

"The findings and conclusions in this report are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention."



- **Engage stakeholders**
Those involved, those affected, primary intended users
- **Describe the program**
Need, expected effects, activities, resources, stage, context, logic model
- **Focus the evaluation design**
Purpose, users, uses, questions, methods, agreements
- **Gather credible evidence**
Indicators, sources, quality, quantity, logistics
- **Justify conclusions**
Standards, analysis/synthesis, interpretation, judgment, recommendations
- **Ensure use and share lessons learned**
Design, preparation, feedback, follow-up, dissemination



Communicating Findings

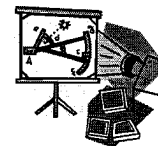
- Format
- Channel
- Content

Centers for Disease Control and Prevention. *Strategic Planning Kit for School Health Programs*. Atlanta, Georgia. Centers for Disease Control and Prevention, Division of Adolescent and School Health; 2008. Available at http://www.cdc.gov/Healthyyouth/evaluation/sp_toolkit.htm



Communicating Findings - Format

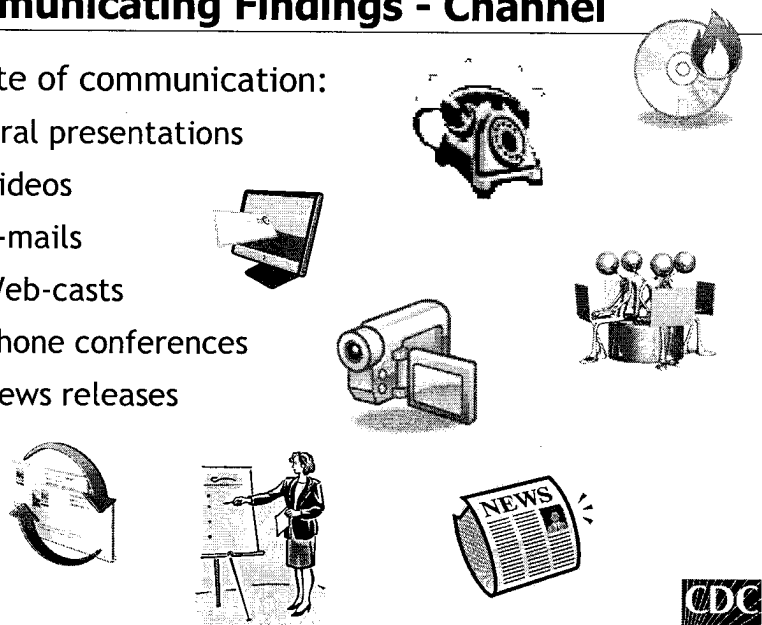
- Actual layout of the information:
 - Reports
 - Brochures
 - Slides
 - Newsletters
 - One-page summary
 - Fact sheets



Communicating Findings - Channel

▪ Route of communication:

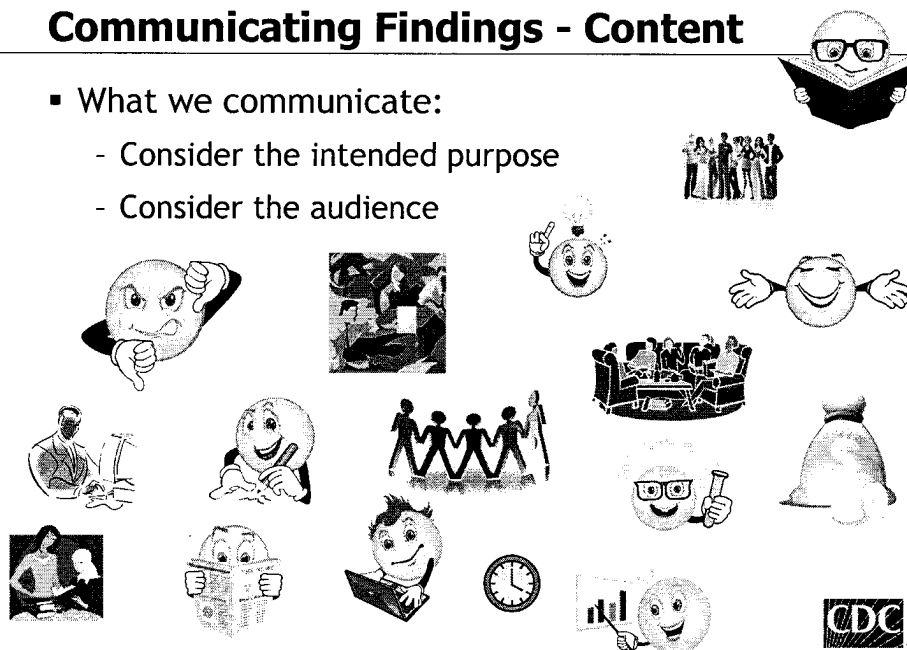
- Oral presentations
- Videos
- E-mails
- Web-casts
- Phone conferences
- News releases



Communicating Findings - Content

▪ What we communicate:

- Consider the intended purpose
- Consider the audience



Communicating Findings – Content (cont'd)

- When designing the content of your communications, consider the intended purpose, such as:
 - To identify stakeholders' contributions to the strategic plan and its implementation;
 - To create positive publicity and support that can make the program more competitive in acquiring financial and other resources;
 - To inform stakeholders about youth and adolescent health issues and strategies to address them;
 - To influence change in programs, policies, or practices



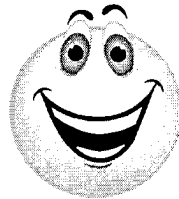
Communicating Findings – Content (cont'd)

- What we communicate:
 - Every finding
 - Findings important to audience
 - Successes of the program



What is Success?

The achievement of something desired, planned, or attempted.



What are Success Stories?

- Anecdotal evidence for the benefits of some product or policy. (allwords.com)
- Someone or something that is a success story is very successful, often unexpectedly or in spite of unfavorable conditions. (dictionary.reverso.net)
- An account of the achievement of success, fortune, or fame by someone or some enterprise. (Dictionary.com)
- A narrative highlighting achievements and progress in a program/activity. (Centers for Disease Control and Prevention. *How to develop a success story*. Atlanta: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Adolescent School Health; 2008. Available at http://www.cdc.gov/Healthyyouth/stories/pdf/howto_create_success_story.pdf)



What are Success Stories?



- Narratives that show movement in your program's progress over time, its value and impact.

Centers for Disease Control and Prevention. *Impact and Value: Telling Your Program's Story*. Atlanta: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Oral Health; 2007. Available at http://www.cdc.gov/OralHealth/publications/library/success_stories_wkbk.htm



Why use Success Stories?

- Focus on success
- Have a narrow scope - easy to grasp
- Can be used in any phase of program development
- Are generally presented in abbreviated formats
- AND because there can be more than one per program



What can Success Stories accomplish?

- Capture progress over time
- Recognize accomplishments of staff, partners, and participants
- Increase awareness of the program
- Educate stakeholders and decision makers about program achievements
- Gain support for your efforts
- Attract new partners
- Demonstrate responsible use of resources
- Provide practical ideas for program improvement
- Share lessons learned



Success Stories at CDC

- Increasing popularity and use
- Perceived as:
 - Easy to write
 - Easy to tailor to the audience (format, channel, content)
 - Easy way to share program achievements
 - Easy for a large range of audiences to understand



Success Stories at CDC – Requirements

- Written into Funding Opportunity Applications (FOAs)
- “Encouraged”
- Requested
- Not mentioned



Success Stories at CDC – Format

- One- to two-pages
- Lay-out
 - Free style
 - Section headings
- Tone
 - Shared within CDC - program review
 - Shared with congress
 - Shared with public - websites



Success Stories at CDC – Channel

- E-mails and other written materials
 - Within CDC and Congress
- Oral presentations
 - Within CDC; with program coalitions / partners



Success Stories at CDC – Content: How



- End-of-year report review
- Specific requests (± form)
- Fill in MIS
- Success Stories Portal



Success Stories at CDC – Content: Who?



- Program staff
- CDC staff



Success Stories at CDC – Content: What?

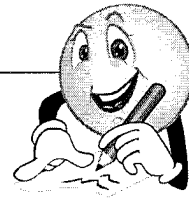


- Title
- Public health problem / description of problem / background
- Intervention / program / approach / solution
- Impact / result / outcome / effect
- Conclusion(s) / lesson(s) learned / results



Success stories at CDC – Writers

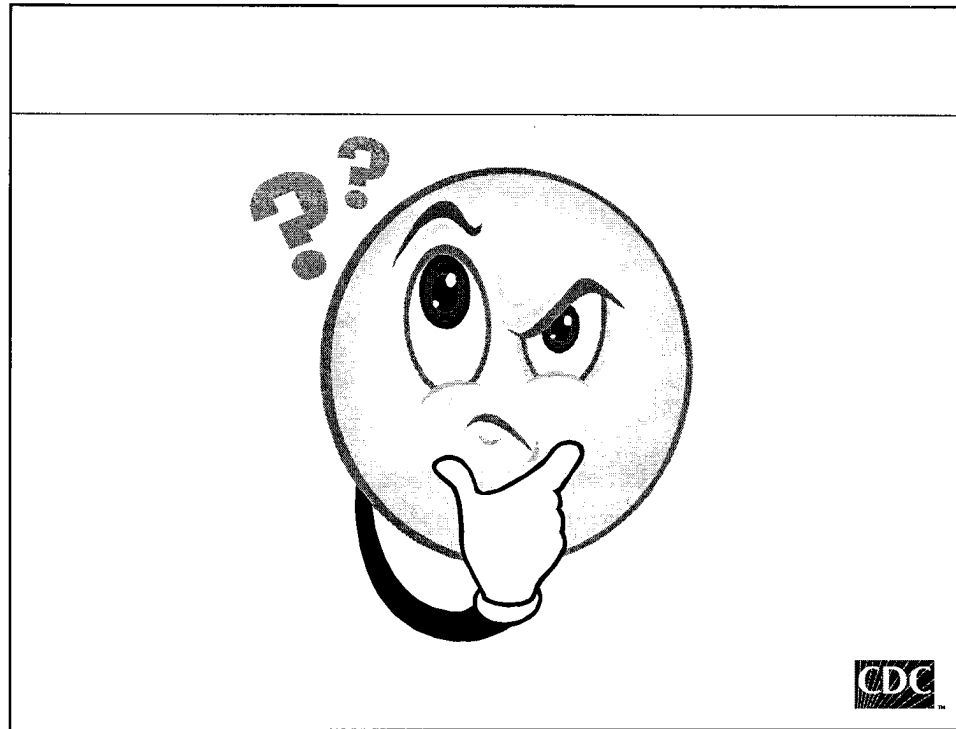
- Program staff
- CDC staff
- Combination





Success Stories at CDC – Lessons Learned

- We all want and need the same thing - going about it differently
- Standardization as to what pieces of information are needed to write a story
- More communication across divisions and centers
- Plenty of resources are out there already





	<p>Success Stories: A way to communicate evaluation findings</p> 
	<p>Centers for Disease Control and Prevention Office on Smoking and Health</p> <p>kdebrot@cdc.gov</p> <p>www.cdc.gov/tobacco</p> <p><small><i>"The findings and conclusions in this report are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention."</i></small></p> <p>SAFER • HEALTHIER • PEOPLE™</p> 

Additional CDC resources

- A success story workbook
 - http://www.cdc.gov/OralHealth/publications/library/success_stories_wkbk.htm
- A success stories booklet
 - Healthy Youth Success Stories - <http://www.cdc.gov/Healthyyouth/stories/index.htm>
- Sample success stories from various CDC divisions
 - OSH At-A-Glance 2009 - <http://www.cdc.gov/tobacco/>
 - DNPAO At-A-Glance 2009 - <http://www.cdc.gov/nccdphp/dnpao/index.html>
 - DDT At-A-Glance 2009 - <http://www.cdc.gov/diabetes/>
 - DACH AT-A-Glance 2010 - <http://www.cdc.gov/nccdphp/dach/>
 - DHDSP AT-A-Glance 2009: WISEWOMAN - <http://www.cdc.gov/dhdsp/>
 - DASH Making it happen! - <http://apps.nccd.cdc.gov/MIH/MainPage.aspx>