

Program Goal Review Using SWOT Analysis

The purpose of this worksheet is to help you determine whether your school health program is addressing goals that reflect your program's strengths, weaknesses, opportunities, and threats (SWOTs). *Strengths* are elements internal to your school health program that facilitate reaching your program goals. *Weaknesses* are elements internal to your school health program that are barriers to reaching your program goals. Opportunities are aspects of the external environment that facilitate reaching program goals. *Opportunities* are not just positive aspects of the environment but can also be the chance to address program gaps and initiate new activities. *Threats* are aspects of the external environment that are barriers or potential barriers to reaching program goals.

Instructions: A program goal is a broad statement of program purpose that describes the expected long-term effects of a program. Goals should address the program's effect in reducing a health problem (e.g., HIV, obesity, tobacco-use prevention) and identify the target population to be affected (e.g., middle school students, school districts, health education teachers). List each of the five-year program goals in your application for DASH funding on a separate piece of chart paper. For simplicity, include only the program effect and target population in the goal (e.g., to decrease risk behaviors associated with HIV infection among students within the school district).

Under each goal, list the SWOTs that relate to the program effect and target population. List the SWOTs that do not apply to any goal on a separate sheet of chart paper. Later you might decide to write a new goal to address these SWOTs.

With your program staff and your strategic planning workgroup, review the SWOTs for each goal. Consider the following questions to help you with this process.

- Will our internal program strengths help us accomplish this goal?
- Will our internal program weaknesses hinder us from achieving this goal?
- Can our program overcome internal weaknesses to achieve this goal?
- Does this goal address the needs of the population we serve?
- Do we have partnerships that can help our program achieve this goal?
- Are others in the community addressing this goal?
- Are there policy issues that hinder our program's ability to achieve this goal?
- Are there political or other external issues that decrease stakeholder support for this goal?
- Are there future external opportunities that might influence our program's ability to achieve this goal?
- Are there additional populations in need—particularly youth that are disproportionately affected by disease—that this goal does not serve?
- Is program sustainability promoted or hindered by this goal?

After you review each goal using these questions and the SWOTs, finalize your program goals. Depending on the question and how you answered it, you may decide to revise the goal, delete it, or write a new goal. It is important to consult with your Project Officer concerning any changes to the five-year program goals in your application for DASH funding, especially if you decide to add or delete goals.