



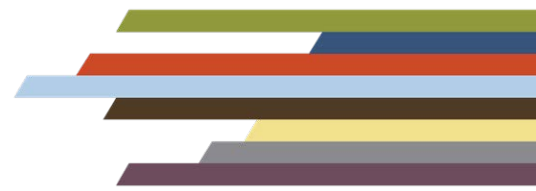
Strengths, Weaknesses, Opportunities, Threats (SWOT)

On August 4, 2020, the People of Color Learning Community participants developed a SWOT analysis. Using the questions below they crafted the responses in the table.

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 <p>Tie</p> <ul style="list-style-type: none"> • 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 <p>Tie</p> <ul style="list-style-type: none"> • Providing community-led strategies versus 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 just the first step. It is important to then take the time to identify potential courses of action.

Action Items

Which opportunities should we pursue? How can we use our strengths to help us succeed?

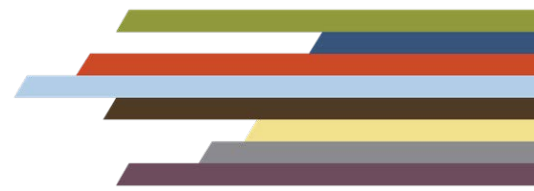
- **Build community partnerships**
- **Engage the community in uncomfortable conversations**
- **Ask the community what they want and need**

Which weaknesses can be addressed to help maximize success?

- **Assessing community needs**
- **Providing access to transportation and basic needs**
- **Providing community-led strategic versus evidence-based strategies**
- **Including the community in planning**

What strategies can we put into place to be prepared for threats?

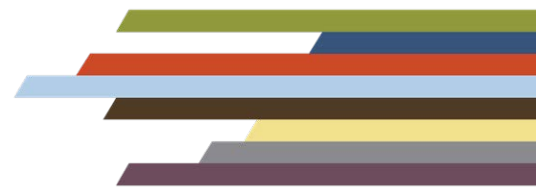
- **Current political climate creates tense community relationships**
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WEAKNESSES

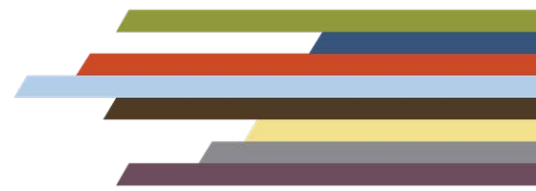
Identified Priority Areas <i>(From Group SWOT Activity)</i>	Identified Action with Matching Strength	Persons / Resources Responsible
1. Assessing community needs	<ul style="list-style-type: none"> 1. <i>Meet communities where they are</i> 2. <i>Make data-driven decisions</i> 3. <i>Tie</i> <i>Relate to the struggle of where they are and where we came from</i> <i>Hire people with strong connections to the community</i> <i>Provide opportunities for prevention education</i> 	
2. Providing access to transportation and basic needs		
3. Providing community-led strategies versus evidence-based strategies	<ul style="list-style-type: none"> • Including the community in the planning • Make data-driven decisions (2) 	
4. Including the community in planning	Have community play a bigger part.	





OPPORTUNITIES

Identified Priority Areas	Identified Action with Matching Strength	Persons / Resources Responsible
(From Group SWOT Activity)	<ol style="list-style-type: none"> 1. Meet communities where they are 2. Make data-driven decisions 3. Tie <p>Relate to the struggle of where they are and where we came from</p> <p>Hire people with strong connections to the community</p> <p>Provide opportunities for prevention education</p>	
1. Build community partnerships	<ul style="list-style-type: none"> • Hire people with strong connections to the community • Meeting the community where they are. • Use current relationships to find champions that can help to build community partnerships • reaching out to the 12 stakeholder groups identified by SAMHSA- The 12 sectors for community-level prevention efforts • Involving • Ensuring that opportunities provided are culturally and linguistically appropriate 	
2. Engage the community in uncomfortable conversations	We respond by respecting what they say... and not argue against it with our own ideas.	
3. Ask the community what they want and need	Conduct surveys about the wants and needs of the community and have people respond to survey where they are at, i.e. grocery stores, schools, churches, etc.	





THREATS		
Identified Priority Areas <i>(From Group SWOT Activity)</i>	Identified Action Step with Matching Strength	Persons / Resources Responsible
	<ol style="list-style-type: none"> 1. <i>Meet communities where they are</i> 2. <i>Make data-driven decisions</i> 3. <i>Tie</i> <i>Relate to the struggle of where they are and where we came from</i> <i>Hire people with strong connections to the community</i> <i>Provide opportunities for prevention education</i> 	
1. Current political climate creates tense community relationships	Engage the community in uncomfortable conversations	
2. Reduced funding for outreach programs due to COVID-19 pandemic		
3. Funder agenda pushed on grantees		

