CREATING A SUCCESS STORY\*

**Tips for a 1-2 page Success Story to Share with other Schools and Partners:**

* Can use bullets, but most of the story should be in paragraph form
* Demonstrate responsible use of resources/funds
* Share “best practices” with other schools
* Include 1 or 2 key photos with people involved in the activities
* 500 word maximum/4 paragraphs

**Name of school and town/school district** (and SBYP partner, if applicable)

**Name and credentials of contact person** w/ address, email and/or telephone number

**School website** (if appropriate)

**Title**

* Capture overall message
* Include an action verb

**Problem Overview**

* Identify the problem being addressed and why it is important
* Use data to describe the problem and the need for action

**Program/Activity Description**

* Identify who was involved (include partners)
* Succinctly describe the program/activity implemented, including where and when it took place and how it addressed the problem
* Identify the audience of program/activity
* Describe how the grant contributed to the program/activity

**Program Activity Outcomes** (ex: As a result of participating in …)

* Identify the short-term and long-term outcomes that demonstrate how the program/activity addressed the problem (ex: change in policy, use of curriculum, change in school practices, establishment of additional future funding)
* Provide a conclusion to the success story that is specific (use numbers to quantify results) about the changes, impact and/or results to convey a compelling outcome; **avoid** using broad, sweeping statements such as “there was a noticeable increase in healthy eating habits”

**Conclusion**

* Emphasize the broader potential benefits of the program/activity and/or how the school community will continue to benefit

**Additional Information can include** any other supporting materials such as testimonials, quotes from partners/participants, photos, video/links

\*Adapted from US Dept. of Health and Human Services/ CDC’S: ***How to Develop a Success Story***