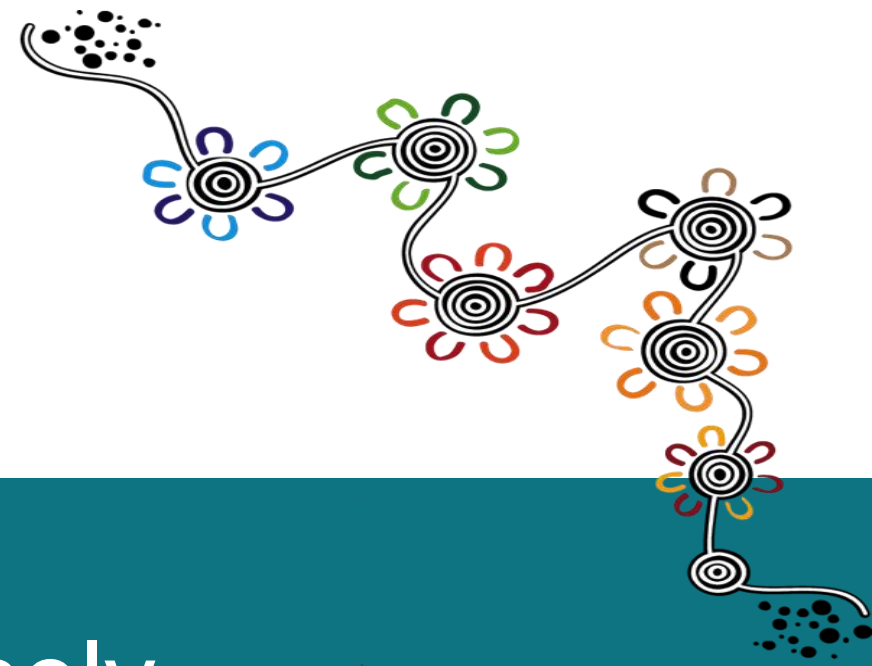


NATIONAL BEST
PRACTICE UNIT

**TACKLING
INDIGENOUS
SMOKING**



Choosing your words wisely

How to write the best success story ever

"If you want to change the world, you need to change your story."

Michael Margolis (CEO and founder of [Storied](#) a strategic messaging firm)

What is a success story?

- Story of **change** (or impact)
- The **difference** you are making
- Written from the PoV of the organisation
- Includes **evidence** of impact



It is NOT just a story of a good day out....

.....so how do we measure success?

What does a success story need?

- PPE
 - Plan your activity
 - Perform your activity
 - Evaluate your activity
- Planning covers every stage of the activity
 - What do you want to **achieve**? (outcomes focus)
 - How will you **do** this? (performance/implementation)
 - How will you **measure** change? (evaluation)
- Make sure your outcomes are SMART



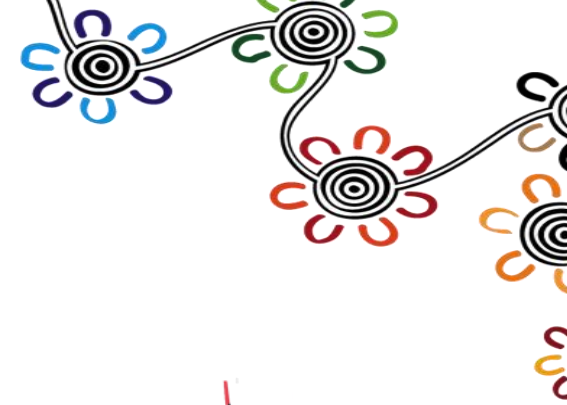
What does a success story need?

- Data, data, data!
 - Simple numerical counts
 - Verbal feedback
 - Written feedback
 - Visual records

And a little bit of story telling flair.....



Social Marketing Success Story



- The Stop Tobacco Use Now (STUN) Team recently ran a social marketing campaign using a bus wrap.
- The campaign ran for 44 weeks, beginning in February 2021.
- The activity and messaging was co-designed with local community champions.

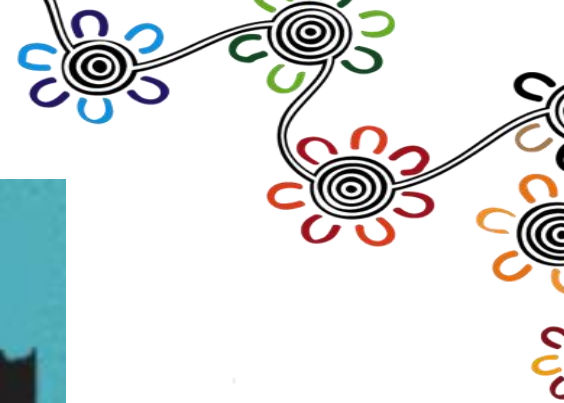
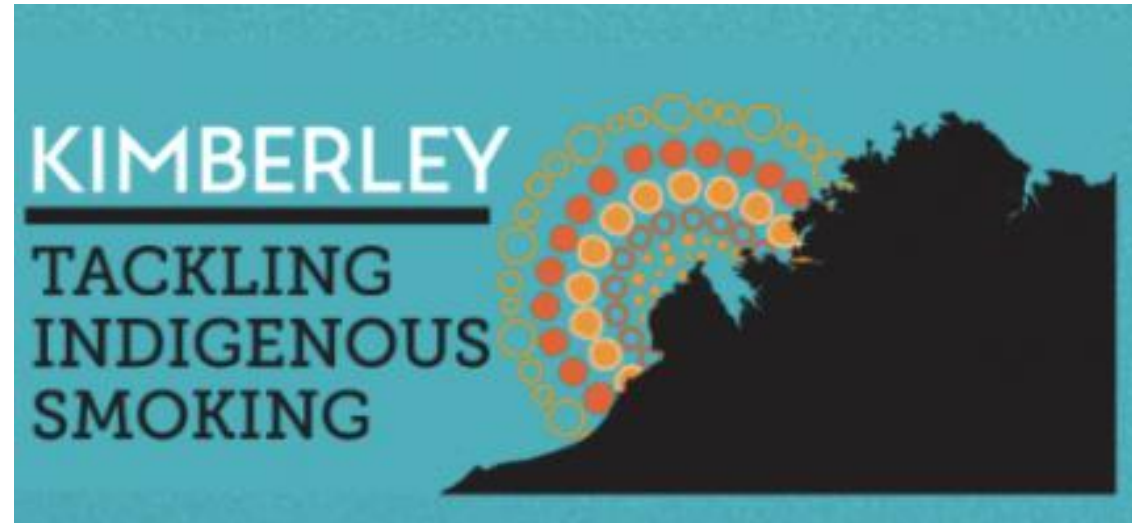


Social Marketing Success Story

- Please use the data provided on the handout to write a success story for the STUN Team, focusing on:
- How was the activity evaluated?
- What was the impact of the activity in the local communities?
- What did the team do well?
- What could they do better?



Brand recognition



'Sticky' slogans



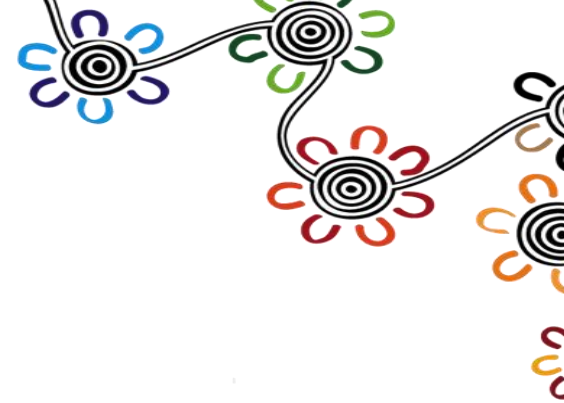
Life. Be in it.™



Call to action

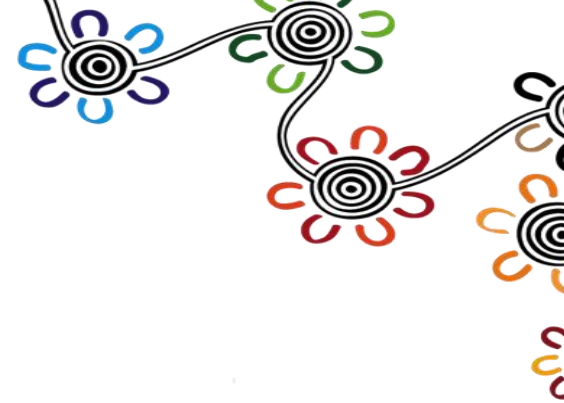


‘Think outside the bus’ had an innovative call to action that was also easy to measure



Elements of a good success story

1. A well planned and executed activity
2. Good monitoring and evaluation
3. A clear and focused narrative



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Michael Margolis (CEO and founder of [Storied](#) a strategic messaging firm)

*“Lets change the world, by
telling the story of change.”*