

## SWOT Analysis Worksheet: **SAMPLE**

**Policy Vision (from Visioning Worksheet):** Build the capacity of school districts to partner with their local health departments to create HIV testing policies and services for youth. Capacity will be built by creating and disseminating a set of guidelines for HIV testing program and policy development.

Example	Internal		Example
<p>What we do well</p> <p>Our advantages</p> <p>Our assets</p> <p>Our resources</p>	<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Connections with NGOs who can provide access to local health departments and school-based health clinics.</li> <li>• Connections with NGOs who can provide sample policy documents.</li> <li>• Have previously developed program &amp; policy guidelines for school-based Chlamydia screening.</li> <li>• Funding available from DASH to develop the guidelines.</li> <li>• Agency &amp; staff have interest and knowledge in the topic.</li> <li>• Models for collaboration between schools and health departments already exist.</li> <li>• Staff and consultant pool have strong writing and graphic design experience.</li> <li>• ETR Administrative support taking on the project.</li> <li>• As an agency, have publishing experience.</li> </ul> <p>(maintain, build leverage)</p>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• ETR doesn't do clinic work so will need to get this expertise from consultants.</li> <li>• ETR's Center for Sexual and Reproductive Health Promotion (CSRHP) work has been more with schools than health departments.</li> <li>• Need to find policy and HIV testing service advisors who do the work.</li> <li>• School and health departments have different work cultures-need to address both in the guidelines and policy recommendations.</li> <li>• Timeframe for getting DASH review &amp; clearance</li> </ul> <p>(remedy or exit)</p>	<p>What could we do better?</p> <p>Concern about external criticism (what others may think of us)</p> <p>Vulnerabilities</p>
<p>Known trends</p> <p>Environmental changes</p> <p>New products</p> <p>New technologies</p>	<b>External</b>		
	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Guide can lead to school policies regarding HIV testing .</li> <li>• Funding is available for the development of the guidelines.</li> <li>• There are potential partners who already have policies in place that could advise us.</li> <li>• There are potential partners who already have created the link to clinics and could contribute their expertise to the guidelines.</li> <li>• Collaborating with health departments can provide funding to schools for testing.</li> <li>• CDC is placing more emphasis on policy approaches to health and prevention issues.</li> </ul> <p>(prioritize, optimize)</p>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Controversy of providing HIV testing to youth.</li> <li>• Testing low priority for schools.</li> <li>• School budgets have been cut.</li> <li>• Schools are understaffed and already overwhelmed.</li> <li>• Working within local and/or state policies.</li> <li>• Need to address cost of testing.</li> </ul> <p>(counter, minimize)</p>	<p>External roadblocks</p> <p>Market place changes</p> <p>Economic conditions</p>

