

Public Health Preparedness & Response - Partnerships

Form Approved | OMB No. 0920-XXXX | Exp. Date xx/xx/20xx

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So What? Telling a Compelling Story

Use this template to guide the development of bullets and headlines describing successes, impacts, and other funding-related activities.

Questions To Get You Started

- Describe a time you were involved in an interesting public health preparedness and response situation.
- Is there a personal story you can share about the participants in your program?
- Describe an instance when HHS-funded preparedness or response resources* affected you personally, within a health department, or in a broader context (state, local, regional, national).
- In your organization, what have you been able to accomplish that you couldn't have accomplished without HHS-preparedness and response funding?
- How has your city/county/state/ tribe benefited from HHS-funded preparedness and response activities?
- What has HHS-preparedness and response funding accomplished in your community that no other resource has? -We are looking for the "so what?"

* CDC/PHEP

OPHPR Storytelling Goals

1. **Showcasing the nature of the preparedness and response challenge:** Something observed at ground level that clearly illustrates why the work is necessary. Ex. A story describing factors unique to the community which created a challenge and how you overcame them.
2. **Illustrating the public health contribution:** Examples that prove **Public Health** preparedness and response not only makes a difference, but also illustrates the unique approach it brings to the issue. Ex. Tying an event or outcome specifically to public health preparedness and response involvement, management, oversight, or ownership.
3. **Supporting the evidence-base:** Examples that compliment qualitative research on evidence based interventions. Ex. Linking an effected program to a specific population and the potential health outcomes estimated due to the success, impact, funding-related activity.
4. **Demonstrating return on investment:** Demonstrating awareness of how you use funds and demonstrating you are fiscally responsible and transparent.
Ex. The purchase of equipment, how it is used, any interoperability, and a sustainment plan.

Your Information






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Your Story

What is the topic of your compelling story or impact?

(Ex. Lab Capacity, Regional Collaboration, Flood Response, etc.)

Enter a headline for your story

CHECK LIST - Have you:

- Described the impact or "So what?"
- Included an action verb?
- Captured the overall message of the story?
- Captured the audience's attention?

"Cuts to federal preparedness dollars threaten biological and chemical agent lab capacity."

Enter some key bullets

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Enter some key bullets

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CHECK LIST - Have you:

- Described the public health preparedness and response capability that was addressed and why it's important?
- Specified the affected population(s)?
- Included a statistic that is relevant to the audience?

"With X numbers of labs funded by CDC, we did X number of tests in X number of days, meaning X number of citizens could be treated/protected/etc..."

"With new cuts, X labs could be closed, slowing testing times and increasing potential morbidity by X%."

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