Conducting a SWOT Analysis for Evaluation Planning

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Before we begin...

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- □ To ask a question, simply email us at AREBHeart@cdc.gov
- Time permitting, your question will be answered at the end of the presentation

Disclaimer

The information presented here is for training purposes and reflects the views of the presenter. It does not necessarily represent the official position of the Centers for Disease Control and Prevention.

Learning Objectives

- Define SWOT
- Describe the benefits of conducting a SWOT
- Outline the process and methods
- Walk through an example



"Planning is bringing the future into the present so that you can do something about it now."

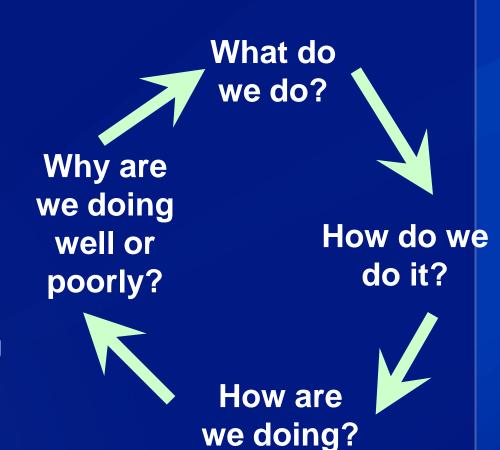
Alan Lakein, Time Management Guru



Planning... Evaluation

Continuous Quality Improvement

- Planning—What actions will best reach our goals and objectives?
- Performance measurement— How are we doing?
- Evaluation—Why are we doing well or poorly?



What is a SWOT Analysis?

- Strengths, Weaknesses, Opportunities, and Threats
- Focuses on internal and external factors
- Identifies planning and performance-level needs
- Promotes proactive and creative thinking rather than habitual or instinctive perspectives

Benefits of Conducting a SWOT

- Highlights critical issues for decision-making
- Supplements known information or knowledge about a topic or problem
- Provides a framework for reviewing a strategy
- Clarifies values or priorities of different stakeholders
- Promotes team-building and sharing of perspectives
- Helps clarify whether a project or objective is obtainable

Prerequisite for Conducting a SWOT

- Collaborative nature of tool requires certain qualities to succeed
 - Trust, comfort in discussing sensitive topics
 - Weaknesses and potential threats can be faced openly and objectively
 - Diversity of planning group represented
 - Willingness to take the time to do a SWOT
 - Ability and willingness to implement change

Baseline Knowledge

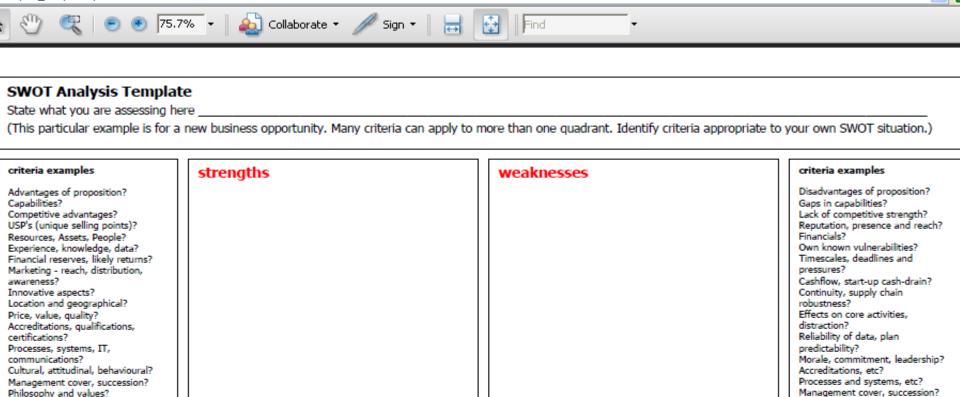
- Sufficient information on a possible project or objective
 - Stakeholders: Partners, opposition, non-traditional support
 - Socio-cultural: Demographic, attitudes, cultural factors
 - Economic: Current situation and future trends
 - Health: Current burden, risk factors, innovations
 - Technological: Cost, accessibility, attitudes toward new technology
 - Political: Current climate, openness to risk
 - Policies/Laws: State, local, evidence base, maturity

SWOT Matrix

Strengths	Weaknesses
Good now	Bad now
Maintain, Build, Leverage	Remedy or Stop
Opportunity	Threat
Opportunity Good Future	Threat Bad Future

Action Plan

Address how Strengths, Weaknesses, Opportunities, and Threats will be addressed moving forward



criteria examples

influences?

Market developments? Competitors' vulnerabilities? Industry or lifestyle trends? Technology development and innovation? Global influences? New markets, vertical, horizontal? Niche target markets? Geographical, export, import? New USP's? Tactics: eg, surprise, major contracts? Business and product development? Information and research? Partnerships, agencies, distribution? Volumes, production, economies? Seasonal, weather, fashion

opportunities

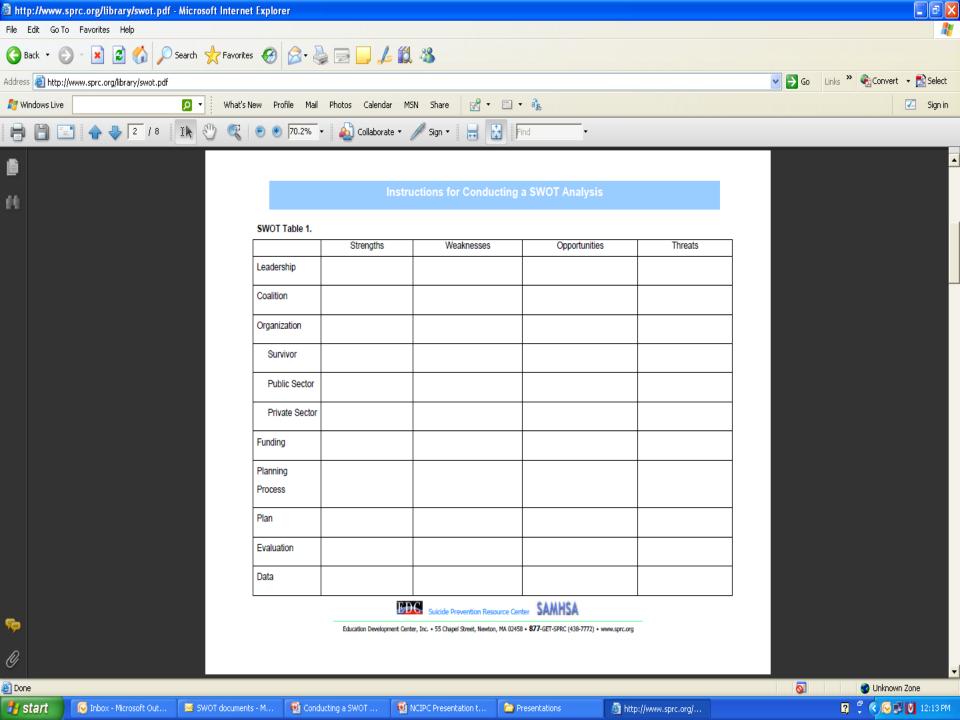
threats

criteria examples

Political effects?
Legislative effects?
Environmental effects?
IT developments?
Competitor intentions - various?
Market demand?
New technologies, services, ideas?
Vital contracts and partners?
Sustaining internal capabilities?
Obstacles faced?
Insurmountable weaknesses?
Loss of key staff?
Sustainable financial backing?
Economy - home, abroad?

Seasonality, weather effects?

© Alan Chapman 2005-08. Free working file (doc) version and information about SWOT analysis methods are available at www.businessballs.com/swotanalysisfreetemplate.htm. This is a free resource from www.businessballs.com, which contains lots more useful tools, diagrams and materials. Not to be sold or published.



Example SWOT Topic

As a state public health leader, conduct a SWOT analysis on planning a participatory evaluation for a 5-year intervention on preventing hypertension among older adults in a rural community.

Aspects to Consider

- Leadership
- Support from staff/organization
- Funding, resources, staff
- Available data
- Evaluation plan
- Demographic factors (e.g., population size, income, education)

As a state public health leader, conduct a SWOT analysis on planning a participatory evaluation for a 5-year intervention on preventing hypertension among older adults in a rural community.

Aspects to Consider

- Attitudes (e.g., role of government, importance of work, consumerism)
- Cultural structures (e.g., housing conditions, family relations, diet and nutrition)
- Economic factors (e.g., savings rate, reimbursement, industry)

As a state public health leader, conduct a SWOT analysis on planning a participatory evaluation for a 5-year intervention on preventing hypertension among older adults in a rural community.

Application of SWOT

- Support or challenges from leadership in community
- Stakeholders such as hospitals, CBOs, private sector, or other organizations in the rural community
- Level of resources for planning and implementing the evaluation
- Existing evaluation data or findings from past evaluations

Application of SWOT

- Success/failure of related programs, evaluations, or collaborations
- Cultural aspects of the community that influence success or challenges
- Demographics of community (race/ethnicity, education, age of population)
- Economic indicators (industry, current trends)

SWOT for Evaluation of Hypertension Intervention

Strengths

Weaknesses

No additional monies for evaluation, loss of

participants in intervention, no intervention

changes from mid-term evaluation findings

Committed program lead at community level, popular program among community participants, participatory evaluation expertise at local university

Maintain, Build, Leverage

CHW, new hypertension drug

Opportunity

Leadership change at local health

department creates new opportunity for collaboration, new state law promoting Prioritize and Optimize

Action Plan

Remedy or Stop **Threat**

Community hospital (a major partner) has

closed due to weak economy, processed food company opened as intervention launched

Counter

Address how above Strengths, Weaknesses, Opportunities, and Threats will be addressed moving forward

In Summary

- SWOT analyses are useful for evaluation planning
 - Bring together broad stakeholders to assess the feasibility of a project or evaluation
 - Provide a platform for voicing values and concerns
 - Identify internal and external factors that affect an evaluation
 - Lay out important details for decision-making
 - Encourage development of an action plan to address strengths, weaknesses, opportunities, and threats moving forward

SWOT Resources

- Suicide Prevention Resource Center (SPRC) http://www.sprc.org/library/swot.pdf
- CDC Communities of Practice
 http://www.cdc.gov/phcommunities/resourcekit/evaluate/
 http://www.cdc.gov/phcommunities/resourcekit/evaluate/
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 http://www.cdc.gov/phcommunities/
 http://www.c
- Management for the Rest of Us http://www.mftrou.com/how-to-do-a-SWOT-analysis.html

Contact Information

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We'd like to hear from you...

Questions and Answers

Short Feedback Poll



Reminders!

Standing day and Time:

2nd Tuesday of the month 2:30 pm – 2:50 (ET)

All sessions are archived and the slides and script can be accessed at:

http://www.cdc.gov/dhdsp/pubs/podcasts.htm

If you have any questions, comments, or topic ideas send an email to:

AREBheartinfo@cdc.gov

Next Coffee Break

There will be no Coffee Break session in September.

The normal schedule will resume on October 14, 2014.