

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 <u>Success Story Excel Sheet</u> throughout the year
- Review Success Story Excel Sheet <u>quarterly</u> 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



<u>April</u> 2020



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



020 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



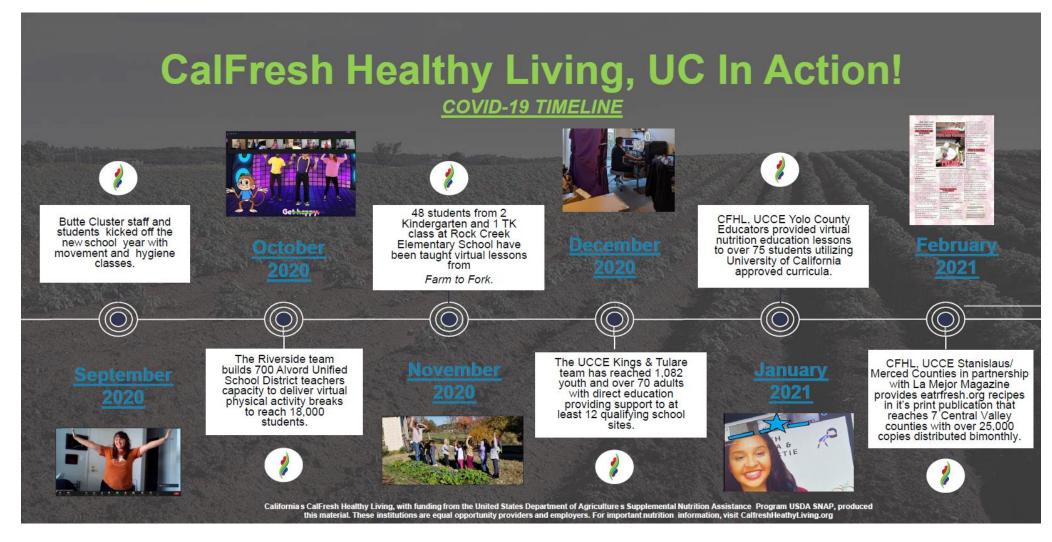
<u>July</u> 2020



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.











# 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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