

WSCC TEAM

COMMUNICATING RESULTS

> Handout Packet



Handout Packet for Communicating School Health Results and Improvements

Handout #1: Key Points and Notes

Handout #2: Guidelines for Communicating Results

Handout #3: Success Story Template

Handout #4: Additional Resources

***“Whether you lead a nation, an enterprise,
a community, or a family, we are all in the
communication business.”***

— ROBIN S. SHARMA

Handout #1: Key Points and Notes

Think of a memorable story . . .



NOTES:

(1) What elements of the story/communication made it memorable?

Six Steps to Communicating Results and Improvement

1. Why? Why is it important that people hear this message? Define it on a personal and school-wide level.
2. What? What is it you are sharing? Is it data, is it an event, is it a philosophical shift? Make sure you are clear about what you want to share prior to beginning your communications plan.
3. Who? Who are your key stakeholders?
4. How/Where? How will you send the message? What communication tool or medium is the best to use?
5. When? When will you communicate your message? You need to specifically spell out dates and sometimes the time when you will release the information.
6. And then what? How effective was your communication?

“The single biggest problem in communication is the illusion that it has taken place.”
— George Bernard Shaw

Handout #2: Guidelines for Communicating Results

Catchy Title (captures the reader’s attention, provides the overall message of the story, includes an action verb)

Introductory Paragraph

- First sentence should be your elevator pitch — get to the point of the story quickly
- Description of the problem and why it’s important
- Brief background
 - Setting (who, where, when)
 - What was the problem and why was it important to address
 - What data did you use to determine the issue (if available)
- Brief mention of the results achieved

Body

- What steps were taken to reach the goal? Describe the program/activity in more detail
 - Who was involved, including partners
 - What was done, including when and how
- What results were achieved — quantify results where possible (ex: “1,500 students helped plant 18 center gardens, yielding 195 lbs. of produce,” instead of “centers built edible gardens”)
- What problem was the program/activity addressing

Conclusion

- Elaborate on results achieved
- What did students learn through the process
- How will this experience change or affect future policies and practices

OTHER CONSIDERATIONS

Permissions Required?

- Principal
- School district
- Funder/partner
- Student/staff/family

Handout #2: Guidelines for Communicating Results - continued

Complements to the Story

- Testimonials
- Quote from partner, participant
- Picture of product or change

Overall Style Reminders

- Keep paragraphs short — five or six sentences
- Try to keep story at one page
- Communicate facts only
- Use active voice versus passive
 - Active voice: The teacher provided the healthy snacks.
 - Passive voice: The healthy snacks were provided by the teacher.
- Use plain, easy-to-understand language — avoid jargon and acronyms
- Avoid broad, sweeping statements — There was a noticeable increase in physical activity

Handout #3: Success Story Template

Each section in the template is followed by a self-check, which outlines criteria relevant to that section.

1. Catchy Title

Self-check

- Captures the reader's attention?
- Provides the overall message of the story?
- Includes an action verb?

2. Introductory Paragraph

Self-check

- First sentence gets to the point of the story quickly?
- Describes the problem being addressed and why it's important?
- Provides a brief background (who, where, when, what, and why).
- Brief mention of results.

3. Body

Handout #3: Success Story Template - continued

Self-check

- Describes who was involved, including your partners.
- Describes the program/activity that was implemented, including where and when it took place and how.
- Describes the problem it addressed.
- Shares any results that were achieved using quantifiable results where possible.

4. Conclusion

Self-check

- Elaborates on results achieved.
- Describes how this will impact future work.

5. Permissions Required

- Principal
- School district
- Funder/partner
- Student/staff/family

6. Complements to the Story

- Testimonials
- Direct quotes from partner/participant
- Sample of materials produced
- Photo(s) of project
- Video/audio clip
- Other (explain: _____)

Handout #3: Success Story Template - continued

7. Overall Style Reminders

- Keep paragraphs short — no more than five or six sentences.
- Limit story to no more than one page — two pages tops.
- Communicate only facts.
- Avoid passive voice (e.g., “Training was provided.”). Use active voice (e.g., “X partner provided training.”), and be clear about who is doing the action in every sentence.
- Use plain language.
 - No or limited use of acronyms. If using an acronym, spell it out on first use.
 - No jargon.
 - Simple and concise statements.
- Avoided broad, sweeping statements (e.g., “There was a noticeable increase in physical activity.”).

8. Contact Information

- Name:
- Title:
- Organization:
- Phone:
- Email:

Handout #4: Additional Resources

Centers for Disease Control and Prevention. (2011). *The health communicator's social media toolkit* [PDF]. https://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf

National Association of Chronic Disease Directors (NACDD). 2018. *Sharing success: A step-by-step guide for communicating school health achievements* [PDF]. [https://cdn.ymaws.com/www.chronicdisease.org/resource/resmgr/school_health/nacdd_sharing_success_guide .pdf](https://cdn.ymaws.com/www.chronicdisease.org/resource/resmgr/school_health/nacdd_sharing_success_guide.pdf)

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