

Impact and Value: Telling Your Program's Story:

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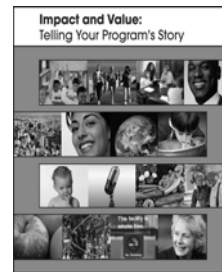
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www.cdc.gov/oralhealth



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What is a Success Story ?

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

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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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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

- Title with a VERB
- 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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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
 - ❖ 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
- 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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The findings and conclusions in this presentation are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



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