



SUCCESS STORY WORKSHEET

Agriculture: Market Animals

Name: _____ Fiscal Year: _____ County: _____

Map Title: _____ Program Plan: _____

Significant Accomplishment: Briefly describe the situation or issue that led to the development of this program. When appropriate, identify information sources where situational data was obtained.

Importance of the Program: State the importance of the program, as if relaying a message to stakeholders (e.g., clientele, decision-maker).

Benefits of animal source foods:

- Babies whose mothers receive enough iron during pregnancy are born with iron stores that help mitigate the risks of poorer cognitive, motor, social-emotional and neurophysiologic development in the short- and long-term. WHO estimates that eradicating iron deficiency could improve national productivity levels by as much as 20%.
- In a landmark observational study, adding animal source foods to the diet – and, in turn, increasing intake of iron, zinc, vitamin B12 and riboflavin – was associated with better growth, cognitive performance, motor development and activity in 1st and 2nd grade children.
- High-quality dietary protein contributes to weight loss and maintains a “balanced diet”.
 - Protein may be the single most important nutrient influencing metabolic rate.
 - Dietary protein positively impacts several critical body-weight influencers, including satiety, and body composition.

Ultimately, the often-overlooked impact of animal source foods provides the high-quality protein and key micronutrients essential for physical and cognitive growth and well-being. Meat, milk and eggs not only help alleviate hunger, but meet nutritional needs so both people and society can develop and thrive.

Inputs-Role of Extension: State the role of Extension (e.g., presenter, educator, sponsor, collaboration, facilitator, advisor).

Outputs-educational methods, activities and audience (What was done?): What are the educational methods, activities, resources used, number of persons and characteristics of the audience?

- Method, activity and/or resources used: _____
- Number attending: _____
- Target Audience (i.e., characteristics): _____

Evaluation Methods: How did you gather information to determine if anything happened (Pre and post-tests, questionnaire, focus group, testimonial, etc.)?

Outcomes/Impact (So What?) Determine the HIGHEST level of impact (initial, intermediate, or long-term outcome) the program had on individuals, families, groups and/or society.

Initial Outcome – Learning that results from participation – **KOSA** – What knowledge, opinions, skills, and/or aspirations have people gained as a result of this program? Initial outcomes are seen as prerequisites to action taken (e.g., behavioral or practice change).

Intermediate Outcome – Actions that result from learning– What practices, behaviors or choices do individuals now exhibit as a result of participating in this program. These **behavior** or **practice changes** logically occur prior to seeing the effects of long-term outcomes.

Long-term Outcome – Conditions that change as a result of action– **SEEC**- What changes in social, economic or environmental conditions have occurred as a result of this program? How have individuals, families and communities been assisted in learning and changing their behaviors/practices? How are they currently “helping themselves” as a result of Extension programming?

Write a 6-8 sentence description of this accomplishment in the form of a Success Story.

Adapted from Jacobs, C. , Stamper, C., & Davis, J. (2010, June). *Writing impact statements*. University of Kentucky Cooperative Extension Service.