County of Los Angeles – Department of Public Health

**ATTACHMENT S**

Substance Abuse Prevention and Control

**Strengths, weaknesses, opportunities, and threats (swot) Analysis**

**PURPOSE**: A SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis is designed to highlight where your agency excels (“S”), in this case in regards to AOD prevention services, where improvement is needed (“W”), and what external factors could help (“O”) or hinder (“T”) advancement of your AOD prevention efforts. By understanding each of these four factors, you can better understand what could be capitalized upon and what could be better developed to achieve real change on substance use problems and contributing factors in the target city/community. Therefore, this exercise it is not simply about staying where your strengths are but also acknowledging where there could be struggles and identifying how to overcome them if that effort would help lead to the most positive AOD related change in your community.

**DIRECTIONS**: Begin with a discussion on Primary Strengths, Primary Weaknesses, Major Opportunities, and Major Threats regarding issues that impact **your agency/coalition**. Next, where each of these concepts intersect (i.e., Primary Strengths and Major Opportunities) decide where to Invest, Defend, Decide, and/or do Damage Control. These findings will assist in determining what strategies and activities would best address the problems and contributing factors indentified during the assessment.

**OPPORTUNITIES – what external factors help the agency facilitate implementation of aod prevention efforts**

**Examples “O”**

Local school administrator supports agency’s work

Community group working to clean up park

Local elected official supports reducing youth access i

in bars/restaurants/liquor stores

**Example “S”**

Long history of commitment to the community

Staff are motivated to learn new things

Lots of youth involvement

**STRENGTHS – what internal factors help the agency effectively implement aod prevention efforts**

**THREATS – what external factors hinder the agency in facilitating implementation of aod prevention efforts**

**Examples “T”**

Business owners actively oppose new regulations

**Examples “W”**

Low agency priority on prevention services

Little experience providing community level services

**WEAKNESSES – what internal factors hinder the agency from effectively implementing aod prevention efforts**

**Decide:**

Areas of opportunity matched by areas of weakness require a judgment call: invest, divest orcollaborate.

**Invest:**

Areas of strength matched by opportunities indicate for easier success.

**Defend:**

Areas of threat matched by areas of strength indicate a need to mobilize resources alone or with others.

**Damage Control:**

Areas of threat matched by areas of weakness indicate a need to carefully consider whether or how to proceed.