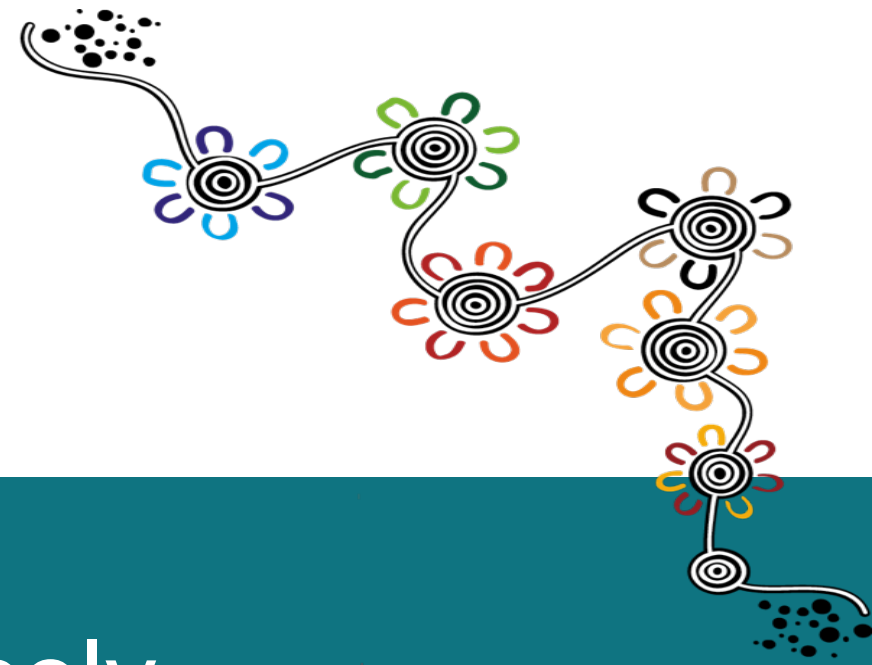


NATIONAL BEST
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Choosing your words wisely

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.....

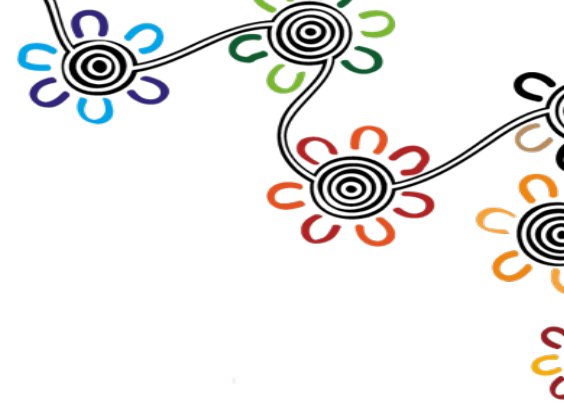


Social Marketing Success Story

- Please use the data provided on the handout to write a success story for the Stop Tobacco Use Now (STUN) Team.
- You will also need to come up with some ideas about why the team has chosen this activity.
- What are the benefits and challenges of this activity and how the team have implemented it?
- What have they done well – what could they do better?



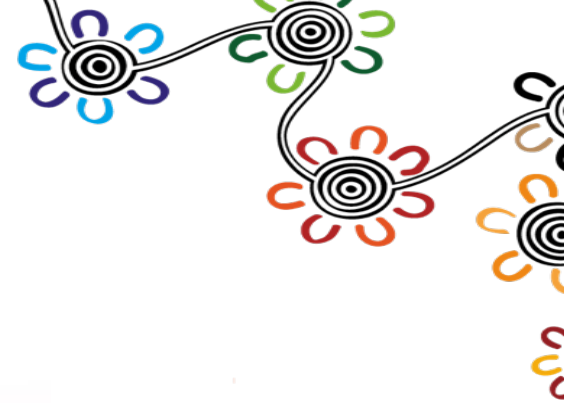
Brand recognition



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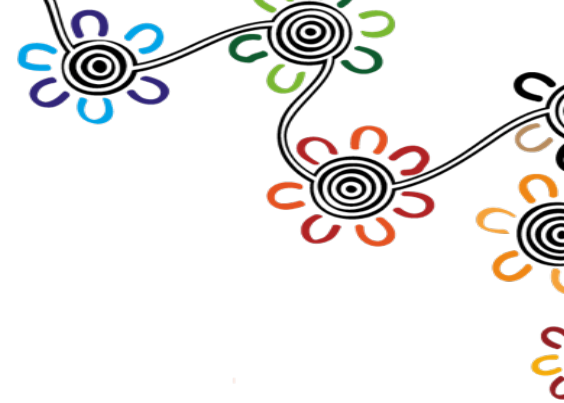


Brand recognition

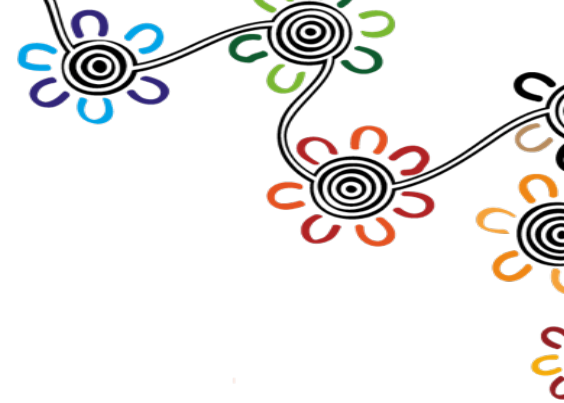


Google

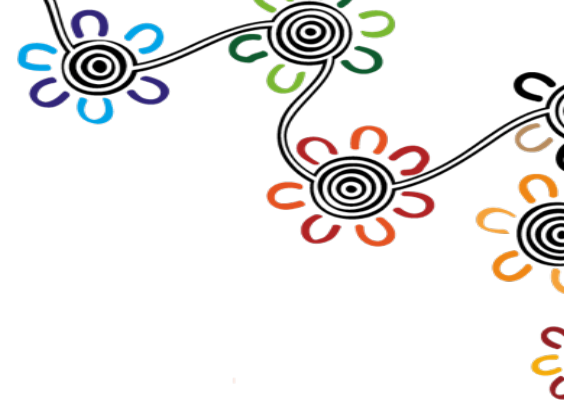
Brand recognition



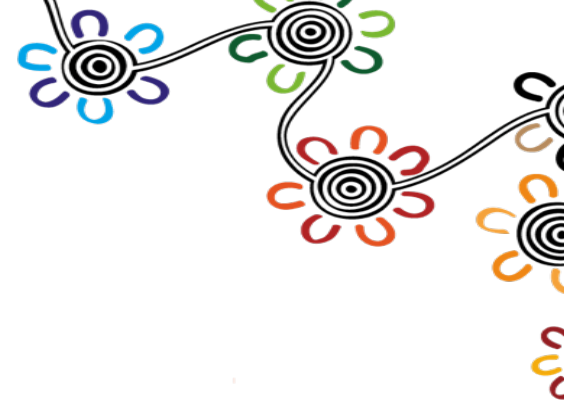
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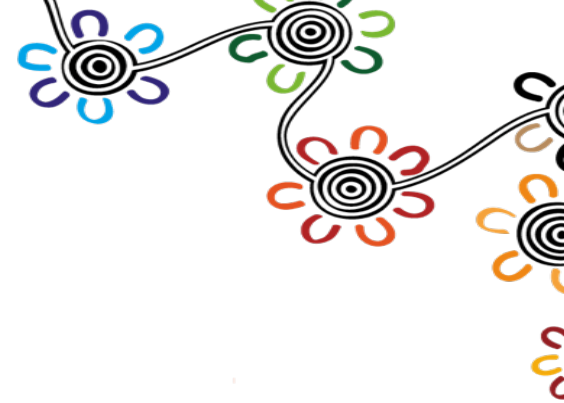
Brand recognition



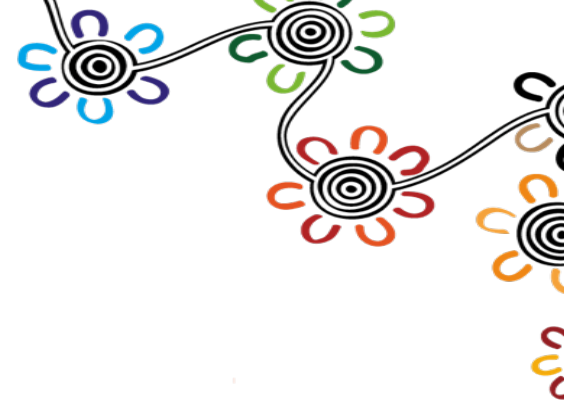
Brand recognition



Brand recognition



Brand recognition



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'Sticky' slogans



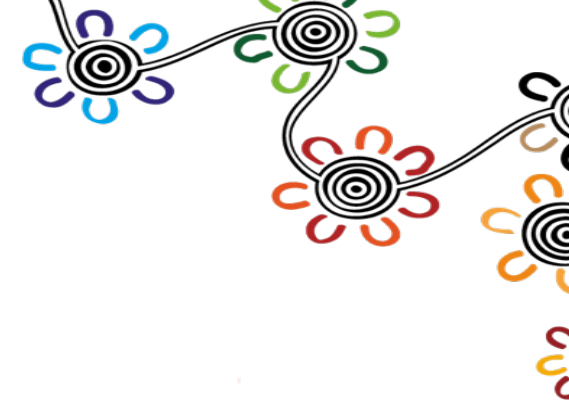
Life. Be in it.™



Call to action

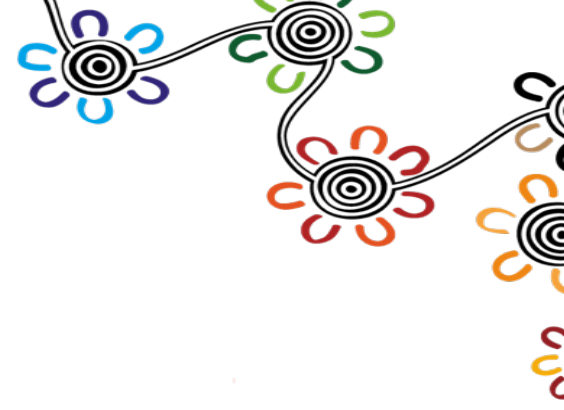


‘Think outside the bus’ had an innovative call to action that was also easy to measure



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.”*