UNIVERSITY OF CALIFORNIA
cal fresh Nutrition Education

ENTERING YOUR SUCCESS STORY IN PEARS:
Follow the instructions below for entering your success story.

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
3. Unit: Select **UC CalFresh** LIA from drop-down menu
4. Title: Use a title that describes your success story. *TIP: Use a 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: Shasta County offers 100s of pounds of produce to over 1,000 families in fire sticken zone.
5. Background: Use the following guidance to complete narrative on the two topics outlined below
   - THE NEED: Challenge
     State the need, challenge, or issue that the SNAP-Ed Program Activity and/or PSE strategy addresses. Include assessment information used to identify the issues 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 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. Body: Use the following guidance to complete narrative on the two topics outlined below
   - THE IMPACT: Results
     Describe findings as a result of the SNAP-Ed Program Activity and/or PSE change. Include statistics or pre vs. post results that demonstrate impact. If relevant, describe how the changes made impacted the lives of the SNAP-Ed 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 SNAP-Ed Program Activity and/or 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 SNAP-Ed Program Activity and/or PSE strategy.
7. Favorite Quote: (Optional) Provide a quote from a participant (target audience), partner and/or stakeholder that conveys a positive message of how the SNAP-Ed Program Activity and/or PSE change has made an impact.
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 Direct Education Success Stories, select "Individual/Family"
    - For PSE Success Stories, <u>also</u> select "Environmental Setting"
11. Approaches: Select all that apply
    - For Direct Education Success Stories, select "Individual or group-based educators"
    - For PSE Success Stories, select "Comprehensive-multi-level interventions"
12. File Attachments: Attach any images or other relevant documents. Photos illustrating activities are highly encouraged. All attached images require a photo release be kept on file.

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