

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)

On August 4, 2020, the People of Color Learning Community participants came together for session 1 of a 5-part series to develop a SWOT analysis. Using the questions below, participants were divided into small groups representing each of the areas of the SWOT (strengths, weaknesses, opportunities and threats) to brainstorm the questions. Once the responses were recorded in the small groups, the large group came together and voted on the top three priorities in each area of the analysis. These areas are outlined in the chart on page 3.

In subsequent sessions recommended actions and possible persons and resources that can be utilized at the program, tribal or state level were identified for each priority area. The People of Color Learning Community team has also recommended sessions of the learning community presentations that align well with each of the priority areas. We invite practitioners interested in implementing any of these priority areas to study the recorded training and utilize the resources provided on the South Southwest Prevention Technology Transfer Center website at <https://pttcnetwork.org/centers/south-southwest-pttc/people-color-learning-community>.

Area of Consideration: Prevention in Communities of Color

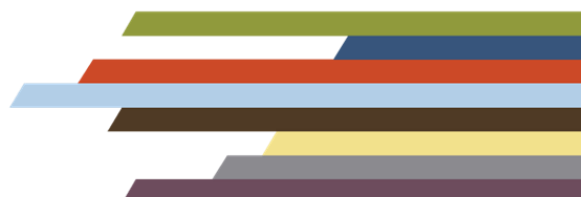
- What do we do well when providing prevention services to communities of color? (strengths)
- What do we need to improve when providing prevention services to communities of color? (weaknesses)
- What opportunities do we have to formulate and implement strategies that increase success in communities of color? (opportunities)
- What obstacles do we face that we need to counteract when providing prevention service in communities of color? (threats)



<p>Strengths</p> <ul style="list-style-type: none"> • Meet communities where they are • Make data-driven decisions • Relate to the struggle of where they are and where we came from • Hire people with strong connections to the community • Provide opportunities for prevention education 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Assessing community needs • Providing access to transportation and basic needs • Providing community-led strategies in addition to evidence-based strategies • Including the community in planning
<p>Opportunities</p> <ul style="list-style-type: none"> • Build community partnerships • Engage the community in uncomfortable conversations • Ask the community what they want and need 	<p>Threats</p> <ul style="list-style-type: none"> • Current political climate creates tense community relationships • Reduced funding for outreach programs due to COVID-19 pandemic • Funder agenda pushed on grantees

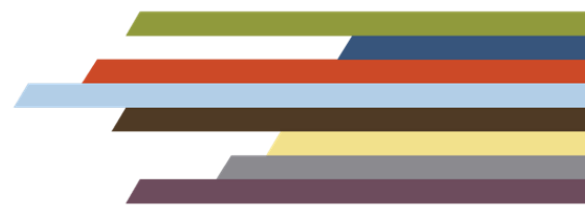
Completing a SWOT analysis is the first step. It is important to then take the time to identify potential action.

<p>Action Items</p>
<p>Which opportunities should we pursue? How can we use our strengths to help us succeed?</p> <ul style="list-style-type: none"> • Build community partnerships • Engage the community in uncomfortable conversations • Ask the community what they want and need
<p>Which weaknesses can be addressed to help maximize success?</p> <ul style="list-style-type: none"> • Assess community needs • Provide access to transportation and basic needs • Provide community-led strategies in addition to evidence-based strategies • Include the community in planning
<p>What strategies can we put into place to be prepared for threats?</p> <ul style="list-style-type: none"> • Current political climate creates tense community relationships • Reduced funding for outreach programs due to COVID-19 pandemic • Funder agenda pushed on grantees



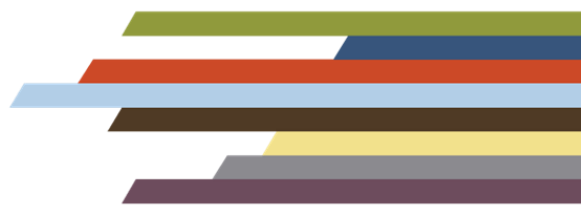


WEAKNESSES			
Identified Priority Areas (From Group SWOT Activity)	Identified Action with Matching Strength	Persons / Resources Responsible	POC LC Application
Assess community needs	<ul style="list-style-type: none"> Conduct surveys about the wants and needs of the community and invite people to respond to survey where they are at, i.e. grocery stores, schools, churches, etc. 	Surveyor, researcher, evaluator Culturally designed survey	Session 2: Harnessing Data ...
Provide access to transportation and basic needs	<ul style="list-style-type: none"> Provide vouchers for ride share, bus, etc. (bus tokens, cab access) Provide food (food vouchers) Provide clothing – thrift store (resource) 	Social service providers, resource centers, Dept. of Social Services, clinics, health care providers Food vouchers Thrift stores	Session 3: Advocating for Change Session 4: Cultural Competence: What Does it Mean?
Provide community-led strategies in addition to evidence-based strategies	<ul style="list-style-type: none"> Include the community in the planning Make data-driven decisions (#2 Strength) 	Key leaders, local champions, members of focus population/s, executive board, planning committee Community profile or current needs assessment	All Sessions
Include the community in the planning	<ul style="list-style-type: none"> Invite community to play a bigger role by: <ul style="list-style-type: none"> Holding town hall meetings 	Schools to host town hall meetings Moderators Data	Session 2: Harnessing Data ... Session 3: Advocating for Change Session 4: Cultural Competence: What Does it Mean?



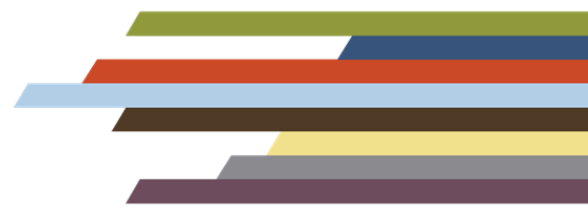


OPPORTUNITIES			
Identified Priority Areas (From Group SWOT Activity)	Identified Action with Matching Strength	Persons / Resources Responsible	POC LC Application
Build community partnerships	<ul style="list-style-type: none"> Hire people with strong connections to the community Meet the community where they are Use current relationships to find champions that can help to build community partnerships Reach out to the 12 stakeholder groups identified by SAMHSA- The 12 sectors for community-level prevention efforts Ensure that opportunities provided are culturally and linguistically appropriate 	<p>Human resources, management, coalition representatives</p> <p>Community leaders</p> <p>Culturally and Linguistically Appropriate Services (CLAS) Standards Guide</p> <p>Cultural competence and cultural humility training for coalition and key community stakeholders</p>	All Sessions
Engage the community in uncomfortable conversations	<ul style="list-style-type: none"> Hold a town hall meeting Have a drop box for people who don't like to speak out during meetings Conduct polls and surveys Conduct focus groups Community chats in small groups Brainstorm sessions Host dinner sessions with guided questions Presentations at local faith organizations / education in the community Choose a news article on the subject and ask for feedback Hold a series of conversations Join existing groups that are convening around similar topics 	<p>Youth, adults, libraries, neighborhood associations, community centers, PTAs, United Way and other non-profit org., local Facebook groups</p> <p>Strategies for asking the community what they need.</p> <p>Food for dinner</p> <p>Research time for articles</p> <p>Locations to host events.</p> <p>Coalition committees (i.e. outreach, resource, other)</p>	All Sessions



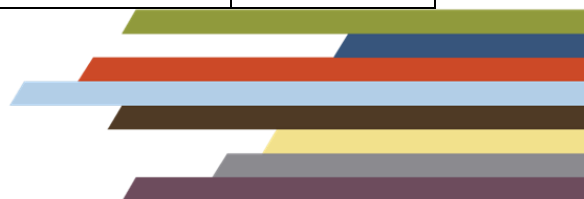


OPPORTUNITIES (continued)			
Identified Priority Areas (From Group SWOT Activity)	Identified Action with Matching Strength	Persons / Resources Responsible	POC LC Application
Ask the community what they want and need	<ul style="list-style-type: none"> Conduct surveys about the wants and needs of the community and have people respond to survey where they are, i.e. grocery stores, schools, churches, etc. Meet them where they are (i.e. grocery stores, workplaces, parks, etc.) (<i>#1 Strength</i>) Attending community events of the population of focus Selection process for individuals that are interested in contributing ideas for questions and items to be put on a community needs assessment Strategies for asking community what they need Holding virtual town hall meetings A series of community events Surveys Community online survey Call in programs on TV or radio 	<p>Surveyors, evaluators, coalition volunteers</p> <p>Moderator/s, school auditoriums; community centers, online platforms (Zoom, etc.)</p> <p>Qualtrics, Survey Monkey</p> <p>Media sector representatives, media outlets (radio, tv, online podcasts, etc.)</p>	All Sessions





THREATS			
Identified Priority Areas <i>(From Group SWOT Activity)</i>	Identified Action Step with Matching Strength	Persons / Resources Responsible	POC LC Application
Current political climate creates tense community relationships	<ul style="list-style-type: none"> Engage the community in uncomfortable conversations Uncomfortable conversations are critical. Make it clear to people that human rights aren't political. Look at resilience and protective factors like the power of community, past successes. Meet and engage various community allies Engage with those in the community who are willing to change their mind if need be and try to use what we have gained to reach those who may have a harder time doing so. 	Youth, adults, libraries, neighborhood associations, community centers, PTAs, United Way and other non-profit organizations, Boys & Girls clubs, municipal government, local Facebook groups	All Sessions
Reduced funding for outreach programs due to COVID-19 pandemic	<ul style="list-style-type: none"> Gauge hope within the community Identify those sources of hope Help communities of color identify other funding sources, more sustainable sources, and internal funding like re-evaluating existing budgets. 	Coalition committees (i.e., fundraising, resource, outreach)	<p>Session 2: Harnessing Data...</p> <p>Session 3: Advocating for Change</p> <p>Session 5: Institutional Barriers...</p>
Funder agenda pushed on grantees	<ul style="list-style-type: none"> Collect data that shows the need to incorporate specific strategies that are relevant to the population's culture Hold focus groups and conversations 	<ul style="list-style-type: none"> Tribal leaders Advocacy groups Legal counsel Board leadership Churches 	All Sessions





	<ul style="list-style-type: none">• Use data to inform and gain support from tribal leadership or community champions• Seek voices from the community and LISTEN• Look at funding more holistically -there are complex overlaps for every community problem• Correlate the issue with what the funders want.• Let the population of focus know what the funder is expecting of your organization• Link the funding to a community growth resource• Allow communities to incorporate their culture in the community activities.• Analyze the agenda because it might be coming from a different/overlooked perspective• If the agenda the funder wants to push is truly harmful, do not be afraid to give the funds back and walk away• Refer back to the original agreement when accepting grants• Vet potential funders prior to writing a grant. (solicit funding from those who share our values)• Research other local, state, and national foundations related to the ethnic/racial population being served	<ul style="list-style-type: none">• Tribal organizations• Community leaders• Policymakers• Partnerships with organizations focused on marginalized groups.• Community stakeholders• Communication Company leaders (social media, newspaper, etc.)	
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*Go [here](#) to download resources and view learning community sessions 2-5.

