



# Neglected Tropical Disease Control Program Success Story Development



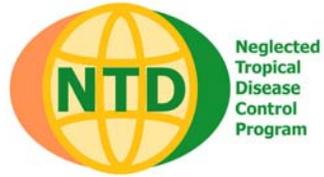


# Credits

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★ *Kent Mphopo and Josephine Mkandawire from the Save the Children BRIDGE Project adapted much this presentation from a USAID training session in late 2006. It has been modified for use by the USAID NTD Control Program. Both BRIDGE and USAID deserve due credit for this presentation.*





# What Topics Will be Covered?

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- ✦ What is a success story?
- ✦ Who is the audience for a success story?
- ✦ What are elements of a good success story?
- ✦ What about photos for a success story?
- ✦ What can you do with a success story?



# What is a Success Story?

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- ✦ It is a best case scenario
- ✦ It emphasizes the importance of work a project is doing
- ✦ It is personal – written for one individual
- ✦ What it is not:
  - A report
  - A project overview – that's a brochure!



# Who is the Audience ?

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- ✦ **Citizens of your country**
- ✦ **The government of your country**
- ✦ **The press and worldwide internet**
- ✦ **Donors**
- ✦ **Your board members**
- ✦ **Philanthropic organizations**



# Success Story Writing

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- ✦ **What are elements of a good success story?**
- ✦ **Needs to have a beginning, middle, and end**
  - **Keep it short, simple and straight forward (KISSS!)**
  - **Mention your donor**
  - **Include a quote**
  - **Did I say mention your donor?**



# Success Story Writing

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- ✦ **Add a personal component**
- ✦ **Include a good photo with a good caption**
- ✦ **Aim for the average person – avoid jargon or unexplained acronyms**
- ✦ **Avoid too many statistics – one is more than enough**



# Beginning, Middle, and End

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- ✦ Identify a potential story
- ✦ Identify a key issue (s)
- ✦ Research for the story
- ✦ Organization is key - begin with an outline
- ✦ The beginning should hook the reader
- ✦ The middle should explain and clarify the main issue (s)
- ✦ The end should make the main issue memorable to the reader.



# Style Suggestions

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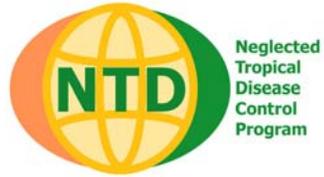
- ✦ Keep it short, simple and straight forward (KISSSS!)
- ✦ No more than one page including pictures
- ✦ Don't use small or ornate fonts
- ✦ Less is more
- ✦ Use simple sentences, words, etc.
- ✦ If English is your second language write it first in your native language



# Why KISSSS it?

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- ✦ **Press have limited room in their column - they are also busy people**
- ✦ **Government staff, donors, and ordinary people only have so much time**
- ✦ **Visitors want to hear about individuals – they will hear from you or brochures about the project!**



# Mention Your Donor and Program

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- ✦ Let the donor & program get credit!
- ✦ Mention the donor and program in the very first sentence or at least paragraph if it is to be given to the press

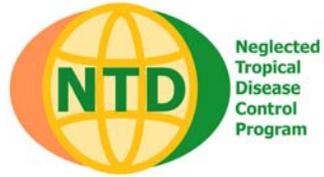
- ✦ Sample text:  
*With funds provided by the United States Agency for International Development (USAID), and nearly 4 million tablets of Zithromax (drug used to treat eye disease) donated by Pfizer, the Uganda Ministry of Health dispensed medicines treating Trachoma for the very first time in 20 percent of the country.*



# Include a Quote

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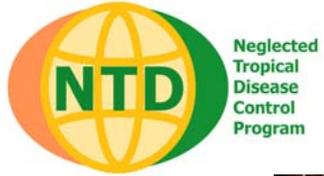
- ✦ Use a real example
- ✦ Describe how the project changed the person's life
- ✦ Sample text:
  - *"As a result of the medicine my son now is doing well in school and is captain of the football team. Before he was too sick to do well in school and play with other boys."*



# Personal Component

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- ✦ **People like stories about people (Human interest stories)**
- ✦ **Exercise: Ask some members of the group to tell a success story, in only two sentences, about a person who benefited from their work/project**



# Illustrate with a Picture



What kind of pictures are good?



Up-close Showing action Color



Which ones are not good?





# Use Captions

- ✦ A good caption can make a photo much better
- ✦ Include the name of the person who took the photo and their organization
- ✦ A caption looks like this:  
*(A child in Nepal is given an essential drug donated by the pharmaceutical company, GSK, for the treatment of intestinal worms. Pix Henrietta Allen WHO)*
- ✦ Think of some good captions for the photos in the previous slide and this picture





# Aim for the Average Reader

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- ★ Who is the average reader? (Remember your audience!)
- ★ Don't use jargon
  - Examples of jargon and how to fix them
  - MDA or PCT – use *“distributing medicines that prevent or treat the diseases”*
  - Integration – use *“treating more than one disease at a time”*
  - Additionality or scale-up – use *“treating more people in the country or adding treatment of xxx disease to the program”*
- ★ What are examples from your stories?



# Avoid Too Many Statistics

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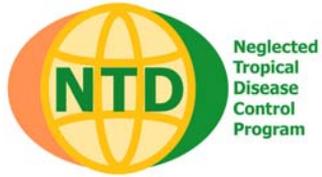
- ✦ Many people do not understand statistics
- ✦ What's an example of a good statistic?  
*80% of the country of Uganda received medications treating and preventing three neglected tropical diseases due to increased US gov't funding and donations from pharmaceutical countries*
- ✦ What's an example of a statistic that is difficult to understand? *Uganda received Zithromax targeted to 10 districts.*



# What Can You Do With Success Stories?

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- ✦ Share with country partners
- ✦ Attach them to your donor or internal reports
- ✦ Give them to visitors
- ✦ Put them on the website/walls
- ✦ Give them to journalists
- ✦ Use them during open days



# How Can You Evaluate Your Story?

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## ✦ Ask yourself these questions:

- Does it generate interest?
- Does it maintain interest?
- Is it highlighting one main issue – not overloaded?
- Does it have a personal touch – a human face?
- Can I “kiss” it? (Does it have short, simple words, simple sentences, simple concepts and is it straight-forward?)



# How Can You Evaluate Your Story? (cont'd)

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- Does it have the beginning, middle and end – is it well-structured?
- Is it interesting and make you want to learn more?
- Is it addressing the target audience?
- Are my statistics reader-friendly?
- IF I AM USING AS PHOTO OF AN INDIVIDUAL DO I HAVE A SIGNED PHOTO CONSENT FORM (if child parental consent form)



# Suggested Practicum

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- **Step 1: Write your success story (or at least the first paragraph) using the tips you learned**
- ★ **Step 2: Find a partner and read and critique your story**
  - *Ask your partner to make at least one positive comment and one suggestion for improvement*
- ★ **Step 3: Improve your story based on feedback; reflect, revise, and submit to RTI**



# GOOD LUCK AND THE END

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Example: People wait in line to receive drugs for lymphatic filariasis (elephantiasis) in Niger during a campaign supported by USAID (Schistosomiasis Control Initiative)

