## Success Story Template

**Purpose**: The Success Story Template can assist in summarizing important successes for routine updates about the activities your community network is engaged in for the public, businesses, nonprofit and governmental agencies, and others in your jurisdiction. Compelling preparedness planning stories provide real-world examples of how an activity made a difference in people’s lives and reinforce the importance of empowering communities’ ability to mitigate, respond to, and recover from public health threats.

**Instructions:** Use the template to promote information already compiled in your Partner Integration Worksheet. These success stories highlight the importance of community partners in emergency and disaster planning for the whole community and highlight the commitment of your partners.

* Submit success stories to local media and news outlets, your network partners, and the populations they represent.
* Encourage your network partners to use the success stories in newsletters, articles, and conference presentations to show how community partners strengthen risk communication planning for those with access and functional needs.

Accessible version: <https://www.cdc.gov/cpr/readiness/afntoolkit.htm>

**Title**

A good title is simple, summarizes the story, and includes action verbs that bring the story to life.

* Capture the overall message of the story.
* Include an action verb.

Title

**Problem overview**

The first paragraph should highlight the challenge. Start with a compelling human interest story .

* Describe the issue being addressed and why it is important.
* Specify the affected population(s).

Problem overview

**Communication partner activity description**

Describe the actions that were taken, what was learned, and what changed.

* Identify who was involved.
* Describe the activity that was planned and how it was implemented.
* Define the target audience of the activity.

Communication partner activity description

**Activity outcomes**

* Identify how the activity helped to address the problem.
* Provide a conclusion to the success story.

Activity outcomes

**More Tips**

* Make a compelling point.
* Explain the impact of a strategy.
* Define content area terms.
* Include photographs to illustrate the story.
* Highlight partner contributions.
* Include quotes from beneficiaries or partners.
* Avoid jargon and acronyms.
* Include contact information for follow-up.