

2b. Monitoring of Impact

TOOLTHREE

SWOT Analysis of our Prevention Initiative



M&E focus: “Impact” on different groups within a community.



What do we need as a basis for this tool?

What prior knowledge or completed work is needed to use this tool? For this tool, we need a description of the outcome expected after generating certain outputs, and the expected uses of these outputs. It is useful to compare the expected and achieved outcome.

Example:

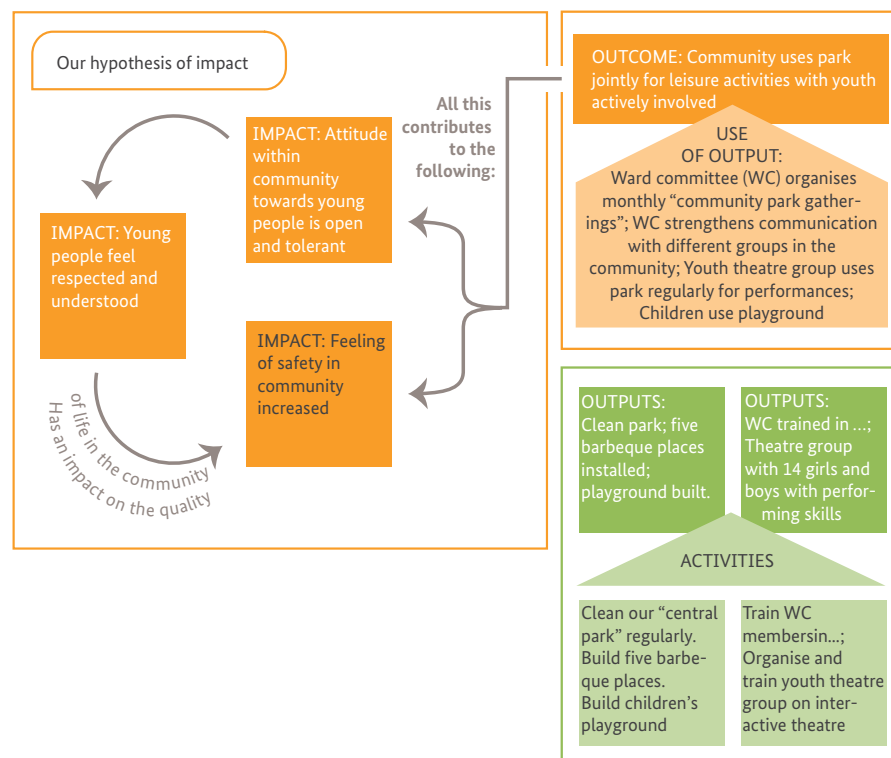


Figure 7: Complete example from activities to impact

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For this example, we assume that the activities have been undertaken as planned, through collaboration among community members and with the support of the municipality, which provided finances for everything that was needed.

Involved actors would include the municipality, the CSF and safety co-ordinator, men and women from the community, the ward committee, a social worker who works with the youth group, and the youth group.

**Objective:**

To enable stakeholders to reflect on the ongoing process. To assist participants to generate useful information from this community self-assessment of the process so far. To generate information that serves to define the next steps and possibly adaptations in planning.

**How often can the tool be applied and what happens with the information?**

This tool might be used annually, e.g., in an annual review meeting. The results can be used in order to plan the next set of activities or to develop complementing strategies. Facilitation supports the process.

**Material needed:**

Big brown paper, flipchart paper, several markers with different colours, tape.

**Preparation:**

Prepare flipchart with a SWOT (strengths, weaknesses, opportunities, threats) scheme on it, so that every group gets one. As facilitator, you prepare the main questions for each field of the SWOT on another flipchart. You need markers for each group.

**Procedure:**

Explain the idea of the SWOT which is to look closer at the internal and external factors which have influenced the process so far, learn from these and plan next steps. In the example above, the participants could be divided into separate working groups according to participating stakeholders; e.g., the youth group, the WC, one group of women, one of men, one of shop owners, and so on. The task for all groups is the same:

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Task:

Discuss and answer the following questions and write the answers in the fields on the flipchart:

- Strengths:** Those things that have worked and are working well; things we are proud of.
- Weaknesses:** Things which we can still improve.
- Opportunities:** Things or circumstances that we can use in the future in order to strengthen our initiative. Possible support that we could use.
- Threats:** Circumstances that might weaken our initiative.



Based on your answers, discuss what you can do next in order to build on your strengths, counteract weaknesses, use the opportunities and avoid the threats.

All groups present their results in the plenary. Together, these are discussed and possible new conclusions added. Participants then agree on list of next activities will be developed and agreed. They further allocate responsibilities for the activities as well as the necessary co-operation that will be needed.



Observations: (Additional notes for the facilitator)

Make sure that the progress made so far, even if small, is appreciated. If the tool is used during an annual review meeting of the community, it may be cause at the end of the day to celebrate what has been achieved so far.



End Product:

The objective has been achieved namely to enable reflection, to generate information from a self assessment of the process and to yield insights that inform the next steps or adaptations in planning. In this regard the following products have been generated:

- SWOT analysis of different working groups.
- List of next activities or steps, responsible persons or organisations and necessary co-operations are identified.

