TOOL 3

Building Your Impact Story

Your working copy: fill it in with your partners and save it with the date in its file name.

Review your plans and findings and prepare the report or story you need

Use this tool as a review. Bring forward the program purpose and selected measures from Tool 1, the partner agreements from Tool 2, and the findings from your metric records and Tool 4. Use the fields below to bring that work together. Where information is still needed, return to the relevant tool and update this review.

1 Review what your program is trying to achieve

Program purpose and intended outcome

What change is the program designed to make, for whom and where? Which organizational or partner priority does this support? Refer to your story and metric selection work in Tool 1.

Connecting your efforts to a Metric

Which metric will show whether you are achieving or sustaining the intended outcome over time? Use an AMI priority metric or a clearly defined measure for your own outcome. Record its definition, source and reporting periods.

AMI impact areas

- Increase Availability of Priority Products
- Sustain Continuity of Care
- Expand Capacity to Deliver Care

Identify the area or areas that connect with your work, where relevant. Add your own outcomes, including health or quality outcomes where your program and evidence support them.

Review partner agreements

From Tool 2, confirm the reporting schedule, responsibilities, resources, intended uses and who will review the findings. Record any changes needed.

> Working record: Program or story reference; author; date and version; partner reviewer. Keep links to source records and restricted permission records with the working copy.

2 Review what the findings tell you

Results over time

Record the starting and later values, units, sites and comparable periods. Describe improvement, maintenance, decline or variation. Add relevant outputs for scale and link the Excel records or other sources.

What people experienced

Bring forward the findings checked through Tool 4. What did the result mean for people and care? Include differing experiences and the people and settings represented. Link the source records.

How your efforts contributed

What did local teams, donated products and related support help achieve? What else shaped the result? How does this relate to the program purpose and your organization's priorities?

Check the conclusion before drafting

Review the comparison and interpretation with partners. Check data completeness, definitions, other contributions and how widely the accounts apply. The AMI Storytelling Reference Guide explains these checks. For each material assumption, record its status: checked, partly checked or still to test.

Conclusion and open questions

What can you say from the records and accounts together? Which assumptions or questions remain open, and how will the report reflect them?

What should happen next

What should continue or change to help achieve the intended outcome? Record the agreed action, owner, support required and review date. Return changes in program design or measurement to Tools 1 and 2.

3 Write for the format you need

What format do you need to present your data in

Who is the audience? Is this a program report, partner update, leadership brief, presentation or public story? What length, timing and decision does it need to support?

What to include

Explain the program purpose and starting situation. Present the outcome across comparable periods. Describe what it meant in practice, how the program and partners contributed, and the important gaps. Close with the next action. Use a quotation or image where it adds understanding and the permissions cover the intended use.

Fictional example of report language

> Over two years, the clinic made the priority diabetes medicine more consistently available. Stock records show nine stockout-free months in Year 1 and 11 in Year 2. The pharmacy team linked the improvement to regular donated supply, earlier reordering and purchased stock used to cover delivery gaps. Six of eight patients interviewed described fewer extra trips to obtain the medicine; these accounts reflect the experience of those consulted. Together, the findings suggest that better supply coordination helped make refill arrangements more dependable. The clinic and its partners will retain the reorder schedule and review the remaining supply gap and patients' refill experiences next year.

All details are fictional. The example shows a measured outcome, reported experience, interpretation and action. The AMI Storytelling Reference Guide contains the underlying checks and reporting examples for availability and service capacity.

Your report or story

Draft here or link to the working document. Keep the numbers, meaning and source references consistent as you adapt it for different audiences.

Final review

Check the headline, numbers, interpretation, captions and quotations against the sources. Confirm partner review, contributor permissions, credits and approval for the intended use. Share the finished material with the people and partners who contributed.