

Working in PEARS: CalFresh Healthy Living LHD Success Story

Instructions

California Department of Public Health (CDPH)
CalFresh Health Living

The following instructions are designed to assist local health departments (LHDs) write and submit CalFresh Healthy Living program success stories using the [Program Evaluation And Reporting System \(PEARS\)](#). Success Stories are due at the end of each federal fiscal year. LHDs may submit success stories at any time during the year. At minimum, one success story per LHD is required during each federal fiscal year (submitted via PEARS by September 30).

The purpose of a success story is to describe the progress and achievements made towards advancing policy, systems, and environmental (PSE) change strategies in support of making the healthy choice, the easier choice where people eat, live, learn, work, play, and shop. Success stories add an important qualitative element to program evaluation by capturing the impact of local CalFresh Healthy Living program efforts in a narrative format.

Each year, CDPH will choose and re-format a select number of LHD success stories to highlight and communicate a diverse array of CalFresh Healthy Living program successes. Select stories will be submitted to SNAP-EdConnection@fns.usda.gov, shared with the Western Regional Office (WRO) of the United States Department of Agriculture (USDA), and serve as an informational and educational resource for decision makers, stakeholders, and partners. For these reasons, CDPH is looking for well-written success stories that promote local CalFresh Healthy Living program efforts and illustrate a **clear, concise and compelling story** for a national audience.

Getting Started

CDPH strongly recommends that LHDs first write the success story using Microsoft Word and use the spelling and grammar feature to make corrections prior to finalizing the text. Use Arial 12-point font and limit each success story to two pages of text (approximately 500-750 words). Once completed, copy and paste the success story in the Background and Body section in PEARS as instructed below. Here are a few tips to creating a well-written success story:

- Use the active voice instead of passive voice.
 - Instead of: The story *was written* by Bob.
 - Try: Bob *wrote* the story.
- When using an acronym for the first time, spell out the full phrase or name followed by the abbreviation or acronym in parenthesis.
- Keep the reading level below 10th grade, preferably 6th - 8th.
- Use good grammar and check for typographical errors.

Working in PEARS: CalFresh Healthy Living LHD Success Story

Instructions

California Department of Public Health (CDPH)
CalFresh Health Living

- Use bulleted lists whenever possible.
- Use short sentences and paragraphs.
- Avoid jargon.
- Use personal stories and/or statistics that illustrate the impact. Consider adding answers to “Who, What, Where, When, and How” of the story.
- **Citation of Data source/s** is necessary anytime data is included.
- We strongly recommend that the Project Director review and approve the success story before submitting the final version into PEARS.
- Review and ensure that the final version typed in Microsoft Word appears in PEARS.

If you have questions or need assistance, please contact your CDPH Project Officer.

Working in PEARS

1. Program - Optional (Link this Success Story to one of your Program Activities)
2. Site or Organization – Optional (Choose the site or organization related to this success story, if applicable.)
3. Unit – Select county or city health department
4. Title – Use a creative title that will grab the reader’s attention. Convey action by putting the subject first.
 - Subject first; the who or what that is most important in the story
 - Use action words in the present tense
 - Focus on the solution – not the problem

Example: San Diego County Students Advance 12 School Health Improvements through PhotoVoice

Example: USDA Selects Ready, Set, Swim! Coachella Valley as California Success Story

5. Background – Use the following two headings to write this section.

Working in PEARS: CalFresh Healthy Living LHD Success Story

Instructions

California Department of Public Health (CDPH)
CalFresh Health Living

THE NEED: Challenge

State the need, challenge, or issue that the PSE strategy addresses. Include assessment information used to identify the issue and specify the target audience impacted.

THE WORK: Solution

Describe how the challenge was addressed, including how community members and partners were engaged and resources/assets leveraged. Please indicate the work that was completed with SNAP-Ed funds and if applicable, the work completed by unfunded partners (include funding source). The work completed with SNAP-Ed funds should be clearly stated. Include narrative on the innovative and/or evidence-based approaches used to address the challenge and how the appropriate PSE solution was identified (what was the rationale?).

6. Story Narrative – Use the following headings to write this section.

THE IMPACT: Results

Describe findings as a result of the PSE change. Include statistics or pre vs. post results that demonstrate impact. Provide the data source as appropriate. If relevant, describe how the changes made impacted the lives of the CalFresh Healthy Living population. Keep in mind that PSE work takes time; consider reporting progress made to date even if the PSE strategy is not fully implemented. If this is the case, describe the progress made in addressing the identified need.

Sustaining Success

Describe how the impacts of the PSE strategy will be sustained, as well as built upon, beyond the current funding and resources. Include what partners and/or stakeholders will contribute to help in maintaining the PSE strategy.

Contact Information: (name, title, LHD, phone number, and email)

7. Favorite Quote – Strongly Recommended (Note: there is a limit of 1,000 characters in this field)

Provide a quote from a participant (target audience), partner, and/or stakeholder that conveys a positive message of how the PSE change has made an impact.

Working in PEARS: CalFresh Healthy Living LHD Success Story

Instructions

California Department of Public Health (CDPH)
CalFresh Health Living

8. Key Words – Optional (Select all that apply from drop down menu).
9. Related Framework Indicators – Select all that apply from drop down menu.
10. Socioecological frameworks – Select all that apply. For your PSE Success Story, you should at least select “Environmental Setting”.
11. Approaches – Select “Comprehensive multi-level interventions (a combination of direct education, PSE's, and social marketing)” for PSE Success Stories. If you create additional Success Stories for other aspects of your program, select all that apply.
12. File Attachments – Add any photos or other pertinent documents including list of references. Photos illustrating PSE activities are highly encouraged; however, photos containing CalFresh Healthy Living program participants or individuals featured in the photos must include a photo release. The Champion Model Release Form (photo release form) is available by request. Please email: NEOPB_MediaPR@cdph.ca.gov to obtain copies. For photos, please use the highest resolution possible on camera.

TIP! Your PEARS Success Story can be used to create a Word Cloud, a type of qualitative analysis that PEARS offers. PEARS creates the Word Cloud by counting how often a word (or phrase) is used throughout the Success Story and then generating an image of frequently used words. This can be a great addition to a success story product.

Working in PEARS: CalFresh Healthy Living LHD Success Story

Instructions

California Department of Public Health (CDPH)
CalFresh Health Living

Checklist

- Title is creative and conveys action by putting the subject first.
- The need, challenge, or issue is clearly defined.
- The work completed with SNAP-Ed funds and LHD role is clearly defined.
- All data reported includes data source(s).
PO to submit to Lauren Whetstone for review.
- Contact information is included (name, title, LHD, phone number, and email).
- A favorite quote is included.
- Any photo(s) with people that are identifiable have a signed photo release attached for each individual.
- Final Success Story reviewed by Project Director
- Complete Success Story from Microsoft Word is copied on PEARS.
- Success Story submitted by September 30th.