



So What Now?!

Evaluation and Data Collection Webinar Series

What is Really Going On Here... Understanding Situational Analysis

February 29, 2012



 **TABONO CBA**
PARTNERING TO BUILD EXCELLENCE IN HIV SERVICES

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Tabono means “oar” or “paddle” in the Andinkra language of West Africa. It symbolizes Unity of Purpose and Hard Work to reach a destination or goal.

Tabono CBA works with Organizations to:

- Improve HIV Programming
- Reduce HIV Risk and Transmission in various communities

- **Evidence Based Interventions (EBI):**

Pre-Implementation, Implementation, Maintenance and Adaptation support for: SIHLE, FOY, d-up!, SISTA

- **Public Health Strategies (PHS):**

Guidance for CBOs that provide Counseling, Testing, Referral (CTR and Comprehensive Risk Counseling and Services (CRCS)

- **Monitoring & Evaluation (M&E):** Training and Technical Assistance (TA) on evaluation planning, process and outcome measures and tools, community discovery, logic modeling and more...

- **Cultural “Competency”:**

Customized Trainings and TA on workplace diversity, individual and group facilitation skills, and all related special issues faced by the youth, LGBTQ, MSM and women populations in your local community.

Meet Your Presenters:

B.A Laris & Carnelius Quinn

A few B.A Highlights:

- ETR since 1999
- CDC – DHAP Tabono CBA
- FYSB & State PREP
- CDC - DASH evaluations on nutrition and PA
- GLBTQ support for districts
- CA Office of Family Planning (OFP)
- TA and Evaluation in West Africa
- Avid Triathlete, Pilates Instructor and Mom



A few Carnelius Highlights:

- ETR since 2010
- CDC – DHAP Tabono CBA
- Providing TA nation-wide
- Adapting Youth Interventions
- LGBTQ inclusivity in clinics
- Youth Development in correctional and residential settings
- Trainer on several EBIs
- Loves writing, dancing and being an uncle!



**How do we
get to where
we want to
be?**



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Where should we focus our energy?

Webinar Agenda

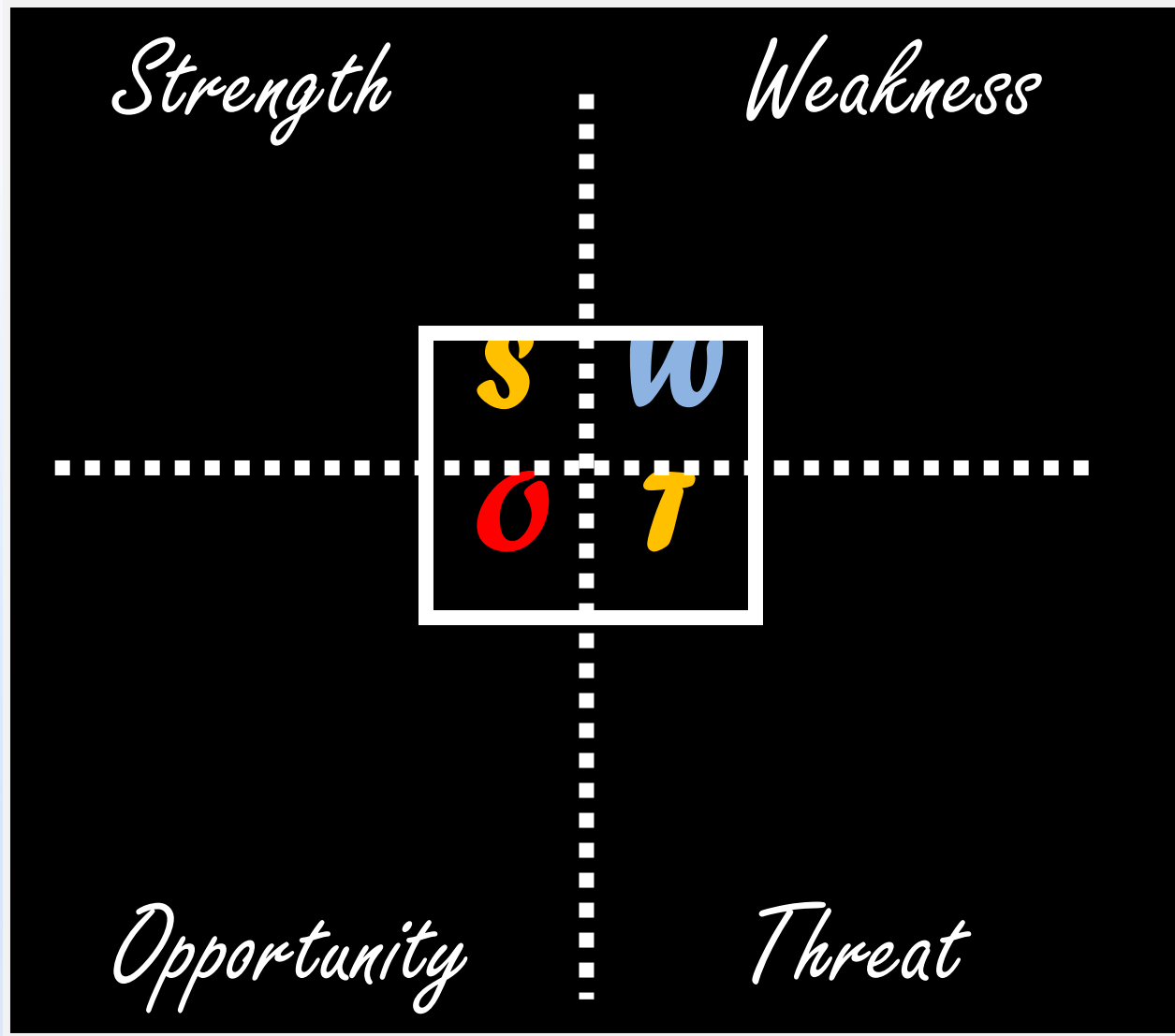
- Welcome / Introductions
- Objectives
- What is Situational Analysis?
- SWOT techniques
- Putting it Together
- Questions and Answers



Webinar Objectives

- Enhance knowledge of the usefulness of situational analysis tools
- Understand techniques required to conduct a situational analysis
- Identify ways to utilize knowledge gained from situational analysis

What is Situational Analysis?



Are we really fulfilling our mission?

**What do we need to do to meet
our goals and objectives?**

**Are we doing the right things to
continue to exist and thrive in
the current climate?**

How do we make the best use of our
resources to achieve our purpose?

Situational Analysis can be useful when...

The Context

- Internal
 - ✓ What is happening within the organization?
 - ✓ What do we need to nurture?
 - ✓ What do we need to correct
- External
 - ✓ What is happening in the larger community in which we operate?
 - ✓ What things are influencing us from the outside?

Internal Strengths

- What do we do well
 - Experienced staff
 - Strong management
 - Good morale
 - Diverse programs for clients
 - Adequate technology



Internal Weaknesses

- What do we need to improve
 - Salary structure
 - Data collection & management
 - Timely reporting
 - Cultural diversity
 - Staff training



External Opportunities

- **Opportunities that exist for us**
 - **New funding announcement**
 - **Access to rapid testing**
 - **Supportive legislators**
 - **Positive linkages with community health providers**

External Threats



- **Threats that may hinder us**
 - **Cuts in services**
 - **Influx of new club drugs**
 - **Re-districting**
 - **Increased unemployment**
 - **Turf war with competing agency**

**Opportunities that are ignored
can become threats. Threats
that are dealt with can turn
into opportunities.**

Internal

Strength	Weakness

External

Opportunity

Threat

Where are the connections?



- Are there any opportunities we can take advantage of because of a particular strength?
- Are there any threats that are compounded by our weakness?

Strengths & Opportunities


Internal Strength

- Strong track record of results in direct services

External Opportunity

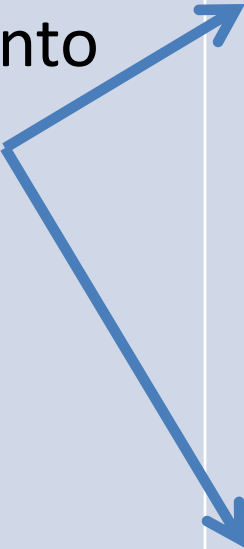
→ ■ We have been approached by another CBO that works with homeless youth to provide case management

Strengths & Threats

Internal Strength	External Threat
<ul style="list-style-type: none">• Well-respected and highly developed case management program	 <ul style="list-style-type: none">▪ Increased monitoring of some of our more “edgy” programs

Weaknesses & Threats

Internal Weakness	External Threat
<ul style="list-style-type: none">• People living with HIV are not integrated into our HIV prevention efforts	<ul style="list-style-type: none">▪ Continued evidence of new HIV infections among men and women in the African-American community and immigrants from Southeast Asia▪ Changing policies and funding priorities at the federal level



So it is simple...

- Gather sufficient and accurate information to inform decisions



Is it simple?

- Most organizational issues have more than one level of complexity
 - How do we decrease costs and maintain quality?
 - How do we reach larger numbers with fewer staff?



K.I.S.S.

K – Know

I – Input

S - Strategies

S - Stamina

Questions





Thank you!

**Watch for our new series of webinars coming soon on
working with young MSM and advanced M&E topics**



For more information on the information presented or to request free CBA services, get in touch!

Tabono CBA Project

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