

# Appendix F

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## Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

Participants discussed the assessment of key trends affecting the work of the Albany County Department of Health as well as identification of internal strengths and weaknesses and external opportunities and threats. The process helps an organization focus on and leverage its strengths, develop strategies to address weaknesses, minimize threats, and take the greatest advantage of the opportunities available. The analysis helped the Department identify the strategic issues and corresponding goals that comprise the framework of the strategic plan.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Dedicated and knowledgeable staff</li><li>• Strong staff retention</li><li>• Commitment to learning and improvement</li><li>• Effective programs and commitment to community</li><li>• Teamwork</li></ul>	<ul style="list-style-type: none"><li>• Cultural competence</li><li>• Staff turnover, limited opportunity for growth</li><li>• Silos and poor communication between divisions/department</li><li>• Limited staff capacity</li><li>• Staff/management distrust and lack of team building</li><li>• Government bureaucracy can be frustrating and prevents us from being nimble</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Define role as Chief Health Strategist</li><li>• Increase partnerships and collaborations including banks, grocery stores, health organizations, academia</li><li>• Rebrand/new logo</li><li>• Educate the public about our services and health risks and prevention</li><li>• Innovation through grants</li><li>• Partner with non-profit organizations</li></ul>	<ul style="list-style-type: none"><li>• Public apathy and public opinion/skepticism of government</li><li>• Lack of funding/timely political support</li><li>• Lack of community resources, buy in, and compliance (access to care; landlord compliance)</li><li>• Competition from nonprofits and hospitals</li></ul>

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