



SUCCESS STORY WRITING GUIDE

November 2023

BACKGROUND OF CHW/CHR PROGRAM

Include a summary about your CHW/CHR program. There is a place at the end of the success story to include an overall organizational background summary, so this is the location to include information specifically about your CHW program.

Things to consider include:

- Location of CHW/CHR program (include the communities served, and, if in a larger organization, area within organization – i.e., ABC Health Clinic – Main Street Clinic, Any City, SD).
- If your program has been around for more than a few years, consider sharing a brief (one or two sentences) history of your program.
- Population(s) served through program.
- Number of CHWs within program.
- How the organization's CHWs/CHRs are trusted members of and/or have unusually close understanding of the community they serve.
- What sets your program apart from other programs and other organizations/services that also serve the population you serve? (I.e., Do your CHWs/CHRs speak multiple languages?).

PATIENT/CLIENT BACKGROUND

Give the background of the patient/client and why they were referred to or connected with the CHW/CHR program.

Things to consider include:

- What SDoH are not being met for the patient/client, why are they not being met, and for how long they have not been met.
- What details will help the reader better understand the situation (without sharing any private patient/client information).

SERVICES PROVIDED

Provide a detailed narrative of the actions taken by the CHW/CHR to help meet the needs of the patient/client.

- How did the CHW/CHR build trust with the patient/client.
- Which SDoH were addressed and how.
- What outside services/programs were involved in meeting these needs.
- What was the timeframe of these services.

PATIENT/CLIENT SUCCESS

Detail any successes (big or small) as well as patient/client improvements, testimonials, or other relevant information to summarize the successes of the patient/client.

Also consider including:

- What evidence shows that trust was built between the patient/client and the CHW/CHR and/or your organization.
- Include any measures that would show success (i.e., cost savings, improved health outcomes, etc.).

ADDITIONAL INFORMATION

This is the section to include an overall organizational background summary. Include an overview of the entire organization, locations across SD, etc. Also include the following:

- Link to organization's webpage to learn more about the CHW/CHR program (either direct website page for program, or overall website link).
- Who submitted the success story, title, and email address.

OTHER INFORMATION TO PROVIDE

- Success Story Title
- Sub-header
- Photo that does not identify the patient/client OR describe what kind of stock photo you would like to be used within the success story.
- A quote to put on the side that highlights a point within the story.