STEP 1 TASK 7: Assess communication needs and resources

**Process**: Facilitated discussion after background information has been gathered

**Output**: Description of communication capacity, SWOT analysis

This task helps determine the current communication landscape in terms of available resources and current communication activities.

Assess potential resources that can help you carry out the SBCC program:

* What communication resources and tools are available? How effective are the resources and tools in reaching priority groups?
* Are journalists currently reporting on the challenge? How is the priority group portrayed?
* Who are the key people in the priority group’s social networks who could introduce information and encourage behavior or social change?
* Are there media-use surveys of the priority group?

Determine what kinds of communication activities are currently being implemented to address the challenge:

* What communication efforts are on-going and through what communication approaches?
* How are these communication efforts perceived by the intended audience?
* How successful are/were the communication efforts in reaching the intended audience?

Identify communication capacity building needs for:

* Interpersonal communication and counseling
* Local media
* Digital and social media
* Community communication partners

An analysis of ***strengths***, ***weaknesses***, ***opportunities*** and ***threats*** (SWOT) within the current environment may facilitate the collection of this information. A SWOT analysis is applicable to all types of programs and assesses the internal (strengths and weaknesses) and external (opportunities and threats) factors that either facilitate or impede successful implementation.

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| **Strengths** | What are your program’s strengths? What gives you an advantage over other programs? What do you do best? What communication and institutional resources do you have? |
| **Weaknesses** | In what areas (geographical, approaches, reach) are you weak? What makes you less capable than other programs? What resources do you lack? |
| **Opportunities** | What opportunities (other related communication programs, popular media venues) are available to you? What opportunities could you take advantage of? What external elements could help you reach your vision? |
| **Threats** | What might cause problems? What obstacles exist? What external elements could keep you from reaching your vision? |

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| **Strengths** | Click here to enter text. |
| **Weaknesses** | Click here to enter text. |
| **Opportunities** | Click here to enter text. |
| **Threats** | Click here to enter text. |

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