

# Impact and Value: Telling Your Program's Story:

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**You will rate each presentation (3) from the viewpoint of your assigned group. The rating form follows this group assignment sheet.**

### **GROUP #1**

You are a group of legislators in Georgia. Your current proposed budget is already over budget and you only have 3 days left in session. To add anything to the budget at this point would require the session going into over-time. This action does not sit well with the voters since it cost tax-payers. If the cause is worthy enough, your voters would hope that you put in the extra hours to provide for Georgia tax-payers.

### **GROUP #2**

You are a group of hospital administrators. The entire Georgia hospital system is already operating in the RED. But your mission is to provide health care for the citizens of Georgia. It is not acceptable in the stakeholder's eye for Georgia hospitals to be operating at below the national average on health care issues. But the hospital can't continue to operate in the RED and must prioritize.

### **GROUP #3**

You are a child advocacy group. Your number one mission is to ensure the health and well-being of children in Georgia. However, you must prioritize your issues as it is impossible to address everything at one time. Right now, your number one issue is child-abuse.

### **GROUP #4**

You represent the media. You have your usual deadlines (2-minutes ago) as well as your need to "sell newspapers" (airtime etc). You know that a story with an emotional hook will "sell". You cannot afford to spend your time chasing stories that the public is not going to read.

# STORY PRESENTATION RATING FORM

*On a scale of 1-5 with 5 = "strongly agree" and 1 = "strongly disagree", rate the presentations*

*1= "strongly disagree"*

*2= "disagree"*

*3= "neutral"*

*4= "agree"*

*5= "strongly agree"*

## **PRESENTATION #1**

1. The story captured my attention? \_\_\_\_\_
2. The story had an emotional hook? \_\_\_\_\_
3. The story had a single, clear message? \_\_\_\_\_
4. I understood what the presenter wanted me to do? \_\_\_\_\_

TOTAL SCORE = \_\_\_\_\_

## **PRESENTATION #2**

1. The story captured my attention? \_\_\_\_\_
2. The story had an emotional hook? \_\_\_\_\_
3. The story had a single, clear message? \_\_\_\_\_
4. I understood what the presenter wanted me to do? \_\_\_\_\_

TOTAL SCORE = \_\_\_\_\_

## **PRESENTATION #3**

1. The story captured my attention? \_\_\_\_\_
2. The story had an emotional hook? \_\_\_\_\_
3. The story had a single, clear message? \_\_\_\_\_
4. I understood what the presenter wanted me to do? \_\_\_\_\_

TOTAL SCORE = \_\_\_\_\_

THOUGHTS ABOUT MY STORY:

WHO IS MY AUDIENCE?

AUDIENCE SETTING

WHAT IS THE GOAL/ASK OF THE STORY?

WHAT IS MY EMOTIONAL HOOK?

WHAT IS THE BENEFIT OF MY PROGRAM FROM THE EYES OF MY AUDIENCE?

**TITLE**

**DEFINE THE ISSUE**

**MEMORABLE FACT**

**DESCRIBE YOUR PROGRAM/TELL YOUR STORY**

**IMPACT**

**THE "ASK"**

**CONTACT INFORMATION**

ELEVATOR STORY IDEA:

HOW OLD IS THIS STORY? CAN I TIE IT TO ANY OTHER "HOT" TOPIC? WHEN DOES THIS STORY EXPIRE?

MEMORABLE FACT:

WHAT INFORMATION WILL I BRING THEM LATER AS FOLLOW-UP?

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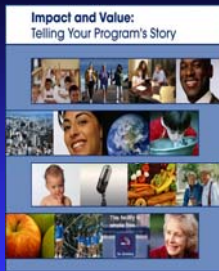


## Objectives

- To define Success Stories and the rationale for using them
- To describe how the Success Story fits into an overall evaluation plan
- To describe types and formats of Success Stories
- To learn how to construct your own Success Stories

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[www.cdc.gov/oralhealth](http://www.cdc.gov/oralhealth)



Lavinghouze, R and Price, Ann (2007). The program success story: A valuable tool for program evaluation. *Health Promotion Practice*, 8(4) 323-331.

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## What is a Success Story ?

- A simple description of a program's
  - ❖ Progress
  - ❖ Achievements
  - ❖ Lessons learned
- A request for action

## What it is Not

- Surveillance report
- Complete evaluation picture
- Completely un-biased

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## Why you would want one

- Visibility and credibility
- Accountability and evaluation
- Advocacy and promotion
- Satisfy information requests and educate decision makers
- Garner more support and resources

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### More Uses for Success Stories

- Publicize early successes
- Provide a “face” to numbers
- Show movement in program progress when planned outcomes will not be realized until the distant future
- Make the target population aware of your program

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### A Full Evaluation Toolbox



- Overall picture to the personal level
- Meaning and depth
- Triangulation of data
- Used at any point in program progress

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### Episodic v. Thematic Tools in Evaluation

- |                 |                           |
|-----------------|---------------------------|
| ■ Snapshot      | ■ Big Picture             |
| ■ Personalized  | ■ Surveillance            |
| ■ Events        | ■ Trends                  |
| ■ Psychological | ■ Political/Environmental |
| ■ Urgent        | ■ Long-range              |

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### Types of Success Stories

- We can talk about stories based on the developmental phase of the program:

- ❖ Upstream
- ❖ Midstream
- ❖ **Downstream**



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### Choosing the Correct Format

- Elevator Story
- Paragraph Spotlight
- One-pager
- Two-page
- Full Brief
- Published Article

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### Your Elevator Story



## Before You Begin

- Before you get started ask:
  - ❖ Who is your audience?
  - ❖ What is the goal of the story?
  - ❖ Will the story be used for a chance meeting or a formal request for information?
  - ❖ Is the story timely?

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## Who is the Audience?

- Major business industries in your state
- Civic organizations
- Policymakers
  - ❖ Federal elected officials; Federal management; State elected officials; State appointed officials; State management; Local officials
- Schools or Universities
- Media sources
- Foundations

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## Write for your Reader not Yourself

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

**\*\*All from the perspective of *your audience***

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## Framing the Message for Policymakers

- **Clear** - without jargon and acronyms
- **Connect** – use an image or analogy they can relate to
- **Compelling** – make the audience want to act
- **Concise** – simple; three or four bullet points

*(Peggy Yen, CDD)*

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## What Policy Makers Read

- 53% skim
- 35% “never get to”
- 27% read for detail

*(Soriano & Baugh 2002)*

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## What Policy Makers Read

- Relevancy
- Ease of reading
- 65% read printed material
- 27% read electronic material

*(Soriano & Baugh 2002)*

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### Sticky Ideas

- Simplicity
- Unexpectedness
- Concreteness
- Credibility
- Emotions
- Stories



*(Heath & Heath, 2007)*

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### Typical Outline: Hourglass

- Title with a VERB
- Attention Getting First Line
- Define the Problem - Issue
- Program Description
- Impact Statement and the ASK
- Contact Information

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### Low Cost Ways to Elicit Success Stories

- Three Step Interview
- Data Dialogue
- Graffiti
- Concept Formation
- Cooperative Rank Order

*(King & Stevahn, 2003)*

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If you want good stories...

**You must have a system of  
collecting good information**

### A Plan for Story Collection

- Starts with a well-developed plan
  - ❖ A data collection tool or process for collecting both formal and informal stories
  - ❖ Identify staff responsible for collecting, organizing, analyzing and writing the stories
  - ❖ A communication plan for disseminating the stories

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### Identification Methods Examples

- Site visit/Trip report
- Annual reports and partner publications
- Sharing at annual meetings/coalition meetings
- Presentations
- Formal solicitations

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## Resources

- [www.chronicdisease.org](http://www.chronicdisease.org)
  - ❖ Submit stories
  - ❖ Get writing assistance
  - ❖ Easily accessible website for policy makers and advocates to find stories

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## Resources

- WISEWOMAN
  - ❖ <http://www.cdc.gov/wisewoman/>
- Story Telling as Best Practice
  - ❖ [www.agoodmanonline.com](http://www.agoodmanonline.com)
- Preventive Health and Health Services Block Grant
  - ❖ <http://www.cdc.gov/nccdphp/blockgrant/pdf/PHaW.pdf>

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## How to Reach Us

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