

Your Involvement is Key

TIP: Know Your Audience

Different aspects of your public health initiative might mean more to some people than others. For example, reduced behavior problems in the classroom might be the most important benefit for educators, but reduced behavior problems in the home appeals more to parents. Consider creating multiple versions of your Success Story - modifying the Title, Results and Your Involvement is Key for different audiences.

Strong Example

You can help elementary schools continue to increase time for physical activity and achieve the recommended goal of 60 minutes per day for young children. Find out how much physical activity children get at your area and become a voice in a local coalition for healthy schools.

- Describes the overall goal of the change strategy in the first sentence
- Uses active words and sentences

Weaker Example

Children need 60 minutes of physical activity per day. Physical activity is one component of helping children maintain their weight. Work with schools to increase physical activity opportunities during school hours and increase the number of physical education classes offered per week.

- Doesn't describe what the stakeholder can do to facilitate change
- Doesn't state why helping facilitate this change is important for the stakeholder