

Step 6: Sharing Results

We learn from each other. Some of the stories in this resource may have inspired you to try something new or different at your company, or perhaps it made you steer clear of an idea. Sharing ideas and experiences will help determine what works and what does not in physical activity programs at the worksite. Sharing individual successes is as important as sharing program results and can inspire other employees to participate and make them feel more a part of the program.

Having program evaluation results available to your employees and other interested parties is also important for the sustainability of the program. Having the data you collect from the assessments before the program starts as well as after it is completed will allow you to show the value of your program to others, including corporate leadership. This will make it easier to make the case for future programs.

Sharing results may help in other ways. Many grant applications or other requests for funding ask for information about what programs or activities your company is currently offering or has offered in the past. Stockholders, such as community members or shareholders, may find your commitment to employee wellness one more reason to support the company.

Ideas of Where to Disseminate Results

- **Employee newsletter:** Your employees are the ones who make the programs a success. Share success with them so they will continue to move forward. They will be the ones who influence the company leadership to keep resource and support coming to the programs.
- **Company newsletter or website:** Your partners, stock holders and others will be interested to learn what has been done to encourage physical activity at the company.
- **Professional organizations:** For example, a small business cooperative, a human resources group, or trade group. You could present at their national or regional meeting or include an article on their webpage or newsletter.
- **Unions:** If your company is unionized, highlight your company program on the union website or in a meeting.
- **Local newspapers:** Your company will be highlighted for what it is doing for employees. This may improve the company reputation in the community or encourage qualified applicants to seek employment with your company.

Guidance for Writing Stories

Stories do not have to be all about success. The things that did not work as well as they had been planned are also lessons learned that can be used by others. Share both. Share program results in your stories and find interesting individual successes that can be highlighted.

A story is not a run down of everything you did on a day to day basis to make the program or activity work.

Like any good story, you want there to be a clear main idea. Keep your audience in mind when writing. Make the story interesting for that group.

Once you decide on the topic and audience, it is time to start writing. Depending on where you plan to share the results, there may be very specific guidelines you need to follow; such as a word count limit.

Use the Story Template in the *Tools and Templates* section or create your own.

For additional guidance on how to write a success story please visit: http://www.cdc.gov/HealthyYouth/stories/pdf/howto_create_success_story.pdf

Points To Consider With Stories:

- What do I want to talk about?
- Who will be reading this story?

Guidelines for Stories:

- ✓ Stick to the facts: For example we had 100 people attend the session. The session took 4 weeks to plan.
- ✓ Use quotes from participants when possible. This provides a real life angle.
- ✓ Do not use opinions (except for the direct quotes).
- ✓ Use plain language. Avoid jargon, unless it is appropriate for the audience. The message may be lost if people do not understand the words.
- ✓ Avoid acronyms or spell them out
- ✓ Keep the message clear and concise. Unless specifically requested, keep a success story to around 500 words or less.
- ✓ Provide contact information for readers who want more information.