State of California—Health and Human Services Agency
California Department of Public Health

TOMÁS J. ARAGÓN, MD, DrPH
Director and State Public Health Officer

GAVIN NEWSOM
Governor

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TO: Local Oral Health Programs

SUBJECT: Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis Summary Report Instructions

SWOT analysis is a method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats that exist in a particular area. In reference to implementing school-based/linked programs, it will be used to assess the environment in which the LOHP functions, as well as its resources and needs. SWOT analysis uses both internal and external factors that may impact the LOHP. Internal factors, including strengths and weaknesses, reside within the LOHP and its AC members, while external factors, opportunities, and threats are external to the LOHP. Once these critical factors are identified, they are used to create the goals that members of your LOHP would like to achieve.

Objective 2, Activity 2.1.a is to Perform a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis of your program in preparation for implementing school-based/linked programs. Due June 30, 2023.

Please include a completed SWOT template along with the Analysis Summary Report narrative.

SWOT Analysis

Strengths: internal positive attributes of the LOHP that can facilitate activities

Weaknesses: internal attributes of the LOHP that may hinder achievement of its activities and goals

Opportunities: external conditions that may facilitate activities of the LOHP

Threats: external conditions that may stand in the way of LOHP activities

Once you have established the goals of your LOHP, it is time to think about objectives and activities needed to accomplish these goals. First, ask yourself the following questions:

- **WHAT** are we going to do?

- **WHY** is it important for us to accomplish this activity?

- **WHO** is going to be responsible for the activities?

- **WHEN** do we want this to be completed?

- **HOW** are we going to do these activities?

Once you have answered the questions listed above, define your SMARTIE objectives to move those ideas into action. SMARTIE objectives are:

- **Specific**: Concrete, detailed, and well defined so that you know where you are going and what to expect when you arrive

- **Measurable**: Numbers and quantities provide a means of measurement and comparison

- **Achievable**: Feasible and easy to put into action

- **Realistic**: Considers constraints such as resources, personnel, cost, and time frame

- **Time-Bound**: A time frame helps to set boundaries around the objective

- **Inclusive:** Including traditionally marginalized people into processes, activities, and decision making in a way that shares power

- **Equitable:** The inclusion of an element of fairness or justice that seeks to address systemic injustice, inequity, or oppression