

## DNPAO Success Story Template

This template is a suggested format for your success story submission.

Additional resources to consider include:

- The DNPAO Criteria Checklist provides questions to ensure you cover the necessary components for each section.
- The [NCCDPHP Story Development Guide](#) provides additional section-specific questions and may be useful for staff members who are new to success story writing. The NCCDPHP site also includes section-specific and plain language [resources](#).

### Title

- The title should grab the attention of your reader and include an action verb.
- You want to mention the focus area, the impact, and geographical location of your story. For example, *Tennessee Coalitions Improve Physical Activity Access for Rural Communities*.

### At a Glance

- This section should summarize your challenge, approach, and results. The reader often reads only this section to decide if they want to invest time in reading the entire story.
- Think of this section as your elevator speech. If you had 60 seconds to describe what you did, how would you say it?

### Public Health Challenge

- Provide data with references for why this is an issue in your state or priority population. If you cite local data, such as surveys or focus group findings, describe the source. The [DNPAO Data, Trends, and Maps site](#) includes BRFSS, YRBS, and WIC program estimates.
- The preferred language for describing obesity is “people with obesity” rather than “obese people”.
- Simplifying the data (e.g. about 1 in 4 people rather than 26% of people) helps improve understanding.
- If you have a data visualization graphic that describes the challenge, include it here.

## Approach

- Describe specifically how and what you and your partners did to address the public health challenge of the priority population.
- If the approach included a community assessment or a communications campaign, mention those elements too.
- Mention the specific year when describing what you did. For example, rather than “last summer”, say “In June 2019...”

## Results

- Describe the key outcomes of your program. Tell the reader how the program changed the environment or systems. Data from your short-term performance measures can help you describe the reach of the program.
- If you have a data visualization graphic that supports the outcomes, include it here.

## Your Involvement is Key / For More Info

- Provide any web links to your initiative. While you may have a targeted call-to-action with local stakeholders, for this submission, your target audience includes national stakeholders. The call to action is simply to encourage them to seek more information.
- Attribute the effort to your cooperative agreement funding. For example, Through the State Nutrition and Physical Activity Program Cooperative Agreement (1807) funding from the Centers for Disease Control and Prevention...

## Sustaining Success

- Describe the next steps for the program. If you have obtained additional resources to support the program beyond CDC funding, mention that here.

## Quote / Anecdote

- The best quotes are from individuals directly impacted by your work. Please include the contact information and affiliation of the individual. If you have additional anecdotal information about how the work affected members of the priority population, you can add that here too.

Quote:

Name and Role:

Anecdotal information (optional):

## OPTIONAL:

### Video, Photo and Release:

Videos and Photos are not required elements for success story submission. If your program produces videos or use photos to highlight successes with local stakeholders, please share these with us.

#### Photos

Photo can be attached as a high-resolution (300 dpi) jpg (no larger than 1500 pixels width). Use this space to describe the photo.

If you submit a photo, please also submit the Talent Release form.

#### Video links

Insert video links

#### Cooperative Agreement:

Recipient:

Strategy focus: