

Successful Success Stories

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IOWA DEPARTMENT OF PUBLIC HEALTH
Protecting and Improving the Health of Iowans



Here's what we'll be covering today

- What should you include in your success story?
- How to identify a success
- Tips for writing
- Tips for videos & photos
- Who should you share your story with?

What are the elements of a success story?

- Title – make it short and descriptive
- Present the problem – explain why it's important and use data as support.
- Describe how you addressed the problem.
- What was your success?
- Do you have a quote or a photo to add?
- What are the implications for your success?

How do you determine what is a success?

- Did the needle move? (data)
- Did someone else notice a change? (quote)
- Was a goal achieved?
- Was someone helped?
- Were lessons learned?

Getting ready

What is the
cornerstone of your
message?

Find your favorite part of your story – and
build around it.

- a photo?
- a quote?
- a piece of data?
- a moment?
- a small victory?
- a feeling?

Tips for writing

- Use powerful data – if there isn't any, concentrate on another area of your story
- Don't focus on dollars spent – results are more important than \$\$
- Create emotional or personal connections
- Feature real people and quote them if you can
- Try to stay away from jargon
- Keep it simple
- Proofread!

Using photos and videos

- Get close!
- Take lots of photos
- Keep your videos short
- Mix candid with posed
- Get action shots
- If you are using a quote, get a picture of the person you're quoting
- Go vertical
- Don't wait to share

Who should you share your story with?

- ME!
- Social media
- School administration
- Board of Health
- County supervisors
- Local newspapers
- Local television stations

Tips for sharing with the media

- If you send them information, be available and responsive to requests
- Offer to set up interviews with parents/students
- Provide photos to newspapers
- Don't be offended
- Be creative
- Get the proper approvals ahead of time

Questions?

LET ME HELP:

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