

# WORKING GROUPS:

## SWOT Analysis of an Evidence Based Public Health Policy









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# Learning Objectives

-  Evidence Based Public Health Policy
-  SWOT analysis
-  Identifying Opportunities and Threats
-  Identifying Strengths and Weaknesses
-  Mapping Interactions
-  Strategy Classification

# PUBLIC POLICY HEALTH POLICY



What's for me in it?

Policy is a guiding principle or a plan of action agreed **by a group of people** with the power to carry it out and enforce it.

*(Dodd, 2000)*

Policy is a course of action or principle adopted or proposed by a government, party, business or individuals.

*(the New Oxford Dictionary of English, 2004)*

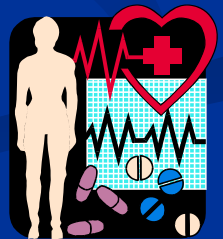
A policy, like a decision, can consists of what is not being done.

*Hugh Heclo*

# Public Health Policy

- Public health policy is the science of the management of public health system.

- Ideology
- Tradition
- Aspirations of the authorities



# GOALS IN RELATION TO:

- Population health outcomes
- Health determinants
- Public health policy and sustainable health system



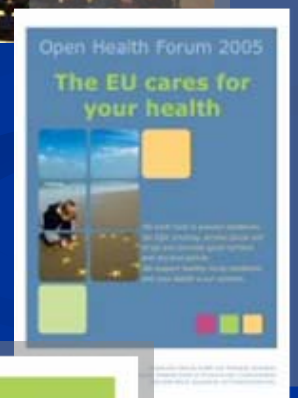
# LESSONS FROM THE EXPERIENCE:

- A wide consensus among all interest groups is necessary
- The number of goals has to be limited (5 to 10)
- Each goal must be **evidence based**
- Each goal must be based upon evidence on efficiency
- The goals must be conformed to available resources



# PUBLIC HEALTH POLICIES

- UN Millennium Development Goals
- Health for all by the year 2000
- Health for the 21<sup>st</sup> Century
- EU New Public Health Policy
- EU New Health and Consumer Protection Programme



# THE POLICY CYCLE





**Problem definition, diagnosis !**

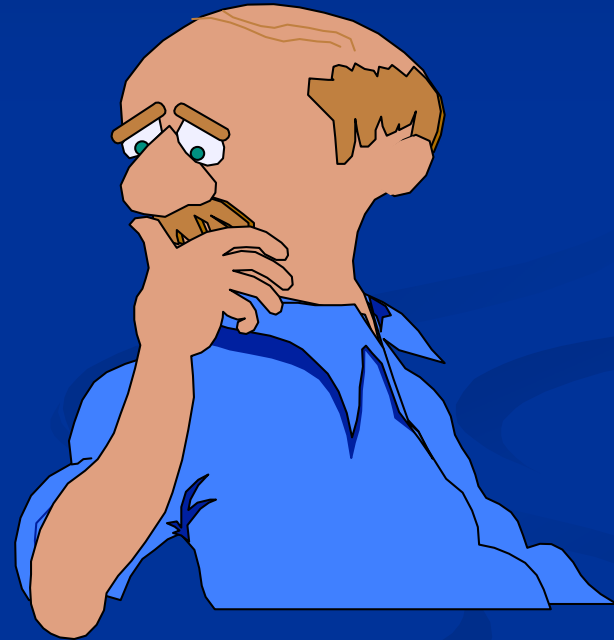
# SWOT Analysis

# SWOT Analysis

 SPOT

 TOWS

 SWA

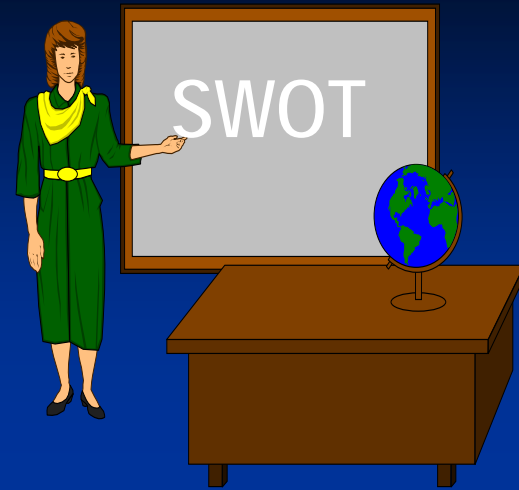


# SWOT Analysis



- Strengths
- Weaknesses
- Opportunities
- Threats

# SWOT Analysis



- 📁 Qualitative method of strategic planning.
- 📁 Powerful and simple management tool.
- 📁 It requests creativity, knowledge and wisdom.

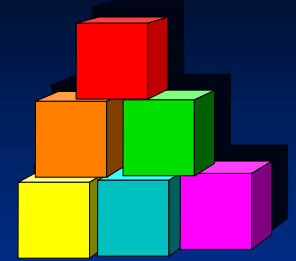
# PRIMARY OBJECTIVE OF SWOT ANALYSIS

ASSESSMENT OF  
THE STRATEGIC  
POSITION

ADDRESSING  
CHANGES IN  
EXTERNAL  
ENVIRONMENT



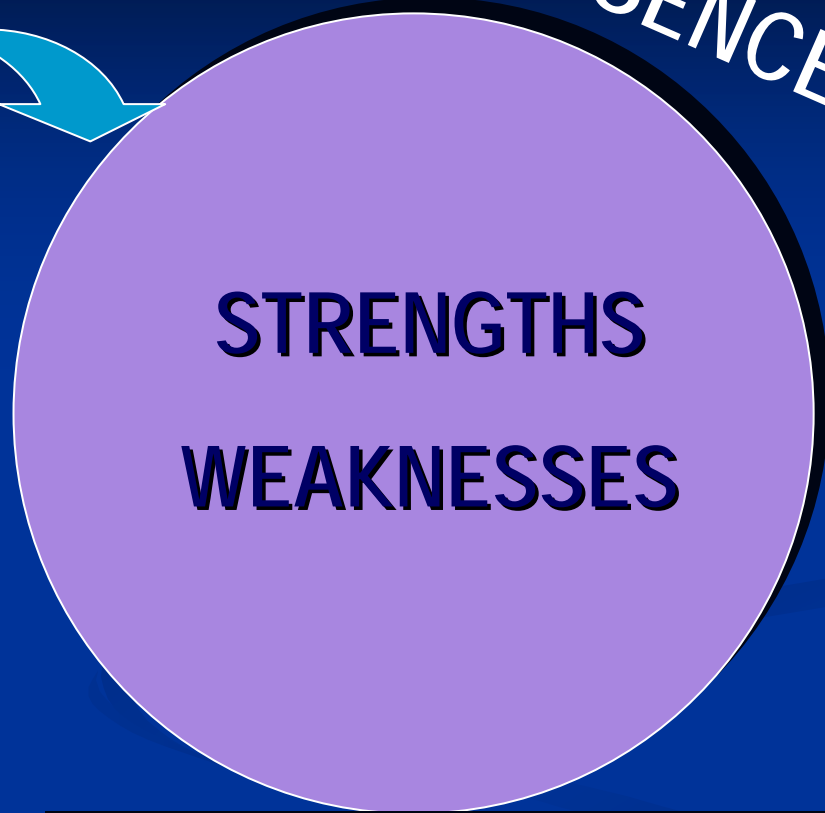
# ROUNDS OF SWOT ANALYSIS



- 🔍 IDENTIFYING FACTORS IN THE EXTERNAL ENVIRONMENT
  - opportunities
  - threats
- 🔍 IDENTIFYING FACTORS IN THE INTERNAL ENVIRONMENT
  - strengths
  - weaknesses

**FUTURE**

**PRESENT**



**EXTERNAL ENVIRONMENT**

**INTERNAL ENVIRONMENT**

**OPPORTUNITIES**  
**THREATS**

**STRENGTHS**  
**WEAKNESSES**

# Strengths

- Which benefit do we want ?
- What are we doing well ?
- Which relative resources do we have to assess our strengths ?
- What do other people see as our strengths ?



# Weaknesses

- What can we improve ?
- What are we working bad ?
- What should we avoid ?

# OPPORTUNITIES

- Where are our good chances ?
- Which interesting and important trends should be considered ?



# THREATS

- What obstacles should we escape ?
- What do our competitors work ?
- Do we need specific changes of our work ?



- Does technology change will endanger our position ?
- Do we have debts or problems in financial transactions ?
- Does any of threats seriously jeopardize our business and existence ?

# FOUR ROUNDS OF SWOT ANALYSIS

## ROUND 1:

identifying opportunities  
and threats

## ROUND 2:

identifying strengths and  
weaknesses



## ROUND 3:

mapping  
interactions

## ROUND 4:

strategy  
classification

# ROUND 1: identifying opportunities and threats



- 📊 To explore external environment
- 📊 To focus on interest of all stakeholders and partners
- 📊 To consider two types of environment:

## 📊 SOCIETAL ENVIRONMENT

- 🗨️ political
- 🗨️ economic
- 🗨️ socio-cultural

## 📊 TASK ENVIRONMENT (mission, vision)

## ROUND 2: identifying strengths and weaknesses



- To explore the internal environment
- To focus on organizational performance
- To consider different segments of internal environment by using indicators and benchmarks

# ROUND 3: mapping interactions



- develop matrix 2 x 2

INTERNAL FACTORS	INTERNAL FACTORS LIST OF INTERNAL STRENGTHS 1. <b>S</b> 2. etc	INTERNAL FACTORS LIST OF INTERNAL WEAKNESSES 1. <b>W</b> 2. etc
LIST OF EXTERNAL OPPORTUNITIES 1. <b>O</b> 2. etc	Maxi-Maxi <b>SO</b>	Mini-Maxi <b>WO</b>
LIST OF EXTERNAL THREATS 1. <b>T</b> 2. etc	Maxi-Mini <b>ST</b>	Mini-Maxi <b>WT</b>

# ROUND 4: strategy classification




- develop matrix 2 x 2

INTERNAL FACTORS	INTERNAL FACTORS LIST OF INTERNAL STRENGTHS 1. <b>S</b> 2. etc	INTERNAL FACTORS LIST OF INTERNAL WEAKNESSES 1. <b>W</b> 2. etc
EXTERNAL OPPORTUNITIES 1. <b>O</b> 2.etc	COMPARATIVE ADVANTAGE	INVESTMENT / DIVESTMENT
EXTERNAL THREATS 1. <b>T</b> 2. etc	MOBILIZATION	DAMAGE CONTROL

# Example:

## Results of the SWOT analysis of internal and external environment of IPH

 <p>Internal Factors</p> <p>External Factors</p>	<p>List of Internal strengths:</p> <ol style="list-style-type: none"> <li>1. Formal organization</li> <li>2. Involvement of existing human and physical resources</li> <li>3. Self-education of staff</li> <li>4. Cooperation with media</li> </ol>	<p>List internal weaknesses:</p> <ol style="list-style-type: none"> <li>1. Huge geographical dislocation, far distance</li> <li>2. Lack of professional motivation</li> <li>3. Undeveloped information system</li> <li>4. Lack of equipment and old equipment</li> <li>5. Lack of financial resources</li> </ol>
<p>List external opportunities:</p> <ol style="list-style-type: none"> <li>1. Adopted national strategy for health development and other relevant documents</li> <li>2. Cooperation with primary health care</li> <li>3. Intersectoral cooperation</li> <li>4. International projects</li> <li>5. Increased budget and fiscal control</li> <li>6. Self-financing</li> </ol>	<p>USING OF THE SPECIFIC ADVANTAGES OF HUMAN RESOURCES SKILLED IN DELIVERY OF BASIC PUBLIC HEALTH SERVICES, DEVELOPMENT OF INFORMATION SYSTEM, QUALITY IMPROVEMENT AND NEW PROJECTS OF COMMUNITY HEALTH PROMOTION</p>	<p>POSSIBILITIES TO EARN ADDITIONAL RESOURCES BY DELIVERY OF EXISTING SERVICES, AS WELL AS THROUGH APPLICATION FOR THE EU PROJECTS IN THE FIELD OF PUBLIC HEALTH (Tempus i Framework 6<sup>th</sup>)</p>
<p>List of external threats:</p> <ol style="list-style-type: none"> <li>1. Bad economic situation</li> <li>2. Diminishing the importance of public health</li> <li>3. Inappropriate mechanism for financing of public health services</li> <li>4. Reduction of financing from the budget and HIF</li> </ol>	<p>MARKETING, CONTINUING EDUCATION, GAINING NEW PROFESSIONAL QUALIFICATION</p>	<p>TRYING TO SURVIVE</p>

# SIMPLE RULES FOR SUCCESSFUL SWOT ANALYSIS

- Be realistic in assessment of your strengths and weaknesses
- Make a difference in between where are you now and where do you want to be in the future
- Be specific
- Make always analysis in relation to competitors and to benchmarks
- Make analysis short and simple
- SWOT analysis is subjective

# OUR WORKING GROUPS:

A scenic winter landscape featuring snow-covered evergreen trees in the foreground, a path of footprints leading through a snowy field, and distant mountains under a clear blue sky with a bright sun creating a lens flare effect.

1. Ministry of Health
2. School of Public Health
3. Institute of Public Health
4. Health System