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

YESSICA GOMEZ, MPH

LATISHA MARSHALL, DRPH, MPH

OFFICE ON SMOKING AND HEALTH

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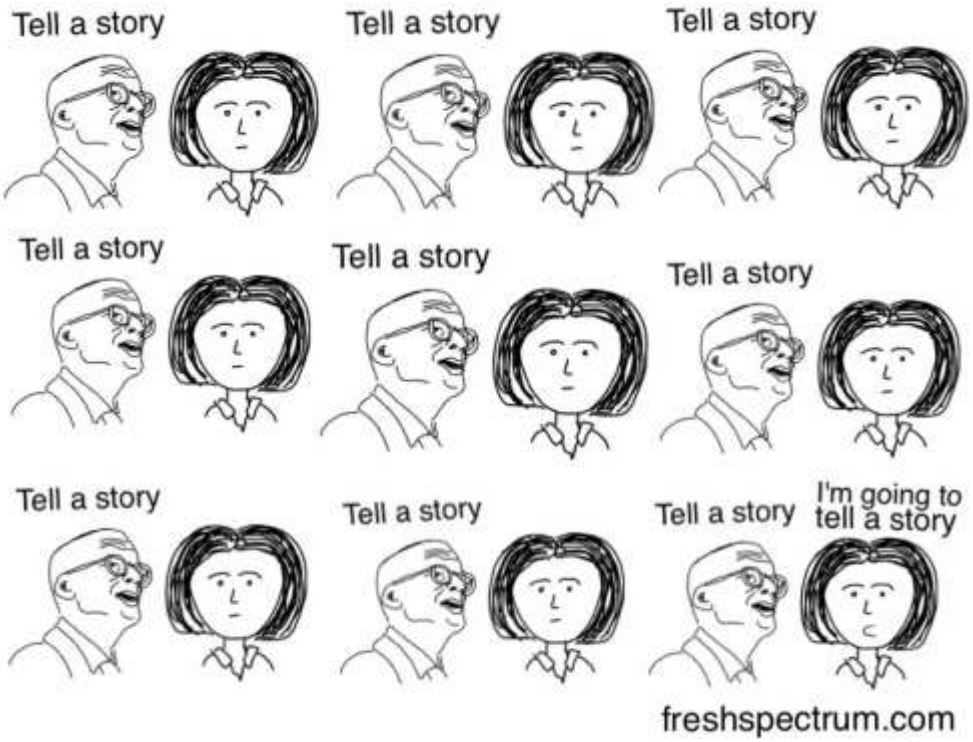
Agenda

- 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?

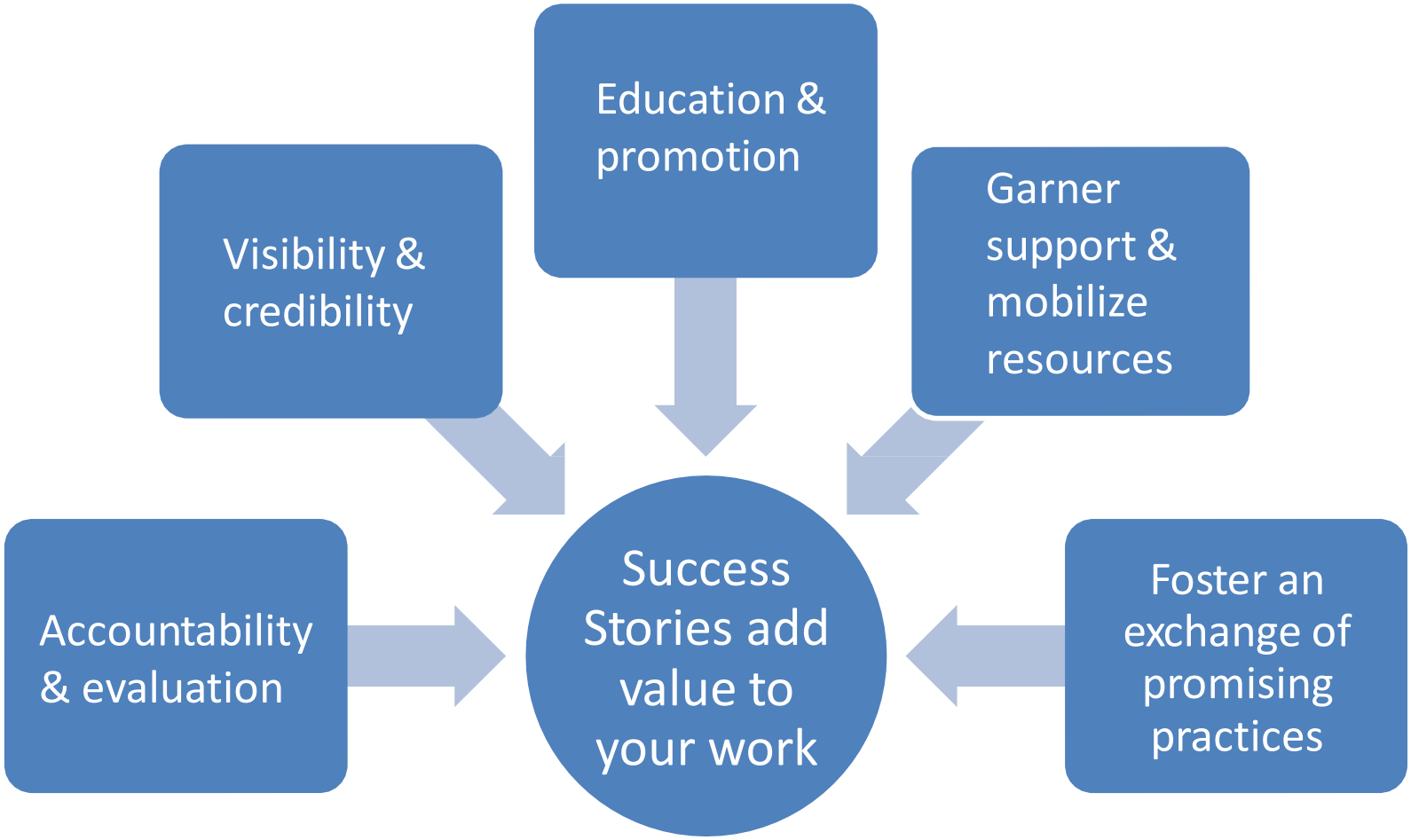
Journalism
Testimonies
People
Compelling
Quotes
Visualization
Pictures
Message
Data
Engaging
Storytelling
Highlights
Infographics
Emotion
Digestible

What is a Success Story?

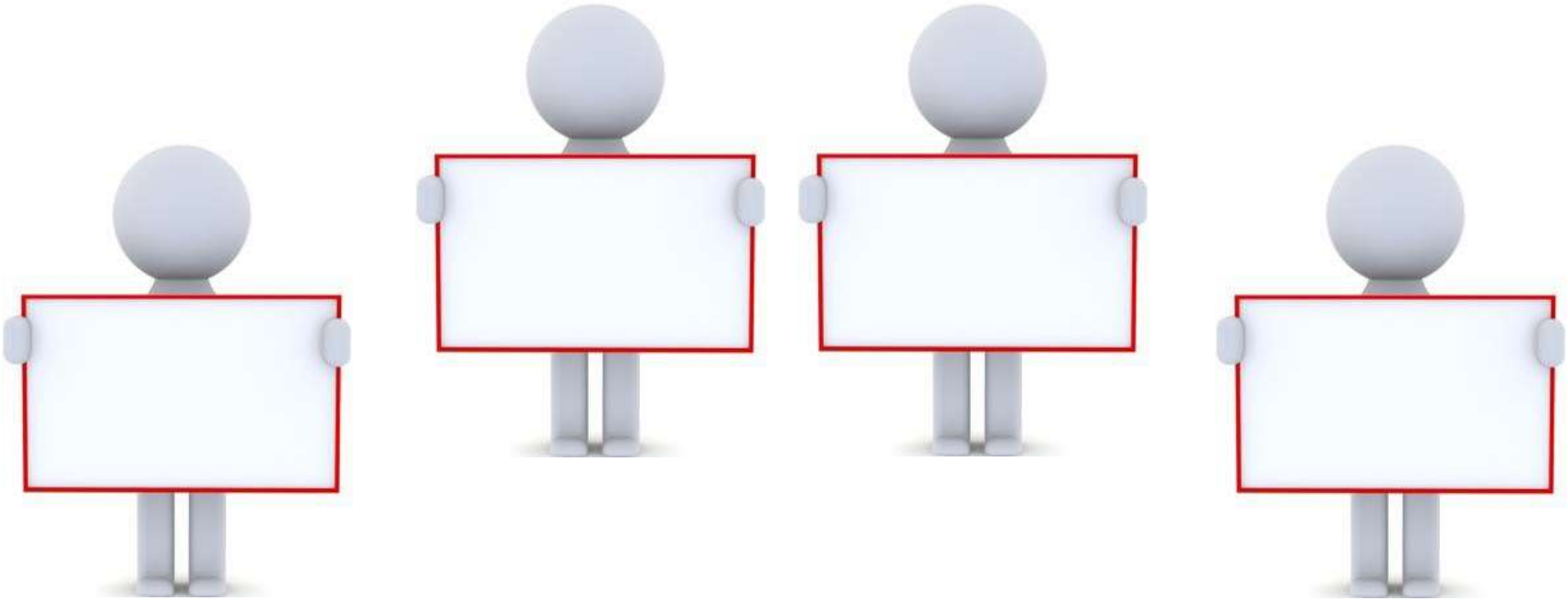
- **A clear description of a program's**
  - Progress
  - Achievements and Impact
  - Lessons learned
  - Future directions
- **A request for action**
  - 'What you would like your reader to do after reading your story'

Most important and key points

Why you would want one?



Who is your audience?



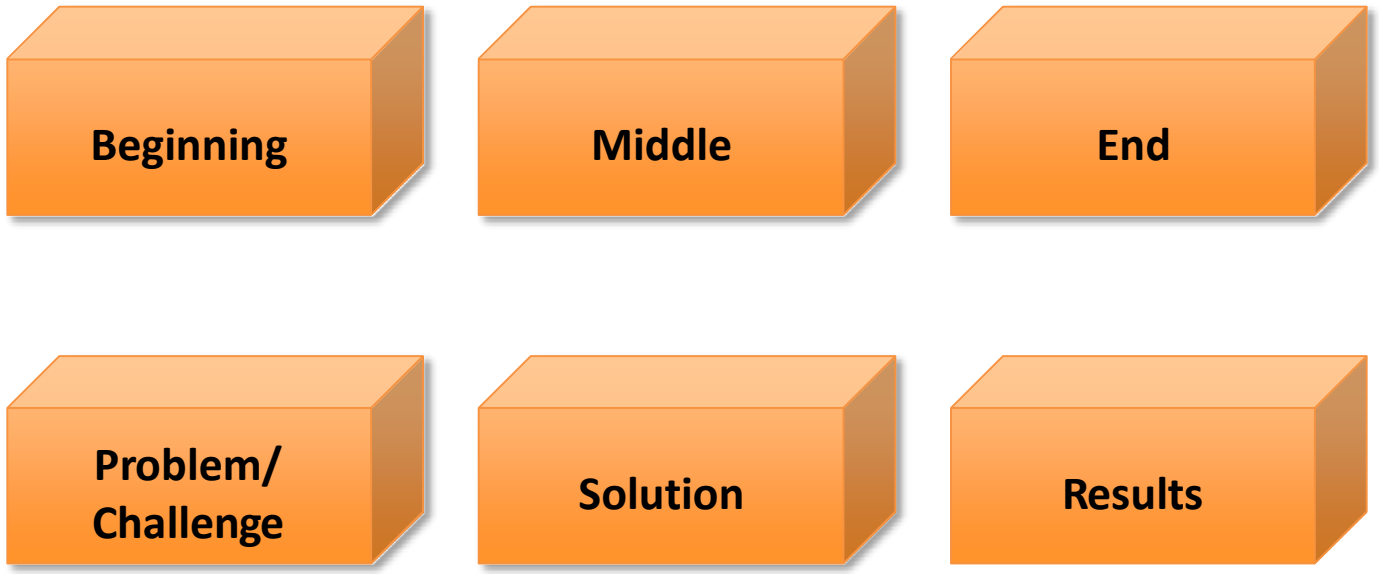
Identify your audience

- 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

	Local Stakeholders (specify)	Potential Funders (specify)	Current and potential partners (specify)
Biographical details: age, job, gender, interests, racial/ethnic group, language, influencers……			
What matters? (values, issues, etc.)			
How they regard your issue (if at all)?			
Who do they listen to?			
Organizations they belong to?			
Effective messages?			

Foundation of a story



Components of a 1-2 page Success Story

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

Austin: Tobacco-Free On-The-Go and At Work

by Dr. Philip Huang, M.D., M. P.H.

SUMMARY

After identifying tobacco use and secondhand smoke as an issue for both its employees and patrons, Capital Metropolitan Transportation Authority (Capital Metro) implemented a comprehensive Tobacco-Free Workplace Wellness Initiative. This effort established tobacco-free properties and promoted tobacco cessation and support to its workforce and the local community. Now, all of Capital Metro worksites, bus stops, rail platforms, transfer centers, and "park & rides" are tobacco-free, affecting over 280,000 riders and 1,100 employees each year.

YOUR INVOLVEMENT IS KEY

It is clear that with patience, robust information and awareness efforts, and a clear implementation plan, any organization can go tobacco-free. Capital Metro was successful in its efforts to be a 100% tobacco-free organization and encourages other organizations to become tobacco-free as well.

CHALLENGE

Through the June 2010 Customer Survey, Capital Metro learned that 66% of its workforce was in favor of the Tobacco-Free Workplace Wellness Initiative, and 69% of its riders supported such an initiative. These results posed the challenge of how to best create a plan to make Capital Metro 100% tobacco-free over the coming months. The greatest perceived internal challenge was organizational buy-in from the development of voluntary agency policies to full employee support. Some concerns included the safety of buses left unattended during breaks, litter to neighboring properties, enforcement, and the perception of a disproportionate burden on employees and riders who frequently. In addition, many area bus stops were technically on city-owned property, which did not give Capital Metro the full authority to make them tobacco-free.

"We believe that addressing an issue such as this will attract more riders in a cleaner, healthier, safer system."

- Mike Ayers, Area Manager at Capital Metro

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

Issue/Challenge

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

Tobacco industry price discounting

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

So what?

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

- 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?

Challenge/Problem	Solution/Intervention	Results/Impact
• 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

What's next?

- 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

vas the [redacted] Tobacco Quitline. Quit Kits were assemble

treatment centers. The Quitline served as a valuable resour

Based off of the [redacted] Tobacco Quitline reports, there

self-identifying as currently having a mental health

condition.[6]

⇒ 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 anc

ongoing.

ave been leaders in the community. Within the past year of ir

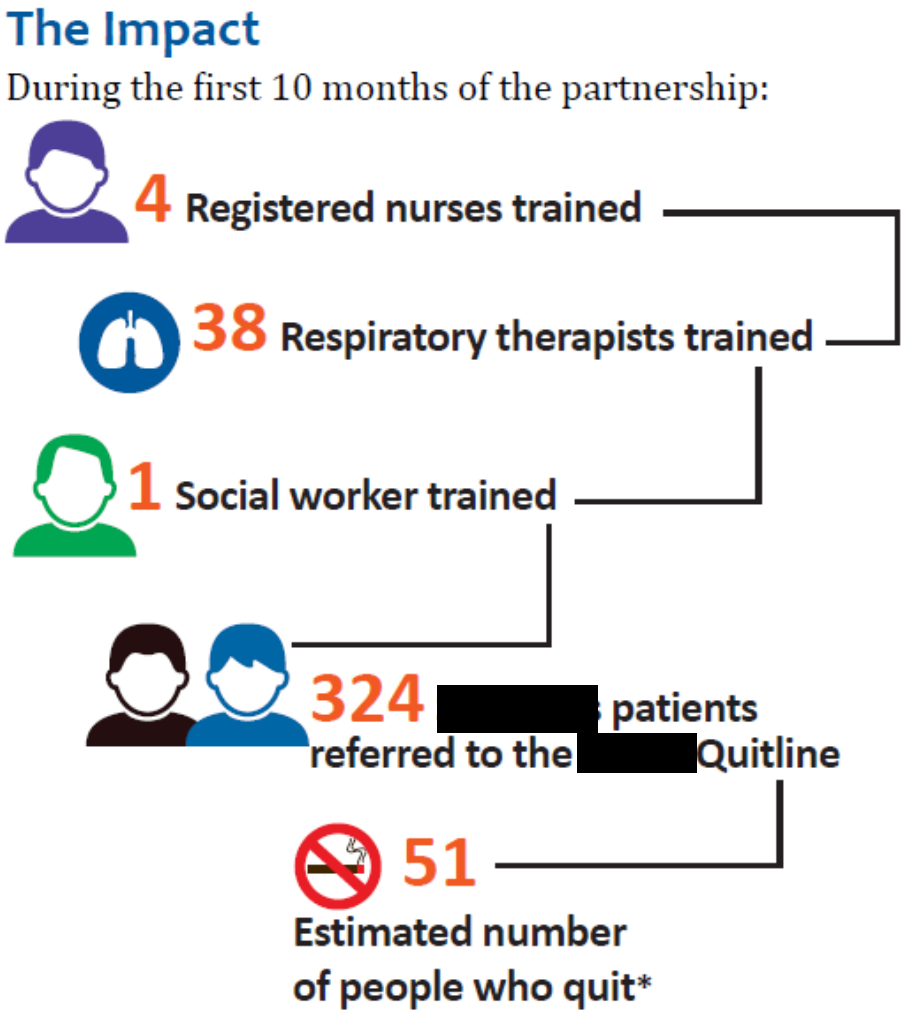
ssage of lessons learned, the positive effects on both the en

commitment to health and wellness and utilization of loca

ve continued to work well beyond the implementation date

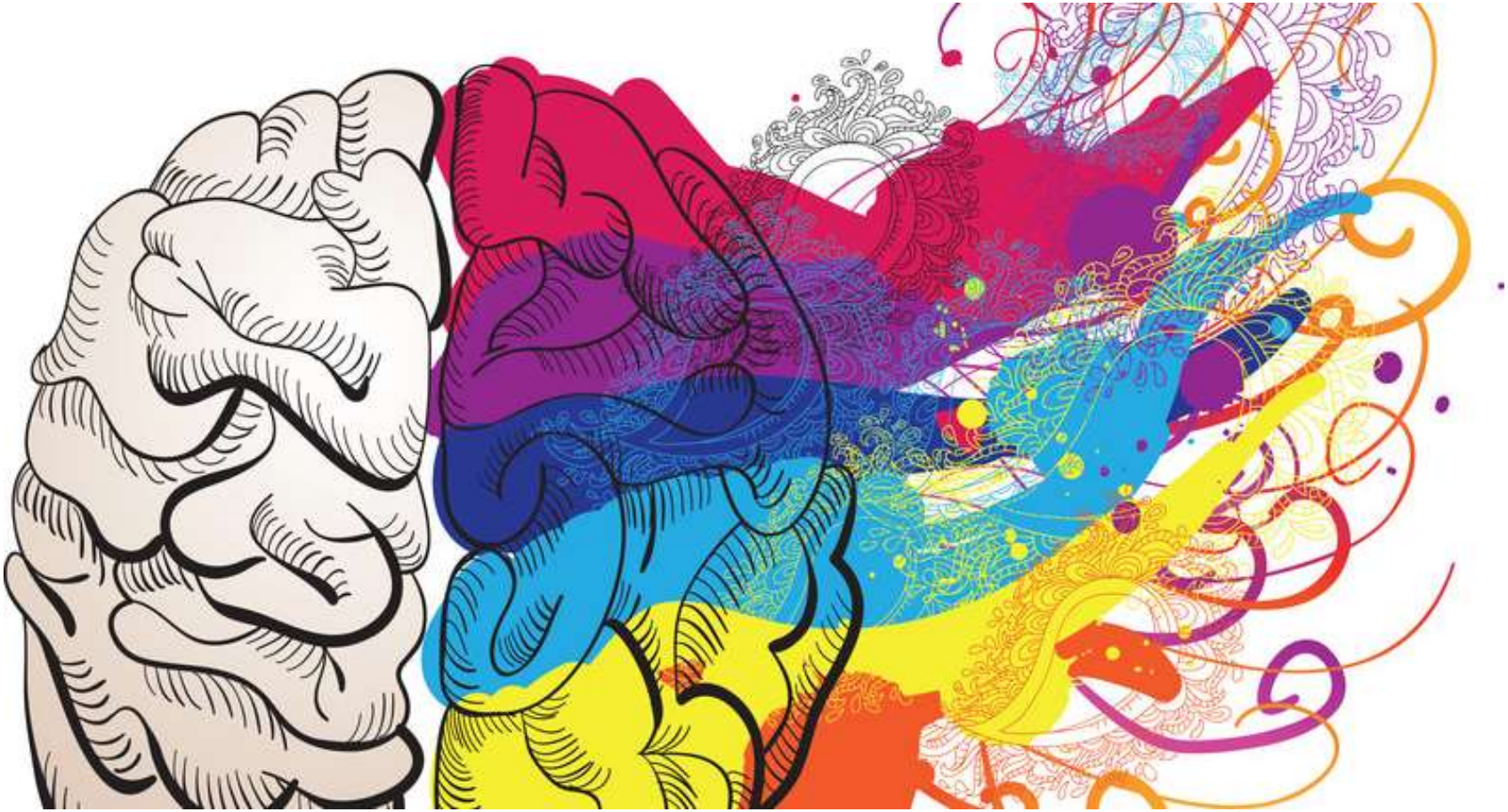
AFTER

Using infographics



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:
Yessica Gomez
xca1@cdc.gov
770-488-8947

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

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.