

Success Stories

What is a Success Story?

A success story is a concise and engaging story about a program, activity, initiative, or strategy that demonstrates a positive and sustainable difference in the health and well-being of your community. Strong success stories document progress, achievement and ask readers to become involved in a way that connects with them. Using simple sentences, every-day terms and an emotional “hook” that draws the reader in, a success story is a powerful method to report on the progress of your work and the impact it is having in your community.

Division of Community Success Stories

The [DCH Success Stories Application](#) is an online resource designed to help you document and report successes and milestone achievements on DCH-funded initiatives. Through a series of questions to identify Challenges, Solutions, Results, compelling Quotes and Future Direction, the application provides a standardized, streamlined process to gather and position information to ensure consistent and effective storytelling.

The [DCH Success Stories Application](#) offers a series of tools including sample stories, information-gathering worksheets and an engaging, on-demand Help avatar named Gizmo, to assist you during your story writing process.

Demonstrating the Value of Your Program

The success and sustainability of your work relies on making key stakeholders aware of your efforts to make healthy living easier for your community. The DCH Success Stories application is a tool that enables you to produce compelling, cost-effective, time efficient professional stories that are easily adaptable for different audiences such as federal, state, and local decision makers, partners, potential funding sources, media, researchers and others.

To access the DCH Success Stories application, go to:

www.cdc.gov/NCCDPHP/dch/success-stories/index.htm.

Create your user account and begin writing your success stories today.



Targeting Your Success Stories

Making your stories relevant to key stakeholders ensures that you make a connection with them and one-size does not fit all. A headline or summary statement that connects with one stakeholder group may not connect with another important group you want to reach. The DCH Success Stories application enables you to easily modify elements of your story so that you are able to connect with your stakeholder groups on a personal level to encourage them to support system changes and help move public health strategies forward.

Professionally Designed Documents at No Cost

DCH Success Stories includes design templates and a royalty-free photo library that enables you to generate high-quality, print-ready documents that demonstrate the effectiveness of your health initiative without having to hire a graphic artist or creative agency.