SNAP-ED SUCCESS STORIES

Essential Tips for Writing your Story

Today’s readers have limited time, so it is important to hook their attention and keep it long enough to share your message. **Show how your program improves lives in the first 2 sentences.** This is your chance to get them interested and make them want to keep reading.

- **Start with your success**
- Draw the readers in with a moving story
- Write for people who aren’t familiar with SNAP-Ed
- Provide statistics, numbers, and supporting evidence
- Include 3-5 images* of programming, as well as a program and agency logo

**POWERFUL STORIES**
- Communicate success in simple terms
- Include impact and evaluation data
- Share great things about your program

**SIMPLE LANGUAGE**
- Write short paragraphs
- Use common words and avoid jargon
- Use bulleted lists when possible
- Aim for an 8th grade reading level or lower

**HELPFUL WEBINAR**
- For more information, check out: SNAP-Ed Success Stories: Simple Strategies for Success
  
http://youtu.be/lgTOHNfIxLk
Community Garden Increases Access to Healthy Food

**SUMMARY**

More people are eating healthy food in Anytown, USA! Why? Because healthy food is now available. People are learning to grow, eat, and share fruits and vegetables, thanks to the XYZ SNAP-Ed agency!

**CHALLENGE**

Before, people in Anytown were not eating enough healthy food because they did not have any available. The people did not know how to grow food. They also did not have stores there to buy it.

**SOLUTION**

XYZ agency started a community garden and taught 100 young families how to grow their own fruits and vegetables. The agency also showed participants how to cook and eat vegetables they grew. The program lasted 9 months. As a result of the program:

- 85 participants tried a new fruit or vegetable
- 92 participants said they would try gardening again next year.

“It’s great, so many people are eating MY yams!” - Jorge, participant

**SUSTAINING SUCCESS**

XYZ agency is looking forward to continuing and expanding the program by enrolling 20 new families next year. Participants were given identical pre- and post-tests. The tests asked about their eating and gardening habits. This was used to evaluate program success. SNAP-Ed Evaluation Framework Indicators include ST5, LT12, and R2.

Contact Information
Program Website
Organization Website