



SWOT ANALYSIS

Strategic Planning Session

October 21, 2008

Community Sector

Strengths:

- Diversity in health promotion team
- Interest and commitment to cause
- Walkability training is completed
- Opportunity to build upon past policies – smoke free
- History of HCC
- Outreach completed to date
- Connectedness of partners
- Name/community recognition –branded
- Support from leaders
- Resources and capacity
- Support to communities
- We know the players in the communities
- Grant writing capabilities and previous experience
- Diversity in experience in projects and expertise in HCC
- Assessment and Data collection completed to date

Weaknesses:

- Resources are stretched thin
- Diversity of the group is limited to health care background
- Lack of funding
- We want to do tooooooooo much ~ need to narrow focus
- Lack of dedicated staff
- Need for representation from long term care rep and schools
- Need for a political champion
- User friendly website
- Three counties x each community = exhaustion /lack of focus
- Too bureaucratic/red tape/slow moving
- Funding is mismatched (by counties and geography for resources)
- Lack of equity in funding is funded by hospitals only at current time
- Current partners not at the table for health promotion initiatives
- Lack of focus on priority populations/lack of multicultural approach
- Different partner interests
- Ability to share personal stories
- Technology expertise

Opportunity:

- Fuel crisis has ignited greater walking and biking initiative
- Communities are smaller
- Build on what has been done-trails
- Need for further visibility of HCC within all sectors
- Funding is mismatched
- Funding from others
- CC members requested
- Senior dining
- School lunch
- Grocery stores and farmers markets
- WIC food packages/vouchers for farmers markets
- Diverse interests in group
- Engage partners not at table
- Readiness for worksite policies
- Getting buy in from new partnerships whether resources, funding, or staff
- SHIP
- Daytime meetings limit attendance could restructure meeting times
- Opportunity to strengthen leadership and perspectives
- At a crossroads for success
- Go green mindset shift / sustainability = opportunity

Challenge/Threat:

- Too many sectors
- Too many communities
- Commitment of time to cause
- Threat of too much government involvement
- Economic Crisis
- What happened to prevention?
- Difficult to show immediate results and legislature not willing to wait
- Competing priorities
- Will we fail?
- No ship
- Individuals and community also wanting immediate results
- Non believers questioning data and work

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Healthcare Sector

Strengths:

- Partnership with public health
- Together a long time and still here
- Willingness to be “visible”
- Support/buy in from management.
- In kind staff time
- Community benefits reports~reason to do this
- Funding
- Commitment to prevention activities
- Strong presence in communities
- Hospitals and clinic together
- Don’t duplicate efforts ~ streamlining

Weakness:

- Turn over in hospitals
- Attendance of leadership at meetings
- Competition between hospitals and clinics limits efforts to some degree
- Funding limitations
- Staff participation limitations
- Lack of understanding of partners perspectives, models, goals, infrastructure
- Regionally competing interests
- All stretched too thin
- Bureaucracy

Opportunity:

- Students in health care ~orient to our organization
- Work with AHEC
- Looking at bottom dollar~paradigm shift
- Better outcomes and measured change equals increased funding
- Limit activities to health care organizations
- SHIP and other sources of funding
- Broaden partnerships/relationships
- Consistent messages in programs
- Interest in health and HC
- Community benefits requirements

- Staff
- Activities

Challenge/Threat:

- Limited opportunity for financial contribution by an individual
- Show that prevention works ~ need measurable outcomes
- Working with schedules (patient care)
- Being reactive vs. proactive
- Competing priorities
- Gaining partnerships and funding
- Lack of health care workers in future work force and ability to continue to focus on HCC initiatives
- Decisions makers have hands tied
- Plan activities to meet CB requirements

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School Sector

Strengths:

- Knowledge and resources
- Current partnerships and outreach
- Public health = school staff too
- Grant writing
- Established relationships with schools

Weaknesses:

- Teachers schools not at the table
- Haven't invited teachers to the table
- Not focused on school wellness
- No needs assessments
- Schools don't know about HCC
- Funding

Opportunities:

- school staff interest in help kids
- reengage in school wellness policies
- Needs assessment
- Safe routes to schools grants
- School facilities and programming

- Health/phys ed other teachers/curriculum directors to connect with us
- Captive audience
- ECFE
- PTA's

Challenge/Threat

- hard to get school engaged because they teach
- partnerships = 9 months school year
- they might not want to partner
- want to be at the table but can't
- state mandates
- lack of state mandates
- funding partners
- does school care about all components/sectors
- top down structure political environment

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Work Sites Sector

Strengths:

- Understand value of healthy employees
- Insurance sponsored wellness
- Technology
- Broad reach because of partnerships
- Information and resources
- Representative from each building on wellness community
- Credibility
- Employee wellness coordinators / Programs

Weaknesses:

- No Chamber Involvement
- No worksites at table
- Credibility
- Little or no budget for our own wellness programs
- Not modeling positive behaviors ~leading by example
- Only available as a resource ~ not designated staff
- No wellness policy in Meeker county

Opportunities:

- Readiness of worksites
- Connected to MDH tool kit chamber sites
- Multiple organizations are invested (national/state/local)

- Return on investment
- Opportunity to think outside of the box
- With health care costs rising, more incentive to bring down costs and invest in prevention
- SHIP
- Build positive relationships with employers with easy box of tricks to share
- Websites
- Funding
- Reach families/children when we reach employees/parents
- Save Face ☺

Threats:

- No chamber commerce
- Number and size of businesses
- No designated staff and if so, do they have the knowledge
- Some worksites aren't ready
- Employ larger number of minorities ~ are we culturally competent
- Shift work
- Public health is not a partner