

How to Develop a Program

Success Story



Teen Pregnancy Prevention Division

Steps for Developing a Success Story

A success story is a narrative, usually between one and two pages, highlighting the achievements and progress of a program/activity. A success story can document program improvement over time and demonstrate the value of program activities. When presented effectively, success stories can be a useful tool for educating your stakeholders about the outcomes of your work and the results you are achieving.

Recognizing why success stories are important

Even as you conduct your program's activities, it is important that you take the time to capture the accomplishments your program attains along the way. Sharing your achievements as the program progresses will put you in an advantageous position when policymakers or other stakeholders make decisions that affect your program. The more educated they are about your program's goals, activities, and successes, the more likely they are to support your program.

Specific reasons for developing and sharing success stories may include:

- Capturing progress over time.
- Educating decision makers about the impact of your program.
- Demonstrating responsible use of resources to stakeholders.
- Sharing "best practices" with other similarly-funded programs.
- Attracting new partners for collaboration.

Examples of Program Progress Success Stories

(Insert chart format of abbreviated success examples by Marc)

Topic	Outputs	Short-term Outcomes	Intermediate Outcomes
Locating and coordinating grantee efforts in target communities	State awarded 15 sub-awardees in the high risk areas as established by the State School Health Index	State will train all sub-awardees and provide TA follow up during program implementation.	75% of the sub-awardees met the first year state objective measures.

Reaching various audiences through your success story

Before you write your story, consider your primary audience(s). You may identify multiple audiences for your success story and should recognize that their needs, interests, or concerns may differ from yours and may vary from audience to audience. What is important to them? What do they care about? What type of outcomes will be meaningful to them?

Formatting your success story

When developing your story, you will want to incorporate the following sections, using the criteria listed below for guidance:

Title

- Capture the overall message of the story.
- Include an action verb.
- Capture the reader's attention.

Problem Overview

- Describe the problem being addressed and why it's important.
- Use data to frame the problem, including health burden and economic costs.
- Specify the affected population(s).

Program/Activity Description

- Identify who was involved, including your partners.
- Describe the program/activity that was implemented, including where and when it took place and how it addressed the problem.
- Identify the target audience of the program/activity/
- Describe how the progress of the program/activity was evaluated.
- State how FYSB support contributed to the program/activity.

Program/Activity Outcomes

- Identify the short-term or intermediate outcomes that demonstrate how the program/activity addressed the problem (e.g., change in policy, use of curriculum).
- Provide a conclusion to the success story that avoids using broad, sweeping statements such as "There was noticeable reduction in teen pregnancy."

Additional Information

- Name of the agency.
- Name and credentials of program contact.
- Address, email address, and telephone numbers.
- Organizations web site address (if available).
- Any other supporting materials you wish to share, such as testimonials, quotes from partners/participants, samples of materials produced, press releases, promotional materials, project photos, video/audio clips, etc.

Remember: the type of outcomes achieved by a program may vary depending on the stage and maturity of the program. Sometimes a success story is a "work in progress." Consider updating or enhancing your story as new information and outcome data become available.

Large Scale Single Success Story with Example

(Marc)

State Grantee Name and Title
<u>Problem Overview:</u> (Describe the problem being addressed and why it's important.)
<u>Program/Activity Description:</u> (Describe the activities of succinctly; outline the action steps taken; and show a link to DASH funding.)
<u>Program/Activity Outcomes:</u> (Use numbers of quantify results and convey the compelling outcomes of the program/activity. Provide an effective conclusion to wrap up the story. Emphasize the broader potential benefits of implementing the program).

Style Reminders

- Keep paragraphs short- no more than three to four sentences.
- Keep story to no more than two pages.
- Stick to the facts. Do not interject an opinion unless you attribute it to someone.
- Include direct quotes if they strengthen the story.
- Limit use of acronyms. If you use acronyms, spell them out on first mention.
- Keep messages simple and concise.