

# SO WHAT? TELLING A COMPELLING STORY... ACTIVITY

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

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

## 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

## YOUR INFORMATION\*

Your name, phone number, email address

---

---

\*Your contact information will be treated in a secure manner and will not be disclosed, unless otherwise compelled by law.

Organization, Job Title

---

---

Topic of your compelling story or impact? Ex. Lab Capacity, Regional Collaboration, Flood Response, etc...

---

---

## 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.



**HEADLINE:**

---

---

---

---

---

---

---

*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.”*

**KEY BULLETS:**

---

---

---

---

---

---

---

---

---

---

*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%.”*