

**SWOT Analysis Exercise: June 11, 2013 Newsprint Notes
Nebraska Community Health Worker Coalition Consultation Meeting**

	Helpful (For your objective)	Harmful (For your objective)
Internal (Within Organization)	<p>Strengths</p> <ul style="list-style-type: none"> • Recognize core competencies –basis for definitions • State support • PH department support • Broad representation—diversity • Energy, commitment, passion • Initial meeting experience • Initiatives already in place-education institutional interest • Expertise in curriculum development • Local data • Some hospitals/clinics on board • Have some \$\$ • Current knowledge in group 	<p>Weaknesses</p> <ul style="list-style-type: none"> • We are not connected enough • Distance. Rural (small budgets) • Some areas not represented • CC (core competencies) not well defined yet • Funding is restricted to specific outcomes • Little internal coordination between programs—not enough data on what situation (is?) • Many job titles • Not enough CHW representation • Dependent on grants • Uncertainty on core issues, e.g., checkout • Afraid to share—protective
External (Outside of Organization)	<p>Opportunities</p> <ul style="list-style-type: none"> • Timing/reform • Media interest in health issues • Experience of other states • Opportunity to <u>create jobs</u> • Worksite wellness? • CHWs in health improvement plan • CDC support • Research on ROI • Programs to collaborate with • Interest in PH in <u>young people</u> • External feedback • APHA focus and materials • Potential interest in senators • Policies—readm, PCMH • Interest in QI • Local interests 	<p>Threats</p> <ul style="list-style-type: none"> • No Medicaid reimbursement • Competing programs • Possessiveness of current approaches • Lack of public/employer knowledge • Confusion • Limitations on Medicaid/care • Reduction in federal \$ • No state standards • New/temporary/fragmented=expendable • Low employer demand & knowledge