What is a Success Story and how do I write one?

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Agenda

1. Barriers to writing a success story
2. What is a success story
3. I don't know if I have a story to share
4. How do I write/share my story?
5. I don't have time to document my story
6. Next Steps

What are some barriers to documenting success stories?

Poll

Barrier #1

What is a success story?

Who thinks they have a success story to share with the community?

Poll

What is a "success story?"

Issue of Semantics?

- Success Story

- Best Practices

- Lessons Learned

It can be all of these things!

What is a "success story?"

- A story about the **activities, strategies, and relationships** you are implementing that are making a difference in public health practice and **furthering your program's goals and achievements**.

Types of Success Stories

- Outbreak/Event surveillance

- Lessons Learned

- Best Practices

- Program support and justification

- **Use of the data for Public Health action**

Types of Success Stories

- **Collaborative Efforts**

- Data Quality Improvements

- **Negative Findings**

- A process/procedure that can be automated, replicated, or scalable

Why are success stories important?

- Provide a framework for understanding, remembering, and acting on information

- Share information with external partners

- Raise awareness of and justify the work of syndromic surveillance

- Help to gain visibility and credibility to garner more support and resources

- **Share information and tools with other public health professionals**

Barrier #2

I don't know if I have a story to share

Tips for Identifying a Story

- Review grant objectives
- Review recent initiatives and outcomes
- Review recent problems/challenges and how they were addressed
- **What partners have you collaborated with recently to improve/resolve situations?**
- **What tools have you utilized recently to improve your public health practice?**

Who thinks they have a success story to share with the community?

Poll

Barrier #3

How do I write/share my story?

Story Elements

- Public Health Problem/Challenge
- Story Narrative
- Outcomes and Impact
- Lessons Learned

Public Health Problem/Challenge

- **Describe the problem your program, initiative, or activity was designed to address.**
  - What population was affected by the problem?
  - What situation required an innovative solution?
  - What opportunity arose for you to take advantage of?

Story Narrative

- **Describe how your program, initiative, or activity aimed to address the problem.**
  - What was the program, initiative, or activity?
  - Who (i.e. local health department, local and national partners) was involved in developing, supporting, or leading the program, initiative, or activity?
  - Where (i.e. city or county, state) did the program, initiative, or activity take place?

Outcomes and Impact

- **What were the outcomes of your program, initiative, or activity? Include short-term, intermediate, and long-term outcomes that resulted from your efforts.**
  - Are there any anecdotes about people your program has helped, changes in behavior or health status, money saved, and number of people impacted?
  - If your program, initiative, or activity did not produce the results you expected, why?

Lessons Learned

- **Share any lessons learned from this project.**
  - Why you think the program, initiative, or activity succeeded.
  - What could have been improved?
  - Where there any other solutions you considered or tried but rejected?
  - What insights can you share to help others who encounter similar challenges you faced?
  - Is this story an example of a program, initiative, or activity that can be replicated?

Submit your story to the Surveillance Knowledge Repository

- ## www.surveillancerepository.org

Resources to Help

1. [National Center for Chronic Disease Prevention and Health Promotion Success Story Writing Resource Center](#)
2. [NACCHO – Storytelling 101](#)
3. [10 Tips for Writing an Effective Success Story](#)

Barrier #4

I don't have time to write up my story

ISDS can help!

- ISDS has student interns willing to call you to discuss your story and assist you in writing a draft
  - If you are interested in being connected with a student, please complete the post webinar survey with your contact information
- NSSP Grant Recipients: Your Project Officer can help too!

Questions?

Any questions or comments?

References

- [Writing Effective Success Stories](#), Kimberly Keller, Evaluation Coordinator, College of Human Environmental Sciences, University of Missouri Extension
- https://nccd.cdc.gov/nccdsuccessstories/writingresources.aspx
- [NACCHO – Storytelling 101](#)
- **http://dhhs.ne.gov/publichealth/documents/successstorytips.pdf**