

Partners in Prevention Coalition Toolkit

Step 2 Coalition Strengths, Weaknesses, Opportunities and Challenges (SWOC)

In the same vein as identifying the resources of individual members, it's also important to identify overall what the strengths of the coalition are. However, as you do this it's vital to also take stock of the weaknesses, opportunities, and challenges. Use the grid below as a template to guide you through this process. Think of strengths and weaknesses as more internal to your coalition's functioning, while opportunities and challenges may be more external.

Strengths	Weaknesses
Opportunities	Challenges

This is a great activity to do with your coalition members to talk through what you are doing well, what could be improved, ways to expand or grow, and to document things outside of your control, but that still impact the coalition. This exercise can be done as often as needed, but a yearly SWOC is recommended and can be a good way to document continuity and changes over time.