**SUCCESS STORY COLLECTION TOOL FOR COUNTIES**

Success stories are a valuable way of educating others about your collaborative Linkages work supporting families. This tool helps you organize information in a way that simplifies your stories and makes it easy to convey in county communications.

Statewide Linkages is collecting success stories! We want to document your success in developing and implementing CalWORKs and Child Welfare collaboration in your county and spotlight how much you have accomplished in improving the lives of children and families. See page 2 of this tool for instructions about sending in your county’s success stories.

What is a Success Story?

* It shows how your program has changed the lives of those involved.
* It provides a simple description of progress and achievement.

Why do you want Success Stories?

* It serves as a vehicle for engaging potential participants, partners and funders.
* It can become a powerful instrument to spread the word about your program.
* It can be used to educate decision makers.
* It can be used to engage the target population.
* It can be used to mobilize resources.
* It can be used to demonstrate progress in your programs.
* It can tell others who are not as aware of your program, what it is.

Benefits of Collecting Success Stories

* It affords the opportunity to regularly step back and celebrate achievements both big and small.
* It involves and engages the entire program staff and helps everyone focus on program goals.
* It puts a “face” on the numbers.

Whatever method is used, the key to developing meaningful and useful success stories is collecting them in a systematic way.

We have created an easy-to-use tool for you to provide information that can be used to develop the stories to communicate your successes. The stories can be about specific families that have experienced positive outcomes as a result of the coordination between workers in both programs, or it can be about a successful training approach, or about experiences of specific workers (testimonials), or products that have been developed to support Linkages practice.

We will use the information you provide to develop one-page success stories, and you will have the opportunity to review the draft before publication. Please use the attached form to provide information about what you have done, and include your name, telephone number and e-mail address. If you have questions about the type of information to include or any other questions, please contact Danna Fabella, Linkages Project Director at the e-mail address shown below.

Thank you for taking the time to share your success with us!

Please submit your success story via e-mail to: [**Danna.Fabella@cfpic.org**](mailto:Danna.Fabella@cfpic.org).

*This tool is adapted from Centers for Disease Control and Prevention. Impact and Value: Telling your Program’s Story. Atlanta, Georgia: Centers for Disease Control and Prevention, National Center for Chronic Disease. Prevention and Health Promotion, Division of Oral Health, 2007.*



**LINKAGES SUCCESS STORY COLLECTION TOOL**

*Your Responses*

| **Contact Information:**  Name  Phone  E-mail |  |
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| **Focus of the Story:**  The focus might be on one family, a staff member, evaluation results, or a particular strategy being used in the county (e.g., Child & Family Teaming and Linkages, Coordinated Case Planning, etc.) |  |
| **Proposed Title:**  This should grab the attention of the audience. |  |
| **Background of the Story:**  Who is involved? What is the timeframe? What specific services were provided? What strategies were used? |  |
| **How did you Accomplish your Success?**  What specific actions were taken? How long did it take? |  |
| **Quotable Quotes:**  Do you have specific quotes from participant (family or staff) that would support the story? |  |
| **What are the Key Takeaways or Lessons Learned?**  Describe information that you would like to share with other counties. Highlight the implications for other programs across the state. |  |
| **Public Information:**  Do you have a photograph that can be used? Do you have a program or county logo to be used? Do you have permission of the participants for thisstory? |  |

