

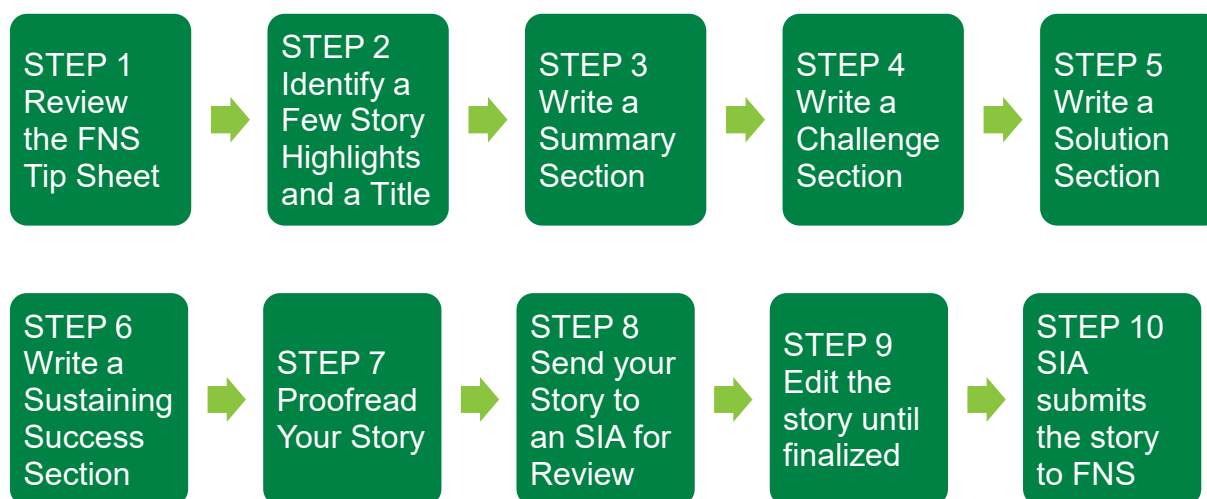
SNAP-Ed Connection Success Story Submission Process & Template



[The US Department of Agriculture \(USDA\), Food and Nutrition Service \(FNS\) SNAP-Ed Connection website](#) includes a page where success stories from SNAP-Ed programs throughout the country are featured. We would like to capture the good work that you have done for the CalFresh Healthy Living program in California and share these stories nationwide.

Your SIA will review the stories that you have entered in the Program Evaluation and Reporting System (PEARS) and select a story for SNAP-Ed Connection publication. Once a story is selected, it should be edited based on [the FNS tip sheet](#). The following process and template are designed to assist all LIAs in writing and submitting Success Stories once they have been chosen for publication in the SNAP-Ed Connection.

Please follow *all 10 steps and the instructions below*, complete editing your story, and send your edited story to your SIA for their review. Your SIA will submit the finalized story to FNS.



STEP 1: Review the FNS Tip Sheet

First, please review [the FNS Tip Sheet](#). It has helpful tips for editing your story. Success Stories submitted in PEARS already include most of the items that FNS suggests, however they are slightly different from the SNAP-Ed Connection format and some of the key points are summarized below:

- Construct your story into four categories: “Summary,” “Challenge,” “Solution,” and “Sustaining Success.”
- Add a few photos, as well as program or agency logos if you have them. You must provide a photo release with your story.
- You must provide your contact information—such as the name(s) and the email address(es) at the end of your story.

STEP 2: Identify a Few Story Highlights and a Story Title

Before starting to edit your story, read the story through and think about the story highlights. What do you want to tell your readers? What were the work/outcomes? Once you identify a few highlights, think about a story title. You can read recent posted stories [on the website](#) for your reference.

- Read your entire story and identify the story highlights in a few bullet points.
- The title should be short and precise. You can get some ideas from the posted stories on the website.

STEP 3: Write a Summary Section

Include those bulleted point highlights you identified in STEP 2 and put them into a written narrative. **This summary part is important to grab the reader's attention.** This section should be relatively short—aim for up to three sentences. Imagine, if you're a reader, do you want to continue reading this story?

STEP 4: Write a Challenge Section

Describe what the challenges were and explain why the interventions/program were necessary.

STEP 5: Write a Solution Section

Describe the program details—who is the target audience, type of the intervention, length/duration of the intervention, and number of participants. Then describe findings as a result of the Policy, Systems, and Environmental (PSE) change.

Consider including the following items:

- How community members and partners were engaged and what resources/assets were leveraged.
- Innovative and/or evidence-based approaches that were used to address the challenges.
- Statistics or pre/post test results to demonstrate the impact.
- A quote that expresses the impact of the program.

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STEP 6: Write a Sustaining Success Section

PSE work takes time and sustaining success is important. Describe if the program is fully implemented or in progress and how you will sustain the impacts of the PSE strategy.

Consider including the following items:

- Does your agency plan to continue or expand the intervention?
- SNAP-Ed Evaluation Framework Indicators used.

STEP 7: Proofread Your Story

Please review your story based on the FNS Tip Sheet included in STEP 1. Make sure to check spelling, grammar, and punctuation prior to finalizing the story.

STEP 8: Send Your Story to your SIA for Review

Once you have completed editing the story, email it to your respective SIA for their review.

STEP 9: Edit the Story Until Finalized

Your SIA will review the story and provide edits and comments. Work with your SIA until the story is finalized. Your SIA will contact you once the story is submitted to FNS.

STEP 10: SIA Submits the Story to FNS

Your SIA will submit the story to FNS. FNS may reach out to you if they have further questions about the story.