



2019 CHNA Focus Groups SWOT Analysis



DRAFT Agenda	Information	Logistics	Notes
Introduction	<ul style="list-style-type: none"> • CHNA background • SWOT process • Focus group ground rules 		(3 min.)
SWOT Analysis		Divide the room into four groups by counting off.	Want 5-10 people (4 min.)
	Discussion Questions: <ul style="list-style-type: none"> • S: What contributes positively to the health of this county? • W: What does this county struggle with when it comes to health? • O: What could be done to improve the health of the county? • T: What is happening in the county that may cause future health problems? 	Group facilitators will list assets, gaps, opportunities, and challenges on poster paper. After 10 min. each group will transition to the next group (i.e. Strengths to Weaknesses). A new sheet of paper will be put up for each group.	10 minutes to discuss & list answers plus 2 min. for transitioning (46 min.)
Wrap-Up	<ul style="list-style-type: none"> • Large group debrief • CHNA next steps 		(7 min.)