

Appendix C

SWOT Analysis Matrix- Bright Beginnings

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| <p style="text-align: center;">Strength</p> <ul style="list-style-type: none">- Partnerships with Local Women's Clinics- A strong leader at partnership for Families, Children and Adults- Access to phones, printers, and fax machines- Partnership with Galen Medical Group , made up of 29 physicians- 10 Licensed therapists with proper training- Strong CBT program Curriculum- Presence at local health fairs, schools , and businesses- Holistic approach, proving therapy and case management Dedicated Staff- Unique to other programs in the area- Program provides community education | <p style="text-align: center;">Weakness</p> <ul style="list-style-type: none">- Only one location with limited spots available for clients- This is a new program so more time is needed to build rapport with the community.- It is difficult to access low-income mothers that might not seek medical assistance- Additional funding is needed and there are limited resources available- LCSWs are able to independently do counseling in the community for money income without case management. Finding more to employ may be challenging. |
| <p style="text-align: center;">Opportunity</p> <ul style="list-style-type: none">- There are high rates of PPD in Tennessee, which means there is an opportunity for more services in this area- There is some grant funding available to help sponsor mothers with PPD from Postpartum Support international- Community outreach can provide physicians in the community with an increased willingness to learn about PPD and refer women for services. | <p style="text-align: center;">Threat</p> <ul style="list-style-type: none">- Physicians may opt for patients to be prescribed medication and not referred to Bright Beginnings- Lack of Mental Health knowledge in the Community- Guilt mothers feel surrounding PPD may limit their willingness to seek help- Low-income and women of color mothers may not be insured, leading to them not seeking assistance- Limited maternity leave could impact a mother's ability to attend sessions- This program is reliant on grant funding and donations to run. Funding insecurity is a threat |