



# Guide for Writing a OT21-2103 Success Story

The CDC OT21-2103 Team is collecting success stories that highlight sample achievements of OT21-2103 recipients expending awarded funds and performing their proposed activities in accordance with this funding opportunity. **This effort is optional and not required as part of the grant funding agreement.**

## Background

The purpose of [CDC-RFA-OT21-2103: National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities](#) is to address COVID-19 related health disparities and advance health equity by expanding state, local, US territorial, and freely associated state health department capacity and services.

The intended outcomes are to 1) reduce COVID-19-related health disparities, 2) improve and increase testing and contact tracing among populations at higher risk and that are underserved, including racial and ethnic minority groups and people living in rural communities, and 3) improve state, local, US territorial and freely associated state health department capacity and services to prevent and control COVID-19 infection (or transmission) among populations at higher risk and that are underserved, including racial and ethnic minority groups and people living in rural communities.

*Purpose of the OT21-2103 Success Stories: Telling a story of an OT21-2103 recipient's work*  
Success stories help highlight achievements and progress of a program or activity. They can document program improvement over time and demonstrate the value of related efforts. The OT21-2103 success stories can be used by recipients, CDC, and others to showcase the work of the recipient.

Note that the story does not have to be based on formal evaluation or measurements of success.

### *What are the benefits to crafting a success story?*

The creation of success stories allows recipients to share their impacts with their peers, partners, and decision makers. It also helps CDC highlight the work performed by OT21-2103 recipients.

### *Who can submit a OT21-2103 Success Story?*

OT21-2103 Program leadership invite recipient staff, partners, consultants, subcontractors, as these individuals typically have a thorough understanding and knowledge of the recipient's efforts on the OT21-2103 grant. **Please be sure to obtain the necessary reviews, approvals, and/or clearance from the recipient organization.**

### *Who is the audience for a OT21-2103 Success Story?*

Consider the audience as you write. The audience can include CDC, current and potential partners, decision makers, and funders.

### *Where should a OT21-2103 Success Story be submitted?*

Please complete the [REDCap form \(https://redcap.link/2103successtest\)](https://redcap.link/2103successtest) questions to submit a success story.

## Instructions for Completing the Form

### *Before completing the form*

- An optional step to take ahead of entering information or submitting a story is contact the recipient's project officer or email OT21-2103 Support email ([OT21-2103Support@cdc.gov](mailto:OT21-2103Support@cdc.gov)) to discuss questions or uncertainties you may have.
- Review this guide to thoroughly understand the related request.

### *While completing the form*

## What to aim for while working on a Success Story

Try to provide illustrative and powerful details that tell a story of the recipient's efforts.

The **has optional prompts and questions to help the writer include details OT21-2103 Program leadership is looking for.**

- This [REDCap form \(https://redcap.link/2103successtest\)](https://redcap.link/2103successtest) should be used to submit stories. Suggestion to use Chrome as the browser for entering success story content and submission of the story.
- Ensure that you follow this guide and any guidance you may have received from the project officer, OT21-2103 support team, etc.
- Refer to the optional prompts and questions through the form to help with drafting responses and content.
- Word limits are included.
- Each success story may take an average of about 6 hours to develop content and submit the REDCap form.
- As you write the responses, keep your audience in mind. Think about how to convey the recipient's story in a way that matters to your audience and inspires them to support the program's efforts.
- The success story should be more than a list of events or activities. The stories should clearly highlight the value of the event or activities. Good stories answer key questions: What is the problem or what happened? Why should people care? How did the program help? What is the result? Think about showing change and painting a picture of how this change is making a positive difference in people's lives.
- Feel free to draft the responses in a separate tool, like a Word Document, then copy and paste content into the [REDCap form \(https://redcap.link/2103successtest\)](https://redcap.link/2103successtest) once ready to submit.
- Select "Save & Return" option to avoid losing work and especially before switching tasks.

## What to avoid when working on a Success Story

Try to avoid repurposing content from previous reporting (i.e., performance measures), without tailoring to tell a meaningful story.

### Showcasing OT21-2103 achievements

For the OT21-2103 grant, the stories should showcase the recipient's efforts on the grant by responding to the following questions:

1. What COVID-19 related health disparity(ies) did the OT21-2103 recipient target to improve capacity and services that address COVID-19 health disparities and advance health equity?
2. How has the recipient addressed COVID-19 related health disparity(ies) and/or advanced health equity through use of OT21-2103 resources?
3. What is the impact of the recipient's efforts addressing COVID-19 health disparities and/or advancing health equity?

### Sections and overview of the OT21-2103 form

#### Form instructions and tips

This section has introductory information to the form, instructions and tips for the submitter.

Form Approved

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The CDC OT21-2103 Team is collecting success stories that highlight sample achievements of OT21-2103 recipients expending awarded funds and performing their proposed activities in accordance with this funding opportunity. **This effort is optional and not required as part of the grant funding agreement.**

This success story form allows writers to highlight and share how an OT21-2103 recipient is leveraging the grant resources to address COVID-19 related health disparities and advance health equity by expanding state, local, US territorial, and freely associated state health department capacity and services.

#### Tips for a strong success story

- Review the guidance document for more context and tips.
- Reference the optional "prompts to get started" and "questions" as guides and starting points to your story.
- Assume the reader does not have much context about recipients and efforts related to the OT21-2103 grant.
- Include content in a story telling manner; avoid listing activities and copy and pasting content without tailoring to tell a meaning story.

#### Form Instructions

- If possible, use Chrome as the browser while completing this form.
- Each success story may take an average of about 6 hours to develop content and submit this form.
- Feel free to draft the responses in a separate tool, like a Word Document, then copy and paste once ready to submit.
- Select "Save & Return" option to avoid losing work and especially before switching tasks.
- If you select the "Save & Return" option, then a new page will open with a unique URL link for the draft, so that the writer may return to continue editing and to share the draft with chosen collaborators or reviewers.
  - You may copy and paste the link for your records.
  - We recommend entering your email address to receive the link via email as well.
- If you select "Submit", then you will have the option to download a PDF version. An email with the PDF will also be provided to the submitter's email.
  - Please be sure to obtain the necessary reviews, approvals, and/or clearance from the recipient organization before submitting the success story.

CDC estimates the average public reporting burden for this collection of information as 370 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-0879).

Please check the box to agree that CDC and partners may use content and materials submitted.

By clicking the checkbox you agree that any content and material shared in the success story may be used by CDC and partners.

### Success Story Background

#### Success Story Title

Submitters should add a title in the text box. The maximum character limit is 60 characters (including spaces) and will countdown as you enter text.

## Success Story Background

Answer the form questions below to build your success story.

### 1. Success Story Title

Choose a tag line that is concise while highlighting the accomplishments you aim to share.

\* must provide value

60 characters remaining

## Challenge, Solution and Impact

Submitters should use the corresponding text boxes to enter their response to the **Challenge, Solution and Impact** questions.

The maximum character limit for each of the three fields is 800 characters (including spaces). The countdown of characters will update as text is entered into the text box. See examples below for a blank text box with 800 characters remaining and the second text box displays the character countdown of 769 characters after including Challenge, Solution and Impact.

800 characters remaining

Challenge, Solution and Impact

769 characters remaining

Optional: Submitters can reference the prompts above the text box to help draft their response to the main questions.

Optional: Submitters can reference the checkbox statements below the text box to gauge if submitters can elaborate further or highlight additional details as it pertains to their responses to the main questions. Submitters can click on the **+** next to each checkbox statement to help track their reference of the statement to their response.

## Challenge

### 2. What COVID-19 related health disparity(ies) did the OT21-2103 recipient target to improve capacity and services that address COVID-19 health disparities and advance health equity?

*Optional: Prompts to help get you started*

- What were the circumstances related to the disparity(ies) before you applied OT21-2103 resources to address them?
- How did the COVID-19 pandemic affect the health disparity(ies)?
- How does the health disparity affect the populations of focus you are trying to highlight?
- What other observations do you want the reader to know?

*Expand*

*Optional: Before you move on to the next questions, you can use the checkboxes below to review your response.*

Did you include proper details?

Did you provide supportive information or data?

Did you trim excess content?

Did you break your response into a logical flow?

Did you use jargon?

Did you spell out acronyms?

Did you use plain language?

## Solution

### 3. How has the recipient addressed COVID-19 related health disparity(ies) and/or advanced health equity through use of OT21-2103 resources?

For your reference, the intended outcomes of the grant are to:

1) reduce COVID-19-related health disparities, 2) improve and increase testing and contact tracing among populations at higher risk and that are underserved, including racial and ethnic minority groups and people living in rural communities, and 3) improve state, local, US territorial and freely associated state health department capacity and services to prevent and control COVID-19 infection (or transmission) among populations at higher risk and that are underserved, including racial and ethnic minority groups and people living in rural communities.

*Optional: Prompts to get started*

- How were the OT21-2103 resources (e.g., financial, technical assistance) leveraged?
- Which of the three intended outcomes did the recipient target?
- Is there anything unique about how the recipient used the resources?
- How is the work advancing health equity?

800 characters remaining

*Expand*



Optional: Before you move on to the next questions, you can use the checkboxes below to review your response.

- Did you include proper details?
- Did you provide supportive information or data?
- Did you trim excess content?
- Did you break your response into a logical flow?
- Did you use jargon?
- Did you spell out acronyms?
- Did you use plain language?

### Impact

#### 4. What is the impact of the recipient's efforts addressing COVID-19 health disparities and advancing health equity?

Optional: Prompts to get started

- Will the positive implications of the efforts highlighted in the success story continue?
- Is it likely that the highlighted outcomes will become long lasting?
- Is it likely that the highlighted outcome will continue in a positive direction?
- Has the work led to fostering relationships with non-traditional partners?
- Has the work increased collaboration to tackle the focus area(s) highlighted in the success story?
- Were there any unintended consequences, lessons learned, etc.?

800 characters remaining

Optional: Before you move on to the next questions, you can use the checkboxes below to review your response.

- Did you include proper details?
- Did you provide supportive information or data?
- Did you trim excess content?
- Did you break your response into a logical flow?
- Did you use jargon?
- Did you spell out acronyms?
- Did you use plain language?

### **Success Story Support**

Submitters may use this section to submit files, hyperlinks and texts to support the story.

#### **Submit Files**

After including a file, the submitter should select from the drop-down option column to designate the type of material being included.

## Success Story Support

Use the following section to upload files, submit hyperlinks, and enter additional text content for support.

### 5. Submit Files

Upload any supporting files (e.g., project photo, publication, promotional material).

Use the drop-down menu under material type to select the type of material that is associated with the file. Then use the upload file button to upload the file associated with the selected material.

	Material Type	Upload
Upload Set 1	<input type="text"/>	<a href="#">Upload file</a>
Upload Set 2	Testimonials	<a href="#">Upload file</a>
Upload Set 3	Quote from partner/participant	<a href="#">Upload file</a>
	Sample of materials produced	
	Press Release	
	Promotional materials	
	Project photo(s)	
	Publication(e.g., news story, journal article)	
	Video/audio clip	
	Other	

### 6. Submit Hyperlinks

Share hyperlinks to supporting materials

## Submit Hyperlinks

After including a hyperlink, the submitter should select from the drop-down option column to designate the type of material being included.

### 6. Submit Hyperlinks

Share hyperlinks to supporting materials (e.g., sample material, publication, press release).

Use the drop-down menu under material type to select the type of material that is associated with the hyperlink. Then use the hyperlink space to copy and paste the URL to the stated material.

	Material Type	URL
Link 1	<input type="text"/>	<input type="text"/>
Link 2	Testimonials	<input type="text"/>
Link 3	Quote from partner/participant	<input type="text"/>
	Sample of materials produced	
	Press Release	
	Project photo(s)	
	Publication(e.g., news story, journal article)	
	Video/audio clip	
	Other	

### 7. Submit Text

Share here any supporting content (e.g.,

## Submit Text

After including text into the open text box field, the submitter should select from the drop-down option column to designate the type of material being included.

### 7. Submit Text

Share here any supporting content (e.g., testimonial, quote from partner, peer, or other).  
Please state the material type with submission.

	Material Type	Open Text
Text 1	<input type="text"/> Testimonials Quote from partner/participant Publication(e.g., news story, journal article) Other	<input type="text"/> Expand
Text 2	<input type="text"/>	<input type="text"/> Expand
Text 3	<input type="text"/>	<input type="text"/> Expand

### Recipient Information

Submitters should select from the drop-down to identify the recipient's name and category related to the success story.

Recipient Information	
Answer the questions below to categorize the success story.	
8. Recipient Name	<input type="text"/>
9. Recipient Category	<input type="text"/>

### OT21-2103 Strategy(ies)

In this section, submitters should click **+** to select the strategy(ies) that apply to the success story.

10. Use the multi-select to select the **OT21-2103 strategy(ies)** that best align with your story content.

- Strategy 1: Resources and Services
- Strategy 2: Data And Reporting
- Strategy 3: Infrastructure Support
- Strategy 4: Partner Mobilization
- Strategy 5: Other

If "Strategy 5: other" is selected, a text box will appear to elaborate.

<input checked="" type="checkbox"/> Strategy 5: Other
Other Strategy (please elaborate if you select other) <input type="text"/>

### Population(s) of focus

In this section, submitters should click **+** to select the **population(s) of focus** that apply to the success story.

If "Other" is selected, a text box will appear to elaborate.



11. Use the multi-select to select all the related **population(s) of focus**.

- Activity does not address other underserved populations
- Adults aged 65 and over
- Lesbian, gay, bisexual, transgender and queer (LGBTQ+) persons
- Non-US-born persons
- People experiencing homelessness
- People experiencing mental illness
- People experiencing poverty
- People living in other congregate housing (not legally bound)
- People living in rural areas
- People who are incarcerated
- People with disabilities
- People with substance use disorders
- Racial/Ethnic Populations
- Religious minority
- Youth and young adults
- Other-please specify

If “Racial/Ethnic Populations” is selected, the following sub drop-down list will appear.

Other-please specify  Racial/Ethnic Populations

Use the multi-select to select all **related ethnic population(s)**

- Alaska Native persons
- American Indian persons
- Asian persons
- Black or African American persons
- Hispanic, Latino or Latinx persons
- Native Hawaiian or Other Pacific Islander persons
- White persons
- People of multiple races

If “Other” is selected, a text box will appear to elaborate.

Other-please specify
  Racial/Ethnic Populations

Other Population Focus (if applicable)

### Activity Focus Area(s)

In this section, submitters should click  to select the **activity focus area(s)** that apply to the success story.

**12.** Use the multi-select to select the **applicable activity focus area(s)**.

- Addressing mistrust or hesitancy
- Communications
- Community capacity/engagement
- Contact tracing and case investigation
- Council, community group, coalition or other working group
- Culturally appropriate messaging
- Data collection or analysis
- Data systems infrastructure
- Evaluation
- Evidence-based policies, systems, and environmental strategies to address COVID-19
- Health education
- Health equity staffing
- Health equity training
- Healthcare
- Inclusive workforce
- Mental and behavioral health
- Partnerships
- Preventive care and disease management
- Programs/services/resources
- Quarantine and Isolation
- Social determinants of health
- Testing
- Vaccine administration support
- Other-please specify

If **“Partnerships”** is selected, a sub-section will appear with multi-select options that fall under the partnerships focus area. Submitters should click  to all that apply.

Partnerships

- Academic institutions
- Asian American and Pacific Islander Serving Institution
- Community-based and civic organizations
- Corporation, industry or private sector
- Correctional facilities and institutions
- Council, community group, coalition or other working group
- Faith-based organizations
- Federal agency (other than CDC)
- Governmental organizations focused on non-health services
- Healthcare providers
- Health-related organizations (e.g., pharmacies, testing centers, community health workers)
- Individual community members
- Local businesses and business community networks and organizations (e.g., employers, local chambers of commerce, small business community groups)
- Local governmental agencies and community leaders
- Local health department
- Mental or behavioral health
- Non-governmental organization

Other-please specify

Other Partnerships (if applicable)

If “Other” is selected under **Activity Focus Area**, a text box will appear to elaborate.

Addressing mistrust or hesitancy

Partnerships

Other-please specify

Other Activity Focus (if applicable)

**Submission**

Submitters should enter their name and business email address in the designated text boxes. Submitters have the option to select “**Submit**” or “**Save & Return Later**”.

**Submission**

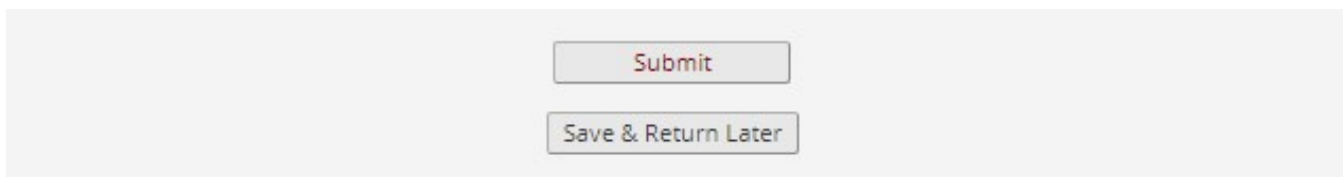
Please note that you can save a draft of the success story and return at any time.

- If you select Save & Return:* A unique link will be provided so that you may return to the working draft. You can also share the link with chosen collaborators or reviewers.
- If you select Submit:* A PDF copy of the story will be emailed to the email address you provided.

If you have updates or edits to the content after the story is submitted, please contact [OT21-2103Support@cdc.gov](mailto:OT21-2103Support@cdc.gov).

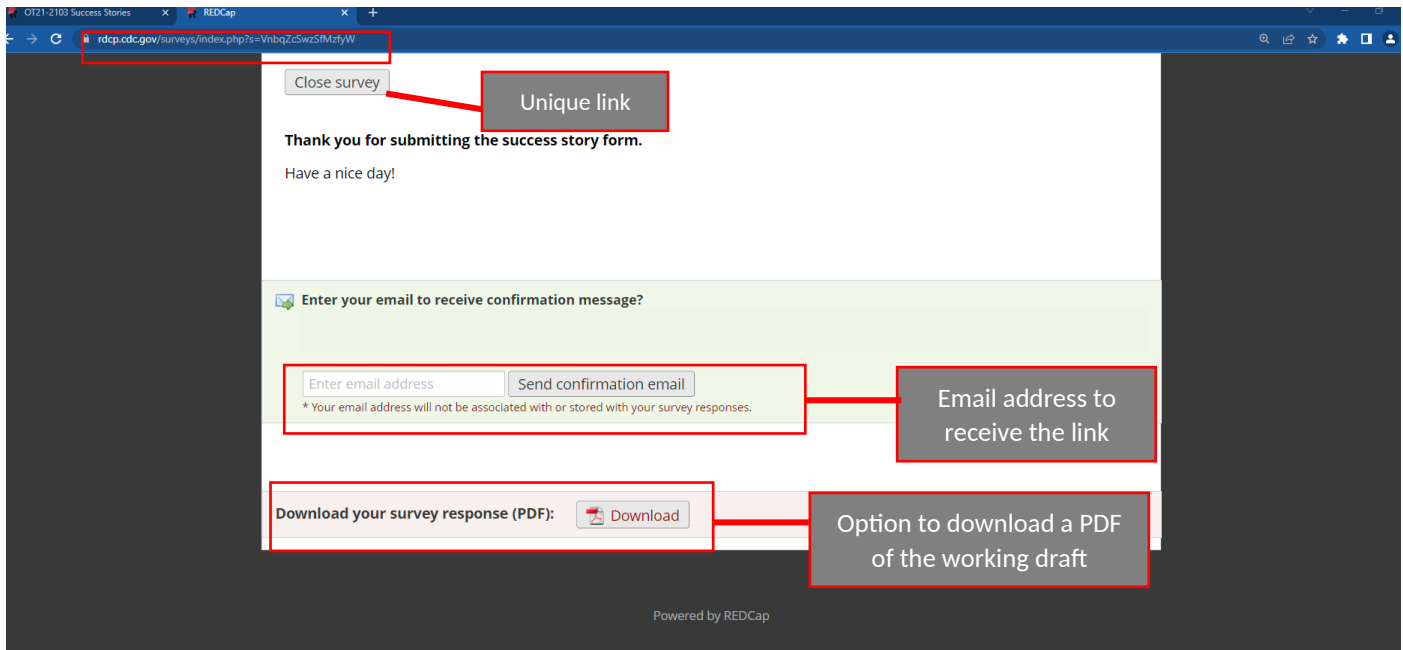
13. Submitter Name   
\* must provide value

14. Submitter Business Email Address



If you select **“Save & Return”**, a new browser window will appear with a unique link, like the picture below. With that link, the writer may return to the working draft, and share with chosen collaborators or reviewers.

- You may copy the unique link and save it somewhere handy.
- You may add your email address to send the confirmation email that will include the link as well. This email address must match the email you provided before saving and leaving the previous page (the form).
- You also have the option of download a PDF of the current version.



## Submitting the Success Story Form

- Before clicking submit, please make sure all the information provided in the success story is cleared and reviewed by whoever has the authority at the recipient organization.
- Once you click submit, a new window will open and there will be the option to save a PDF of the success story.
- An email with the PDF of the success story will be sent to the email address provided in the REDCap form.

## What to Expect After Submission

- Should the submitter have edits and updates after submission, please contact the project officer, OT21-2103 support team ([OT21-2103Support@cdc.gov](mailto:OT21-2103Support@cdc.gov)) to notify them. They will help coordinate the steps to incorporate those edits or updates.
- The OT21-2103 Program Team will facilitate a review and/or clearance process for the success story.
- During the review process, OT21-2103 Program Leadership will determine the internal next steps and application of the success story. See the [Application](#) section below for possible paths the success story may take.

## Application

The OT21- 2103 Program Team may share a success story to respond to requests for information or to provide examples. These requests can come from internal CDC, media, partners, White House, Congress, etc. The OT21-2103 Technical Assistance Providers may invite submitters to share their stories through other communication opportunities, including blogs, podcasts, and social media.

## Support to Submitters

Please contact the OT21-2103 support team ([OT21-2103Support@cdc.gov](mailto:OT21-2103Support@cdc.gov)) with questions or concerns.

The following OT21-2103 related resources are available:

- Specific questions about the workplan, data management plan (DMP), or other programmatic questions: Project Officer

- Specific questions about allowable costs, use of funding, and budget: Grants Management Specialist
  - include the following in the subject line of your email when contacting the GMS:  
[Recipient Name, Grant Number, Topic]
- Questions about performance measures and evaluation: OT21-2103 Evaluation Support at [2103Evaluation@cdc.gov](mailto:2103Evaluation@cdc.gov)
- To request technical assistance: please click on [this link](#)

