. For a statistic to do either of those, **it must be dragged within the everyday.**”

– *Chip and Dan Heath*



“Economic Costs of Excessive Alcohol Consumption in the U.S., 2006” *(AJPH, Nov. 2011)*

Which stat did the media use?

- a. \$224 billion nationally**
- b. \$746 per person**
- c. \$1.90 per drink**



Take Home Points



- “Who is your audience?”
- Their interests
- Your interests
- Alignment of interests?
- Pitfalls?

Questions?

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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.

