

2016-2017 TPEP Success Story Guidance

The Overall section of the 2016-17 TPEP RFA requires that TPEP Coordinators develop and share at least one success story with: regional and statewide partners and local community members, stakeholders or decision-makers. The success story can be used to showcase local accomplishments, increase awareness about the TPEP program and obtain support for TPEP activities.

A success story describes the strategies being implemented that are making a real, sustainable difference in the health and well-being of communities. It provides an emotional connection that engages participants, partners, potential funders and other stakeholders.

While the 2016-17 TPEP RFA requires TPEP to develop and share only one success story, HPCDP recommends that new stories be developed and shared on a regular basis to increase awareness of and support for the TPEP program. Grantees are encouraged to maximize the potential reach of their story by adapting its content to a variety of settings and formats. Some of the formats a success story might take include:

- Public service announcement, as appropriate
- Written article
- Blog post or FaceBook post
- Presentation
- Radio or television interview

Some settings (media outlets) where the success story might be shared include:

- Radio
- Newspaper
- Television
- Social Media
- Newsletters
- Other broadcasts

Following is a list of questions that will help brainstorm story ideas:

1. The big deal:
 - What is the most exciting fact or element about the story?
 - What risk factors or public health issues does the strategy address?
 - What challenge within the community does the strategy address?
 - How does the challenge affect the community and what might happen if the challenge is not addressed?
 - What positive results has your strategy brought to the community?
2. The basics:
 - What kind of change is trying to be implemented?
 - When was this strategy implemented and in what settings?
 - Is there local data that can be included in the story?
 - Have there been studies showing the impact of the strategy?
3. The angle:
 - Why was this kind of strategy chosen?

- What is innovative about how the challenge is being addressed?
- Who has benefited most by the strategy?
- What values of the reader align with the strategy? How does the desired change improve their lives?
- Who or what organizations are participating in this strategy and are influential to the people being reached?
- How has the community responded to the strategy?
- Is there an individual stakeholder who could add positive remarks for a quote about the strategy?

4. The ask:

- If speaking directly to the individual reader or stakeholder, what would be your ask?
- How do you want them to think or feel? What do you want them to do? How can they help?

Contact your TPEP Liaison if you have questions about developing or sharing success stories.

Upon release of this success story, please notify and send the appropriate Liaison a copy of the story/product/document. At least one story is due by June 30, 2017.

For more information, visit the CDC's Success Stories at <http://www.cdc.gov/nccdphp/dch/success-stories/>. The web page contains tool that can help guide you through developing success stories.