

SWOT Analysis Worksheet (example):**Strengths of planning agency or group**

- Strong program champion
- Diverse, powerful coalition
- Dense social networks between coalition members and program champion
- Health department staff assigned to staff project
- State funding

Weakness or gaps in planning agency resources

- Most coalition members have little experience using social marketing
- KY and USF have not worked together
- Funding limited
- Funder insisting on program launch within same fiscal year

Opportunities in external environment

- Growing awareness of obesity as a societal problem
- CDC willing to provide materials developed for VERB™ – It's What You Do.
- Widespread recognition of VERB program
- VERB media coverage scheduled for next 3 years

Threats in external environment

- Growing popularity of video games and other sedentary activities
- Parent work schedules and competing demands
- Political objection to government interventions to change behavior (the nanny state)