

## Stakeholder Analysis Matrix Template

Project Title: Bright Beginnings

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<b>Stakeholder</b>	<b>Characteristics</b>	<b>Main Interest</b>	<b>Fears and expectations</b>	<b>Potential impact</b>	<b>Priority</b>	<b>Recommendations</b>	<b>Responsibility</b>
<i>Identity of individual or group/s.</i>	<i>What sort of person or group are they?</i>	<i>What are their main interests and/or motivations?</i>	<i>What is their potential reaction to the project? What do they expect from the project?</i>	<i>How important is their impact on the project? (low, med, high, critical)</i>	<i>Rank the importance of the stakeholder to the success of the project (critical, high, med, low).</i>	<i>Implications for your project planning. (e.g., keep informed, involve in planning, etc.)</i>	<i>Who in your cohort will implement the recommendations?</i>
Local Women's Health Clinics  (Galen Medical Group, Chattanooga OBGYN Group, Volunteers in Medicine, Clinica Medicos, CHI Memorial, Erlanger Hospital)	This list of clinics is made up of local physicians that provide Gynecology and Obstetrics care in Chattanooga.	This program would be a great referral option for patients who are low income and need treatment for PPD.	Their reaction would be positive. They would expect to be able to refer women to the program who could not afford to privately pay for therapy to treat PPD.	It is of high importance that they support this program as they have direct access to women in the community with PPD. Their impact is high.	Their support is of high importance.	They would need to be informed every step of the way and be involved in planning process to make this service as accessible as possible. However, they would not have decision making power.	Kaitlyn
Hamilton County Health Department	The Hamilton County Health Department promotes many programs aimed at physical and mental health	They would be interested at a new community program targeted as serving low-income mothers with PPD.	Their reaction would be positive. They are always looking to support programs that promote health.	It is of low importance. While it would be great for publicity to have them as supporters, they are not critical to the implementation of the program	Their support is of low importance	They would need to be kept informed, but they do not need to be involved in the planning process.	Courtney
Partnership for Families, Children, and Adults	This local non-profit is the housing agency for this program.	Since they are the housing agency, their interest would be high in the success of the	Their reaction is positive. They expect for the project to be ethical, effective, and realistic.	Their impact is critical.	Their support is critical, as they will determine if the program operates.	Their Board of Directors will need to be involved in every step of the project and included in all decision making.	Noreen

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		program. Since they would be handling the grant funding for this project, they will want to be very involved.					
Chattanooga Pediatricians	This group represents all the pediatricians practicing in Chattanooga Tennessee.	Their main interest is healthy infant development. This is directly linked to maternal mental health.	Their reaction would be positive. They would expect to be able to refer mothers to the program for care.	Their impact is medium. They would have some influence in referrals, but their patients are the infants, not the mothers.	Their support. Is of medium importance. It would be beneficial, but not essential to the success of the program.	They would be kept informed during the planning process and their input would be welcomed.	Kaitlyn
Pharmaceutical Reps	This represents the local pharmaceutical representatives that sell and medications for PPD to local physicians.	Their interest would be fear of losing business if patents are referred for therapeutic treatment	Their reaction would be potentially negative. They might expect some revenue loss.	Their negative reaction would have a low impact on the program. They might advocate for their medications over therapeutic interventions. This could impact referrals from physicians.	Educating this group that this program is not anti-medication could help gain their support. Their support would have low impact on the success of the program.	They would be informed as much as the public.	Courtney
Women with PPD	This represents future clients.	Their main interest would be having an option for affordable therapeutic treatment for PPD.	Their reaction would be positive to have more options available in the community.	This group has high impact on the success of the program as they are the participants.	They are priority number one. Their support is critical.	They will need to be involved in every step of the planning process and will be kept in the loop for announcements.	Noreen
Mental Health Practitioners	This represents local mental health providers that serve women or that specialize in maternal	Their interest is serving the same populations group our program is	Their reactions will likely be mixed. Some might negatively perceive the	Their impact of the program is medium. They could be a great asset in developing	They are of low importance when it comes to them being	If they agree to partner with the program, they can be involved in the planning process. However, most will be	Kaitlyn

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	mental health.	intended to serve.	program as competition and other might react positively and see it as a partnership opportunity.	the program and could be a great referral source for clients that can't afford their rates.	stakeholders to the success of the program.	informed same as the public.	
Families of women with PPD	This represents spouses and families closely involved with those suffering with PPD.	Their main interest would be the wellbeing of their family.	Their reactions will likely be a mixture of positive and negative. Some might be really invested in the project as they feel hopeful it will help their family. Others might not see the benefit of mental health services.	Their impact on the development of the project is low as we would be relying more on the women diagnosed with PPD for input rather than the family.	Their support as stakeholders is of high importance. Having a partner or family in support of this program will likely be beneficial to the participation of women with PPD.	They will be kept informed during the planning process.	Courtney
Chattanooga Citizens	This represents those living in the community in which this program will operate.	Their main interest would be knowing what types of social programs are available in the community.	Their reactions will likely be a mixture of positive and negative. Some might be excited about this program, while other might think that it is unnecessary, or funding could be used elsewhere.	Their impact on the development of the program would be low.	Their support is of medium importance. The communities' opinions could determine how the program is received in the community.	They will receive general announcements to bring awareness to this topic and promote services the program provides.	Noreen