

## LINKAGES SUCCESS STORIES

### *Success Story Collection Tool for Counties*

The Linkages Project is collecting success stories! We want to document your success in developing and implementing CalWORKs and Child Welfare collaboration in your county. We want to spotlight how much you have accomplished and show how Linkages can improve lives.

#### *What is a Success Story?*

- It shows how your program has changed the lives of those involved.
- It provides a simple description of progress and achievement.

#### *Why do you want Success Stories?*

- It serves as a vehicle for engaging potential participants, partners and funders.
- It can become a powerful instrument to spread the word about your program.
- It can be used to educate decision makers.
- It can be used to engage the target population.
- It can be used to mobilize resources.
- It can be used to demonstrate progress in your programs.
- It can tell others who are not as aware of your program, what it is.

#### *Collecting Success Stories*

- It affords the opportunity to regularly step back and celebrate achievements both big and small.
- It involves and engages the entire program staff and helps everyone focus on program goals.
- It puts a “face” on the numbers.

Whatever method is used, the key to developing meaningful and useful success stories is collecting them in a systematic way.

We have created an easy-to-use tool for you to provide information that can be used to develop the stories to communicate your successes. The stories can be about specific families that have experienced positive outcomes as a result of the coordination between workers in both programs, or it can be about a successful training approach, or about experiences of specific workers (testimonials), or products that have been developed to support Linkages practice.

We will use the information you provide to develop one-page success stories, and you will have the opportunity to review the draft before publication. Please use the attached form to provide information about what you have done, and include your name, telephone number and e-mail address. If you have

questions about the type of information to include or any other questions, please contact Danna Fabella, Linkages Project Director at the e-mail address shown below.

Thank you for taking the time to share your success with us!

Please submit your success story via e-mail to: [Danna.Fabella@cfpic.org](mailto:Danna.Fabella@cfpic.org).

*This information and the attached form are adapted from Centers for Disease Control and Prevention. Impact and Value: Telling your Program's Story. Atlanta, Georgia: Centers for Disease Control and Prevention, National Center for Chronic Disease. Prevention and Health Promotion, Division of Oral Health, 2007.*

**LINKAGES SUCCESS STORY COLLECTION TOOL**

*Your Responses*

<p><i>Contact Information:</i> Name Phone E-mail</p>	
<p><i>Focus of the Story:</i> The focus might be on one family, or about a particular strategy being used in the county such as TDM and Linkages, Coordinated Case Planning, or on Evaluation, etc.</p>	
<p><i>Proposed Title:</i> This should grab the attention of the audience.</p>	
<p><i>Background of the Story:</i> Who is involved? What is the timeframe? What specific services were provided? What strategies were used?</p>	
<p><i>How did you accomplish your success?</i> What specific actions were taken? How long did it take?</p>	
<p><i>Provide quotes from participant (family or staff).</i> Do you have specific quotes that would support the story?</p>	
<p><i>Are there any implications for other programs or lessons learned?</i> Describe information that you would like to share with other counties.</p>	
<p><i>Public Information:</i> Do you have a photograph that can be used? Do you have a program or county logo to be used? Do you have permission of the participants for this story?</p>	