



TOOLS FOR PROMOTING
HEALTHY GROWTH



Success Stories



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Success Story Tips

THE TIPS listed below should aid in developing stories that illustrate the hard work your Program is investing. Each Program will have unique challenges and successes. This is why it is important to understand that you can write success stories at any stage in your intervention.

↓ Downstream Success Stories

- By now, life-as-we-knew-it has changed.
- You want to convey changes that have been made and are here to stay.

Your success story should:

- 1 illustrate how things have changed for the children and families your Program serves,
- 2 illustrate how things have changed for Program staff,
- 3 explain your results to other child care professionals (For example, what have the 2-5 year-olds in your care had to say about spending more time being active?),
- 4 outline key steps your Program took to overcome barriers/challenges, and
- 5 catch the attention of your audience and leave them wanting more information.

↔ Midstream Success Stories

- Your project is up and running.
- You have not achieved the long-range outcomes yet, but people are talking and you have examples of early changes.

Your success story may:

- 1 spotlight growth of the project in terms of the goal in question,
- 2 highlight partnerships, especially amongst key staff and families,
- 3 include successes related to the process (For example, your story may indicate the eagerness of Program staff to take ownership of Action Items from the Program's Action Plan.), and
- 4 outline steps your Program is taking to address/overcome barriers/challenges.

SUCCESS STORIES can
take place at any phase in
your Program!





Success Story Tips

SUCCESS STORIES

↑ Upstream Success Stories

Your project is in its early stages.

- You may have only completed an Action Item or two from your Action Plan.

At this stage, you should:

- 1 highlight partnerships, especially key staff and families,
- 2 document policy changes as a result of your project, and/or
- 3 illustrate your goals and why it is important to YOUR Program to reach them, and
- 4 outline steps your Program plans to take to address/overcome barriers/challenges.



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