

# 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 8<sup>th</sup> grade reading level or lower



### HELPFUL WEBINAR

- For more information, check out:  
SNAP-Ed Success Stories:  
Simple Strategies for Success  
<http://youtu.be/lgTOHNflxIk>



Write a short and catchy title that describe what your program does.

# 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

Program  
logo

Agency  
logo

Describe how the program changes lives in 1-2 sentences.

Add more detail if needed.

Later, include the organization that runs the program.

Describe the community need for the program.

Include participant stories, quotes, and statistics.

Who is the target audience?

What was the type of program?

When did the program occur?

How many participants?

How is the program evaluated?

What SNAP-Ed Evaluation Framework Indicators were used?

After using this Tips sheet, submit your completed Success Story by e-mail to your USDA FNS Regional Coordinator. Questions? E-mail [snap-edconnection@usda.gov](mailto:snap-edconnection@usda.gov).