



Telling Your Story:

Highlighting Program Impact & Community Voice

FFY2020-21 Achievements

PEARS success story submissions

- FFY2020 – 44 stories

Active News Beet - CFHL, In Action!

- FFY2020 - 67 stories
- FFY2021 – 23 stories to date (5/21)

TOWN HALL

- FFY2020 & FFY2021-13 county highlight stories in 9 Town Halls

SNAP-Ed Connection (national)

- 1 story posted FFY21
- 2 stories pending

County Poll

What are the biggest challenges you face in writing a Success Story?

- How to show impact and collect/store photos and quotes.
- Tend to put it on the back burner, and by the time I get to it I forgot the details.

WHAT are success stories?

- Program based stories about nutrition education and PSE impacting the SNAP-Ed population
- Illustration of the program's local footprint and why the program is important
- Local voice is important - quotes and testimonials from extenders and participants add authenticity and personal touch

WHAT are my program's requirements?

- [FFY2020-2022 County/Cluster Work Plan Expectations and Deliverables](#) (Pg.8,15)
- Requirements are based on Funding Tier
 - Under Tier 4 = 1 story annually
 - Tier 4 = 3 stories annually
- Pathway: CFHL, UC >Administration>Program Administration>FFY2020-2022 Integrated Work Plan

WHEN should I collect stories?

- Document stories in [Success Story Excel Sheet](#) throughout the year
- Review Success Story Excel Sheet quarterly with your supervisor /state office
- Prioritize county story(ies) to develop
- Complete story(ies) for PEARS entry
- Enter completed story into PEARS

WHY write Success Stories?

- Documents program reach, impact, innovation, inspiration & aspiration
- Needed for reports and local, state and national stories highlighting SNAP-Ed activities in the community
- Illustrates achievements & impact
- Provides local voice and community engagement with participant quotes or testimonials

CalFresh Healthy Living, UC In Action!

COVID-19 TIMELINE



Imperial County structures pilot virtual direct education delivery of My Amazing Body successfully at De Anza Elementary School



April
2020



CalFresh Healthy Living, UC engages with Native American communities in Riverside, El Dorado and Trinity Counties.



June
2020



Santa Clara, San Mateo and San Francisco Counties offer distance training to teachers and staff in support of Bay Area summer schools



August
2020



March
2020



Kings County partnered with Master Gardeners to construct garden beds at Lee Richmond school garden.



May
2020



Shasta County Cluster keeps physical activity and garden-enhanced learning on everyone's mind during shelter in place through summer programs



July
2020



San Luis Obispo and Santa Barbara County Educators continued to work with 5th and 6th grade youth leaders virtually at two school sites after school closures.



CalFresh Healthy Living, UC In Action!

COVID-19 TIMELINE



Butte Cluster staff and students kicked off the new school year with movement and hygiene classes.



October
2020



48 students from 2 Kindergarten and 1 TK class at Rock Creek Elementary School have been taught virtual lessons from *Farm to Fork*.



December
2020



CFHL, UCCE Yolo County Educators provided virtual nutrition education lessons to over 75 students utilizing University of California approved curricula.



February
2021



September
2020



The Riverside team builds 700 Alford Unified School District teachers capacity to deliver virtual physical activity breaks to reach 18,000 students.



November
2020



The UCCE Kings & Tulare team has reached 1,082 youth and over 70 adults with direct education providing support to at least 12 qualifying school sites.



January
2021



CFHL, UCCE Stanislaus/Merced Counties in partnership with La Mejor Magazine provides eatfresh.org recipes in it's print publication that reaches 7 Central Valley counties with over 25,000 copies distributed bimonthly.



California's CalFresh Healthy Living, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit CalFreshHealthyLiving.org

On the CFHL, UC website, [link](#)

WHERE can I find PEARS instructions and writing tips?

- CFHL, UC Website
- [Publications >Success stories and Profiles](#)
- Pathway: CFHL, UC >Publications>Success Stories

HOW do I write a PEARS success story?

- [CFHL, UC Writing Tips, FAQ & CFHL, UC Process](#)
- [PEARS Lesson 7 Success Story Entry Instructions](#)

Pathway: CFHL, UC >Publications>Success Stories

CalFresh Healthy Living, UCCE Webpage Update Checklist

- [UCCE Webpage Updates Checklist](#)

Beyond PEARS.....

- [Active News Beet – CFHL, In Action!](#)
- [Town Hall – County Highlights](#)
- [UC Delivers](#)
- [UC ANR Blogs](#)
- [SNAP-Ed Connection](#)
- Local stories for flyers, local promotion, newspapers, press releases
- Pathway: CFHL, UC >Publications

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