

Criteria* for Writing a Success Story

(*Adapted from the Preventive Health and Health Services Block Grant Success Story Criteria)

Use these criteria as a guide for writing your Success Story.

Title

Does the Title:

1. Capture the reader's attention and entice the reader to read further?
2. Avoid acronyms and abbreviations (unless spelled out at first reference)?
3. Contain a verb/action?

Public Health Problem

Does the Public Health Problem Statement:

1. Have a strong lead sentence?
2. Provide state specific information about the public health problem? (e.g. cost burden, disease burden, effect on educational achievement)
3. Tie the health burden to a cost burden?
4. Specify the affected population?
5. Provide an emotional hook in addition to the public health data?
6. Avoid wordiness, passive language and grammatical errors?
7. Make a clear, concise statement about a single issue?

Program/Activity

Does the Program/Activity Statement:

1. Have a strong transition between the Impact section and the Program/Activity section?
2. Link to activities of DASH-funded programs?
3. Identify who was involved in the program/activity?
4. Identify both where and when the program/activity occurred?
5. Specify steps taken to carry out the program/activity?
6. Describes how program/activity progress is monitored?
7. Avoid wordiness, passive language, and grammatical errors?
8. Make a clear, concise statement about a single issue?

Impact

Does the Impact Statement:

1. Give specific outcomes? (e.g. money saved, change in health status, numbers impacted)
2. Avoid broad, sweeping statements, such as "There was a noticeable increase in healthy eating habits" or "A significant amount of money was saved."?
3. Provide conclusions that effectively wrap up the story?

Terms and Formatting

Does the Success Story:

1. Use terms that are clearly understood by a non-public health/non-education audience?
2. Avoid public health and education industry jargon?
3. Have information in the appropriate sections?
4. Use formatting that will make the story easy to read, including multiple paragraphs, bullets where appropriate, sufficient white space, etc.?
5. List contact information at the end of the document?