

「Tailored Support with MOMS Montana

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Overview

SWOT → TOWS

Drivers Assessment



A little about me

- Live in North Carolina
- Implementation Specialist = Support agencies & organizations to help build capacity, create sustainable programs and products
- Have worked in Maternal Child Health > 20 years
- Married with two kids and a dog



What is the TOWS Process?

- TOWS = Threats, Opportunities, Weakness and Strengths
- Helps us look at different strategies for strategic planning around an “issue” that was explored in the SWOT Analysis
 - Internal strengths and weaknesses
 - Competitive advantage and disadvantages
 - External environment opportunities and threats

	External Opportunities (O)	External Threats (T)
Internal Strengths (S)	1. 2. 3. 4.	1. 2. 3. 4.
1. 2. 3. 4.	SO Maxi-Maxi Strategy	ST Maxi-Mini Strategy
Internal Weaknesses (W)	1. 2. 3. 4.	1. 2. 3. 4.
1. 2. 3. 4.	WO Mini-Maxi Strategy	WT Mini-Mini Strategy

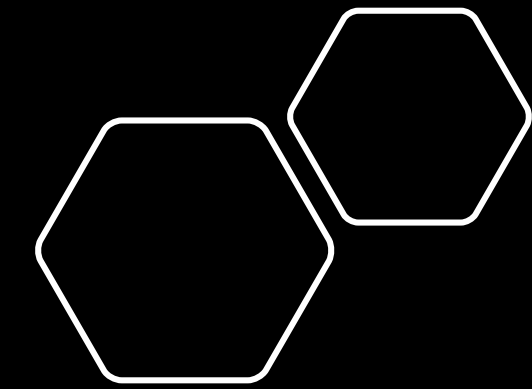
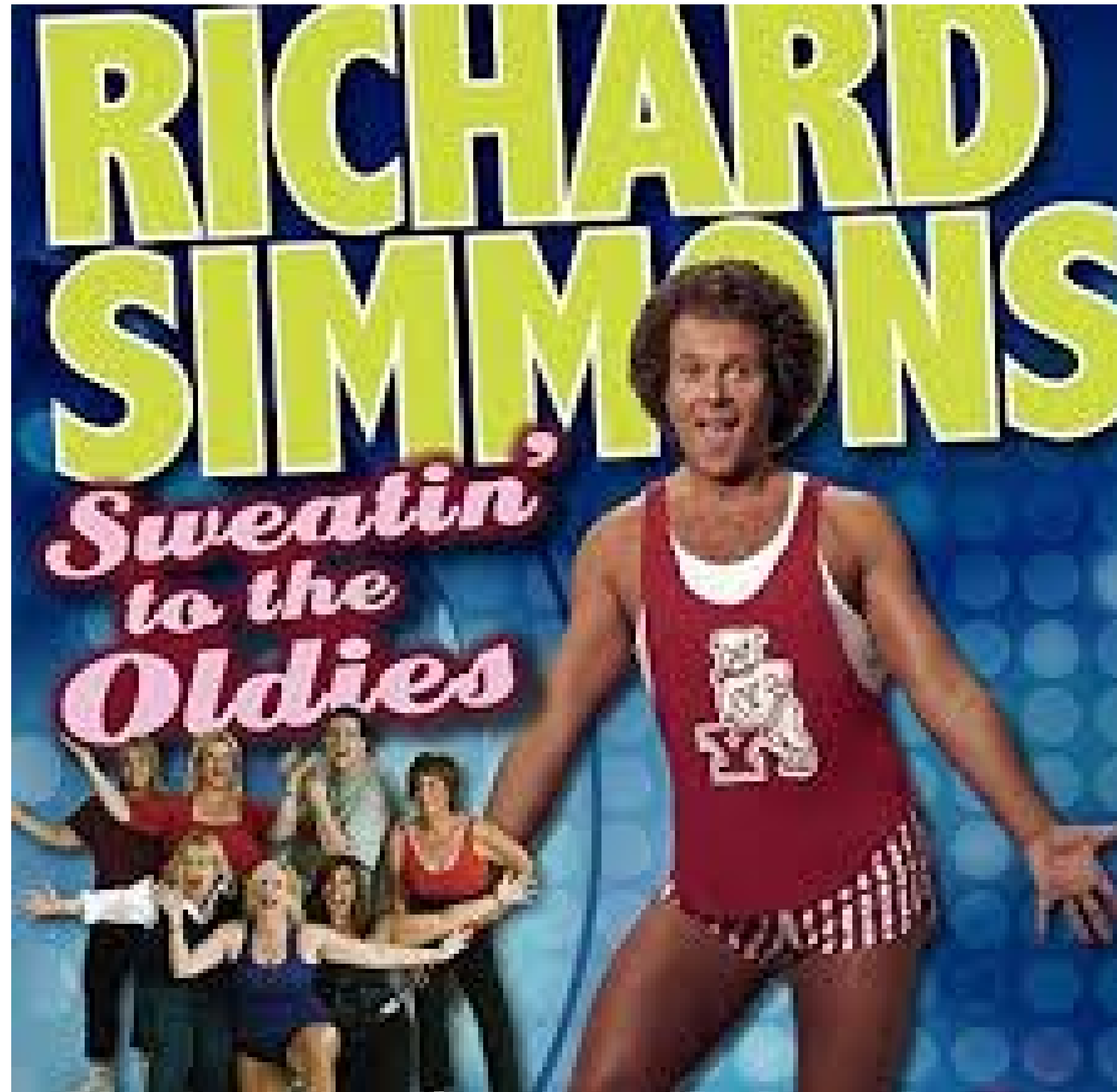


What is the TOWS Process?

- SO → Strategies for pursuing opportunities.
- ST → Strategies for using strengths to reduce threats.
- WO → Strategies for overcoming weaknesses.
- WT → Strategies to prevent or reduce weaknesses to external threats

	External Opportunities (O)	External Threats (T)
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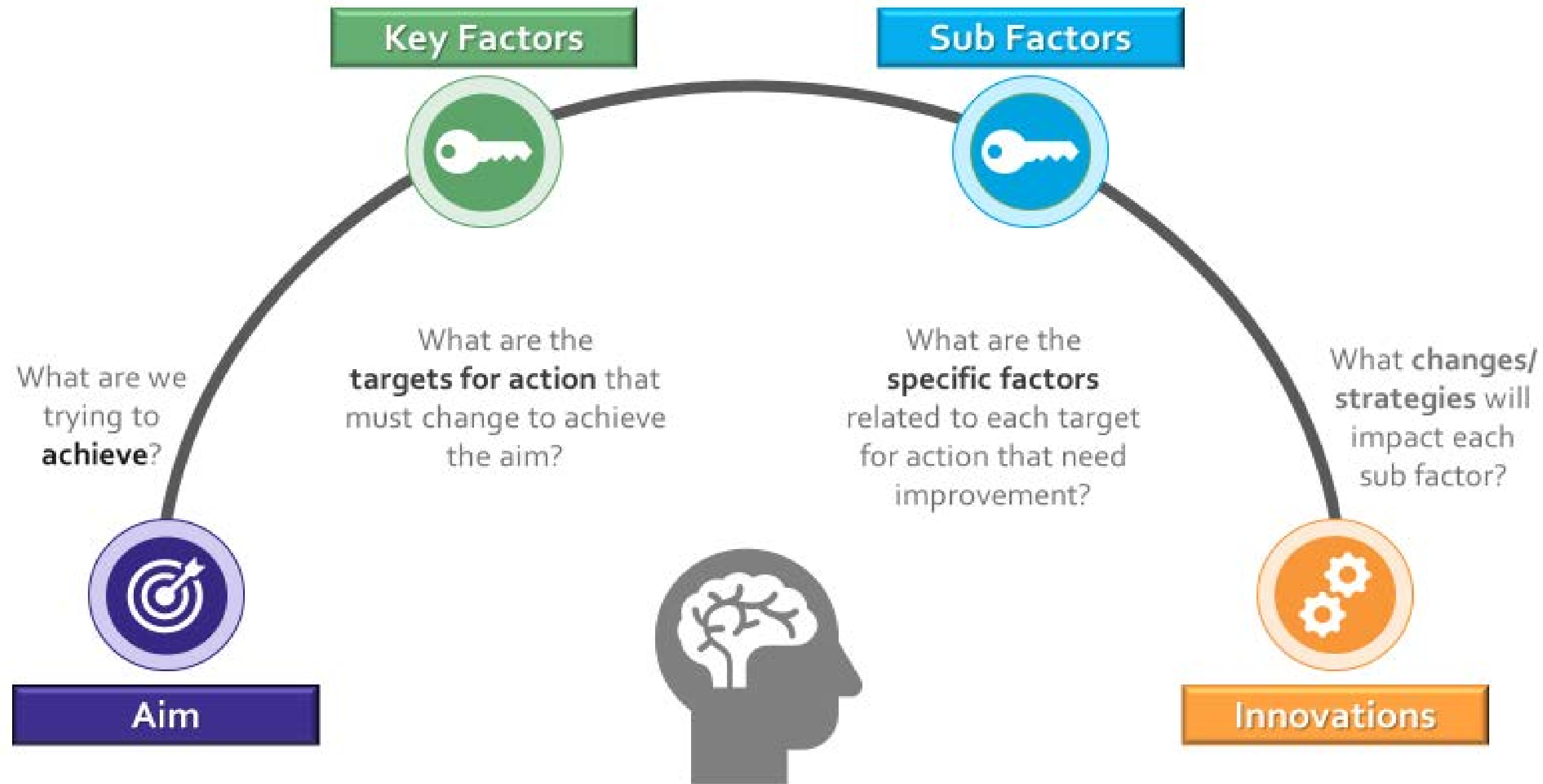
Stretch Break

What is a Drivers Assessment?

- A visual summary of an overall improvement strategy
- Shows all the possible pathways
- Helps identify the scope and areas of influence
- Prioritizes areas of focus
- Communicates the “big” picture



Why use a Drivers Assessment?



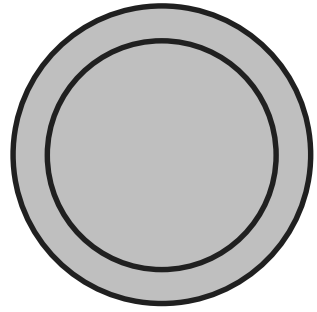
How do a Drivers Assessment & Logic Model Differ?

Key Driver Diagram (<i>Expanded Focus</i>)	Logic Model (<i>Zoomed In</i>)
<ul style="list-style-type: none">• Focuses on systems level change• Shows all the possible pathways and innovations that can achieve an outcome• Helps stakeholders prioritize innovations	<ul style="list-style-type: none">• Focuses on programmatic level detail• Shows pathway and key components for a specific innovation/program• May create multiple logic models from a Key Driver Diagram
<ul style="list-style-type: none">• Visually links outcomes and activities to explain HOW and WHY an expected outcome will take place (causal)• Start with the goal and ask... <i>If we do X (innovation) then Y (outcome) will be achieved because...</i>	<ul style="list-style-type: none">• Visually links program components to explain WHAT program inputs and activities will achieve the outcome• Start with the goal and asks...<i>If we want X(outcome) then Y (program activities/inputs) are needed</i>



The Process

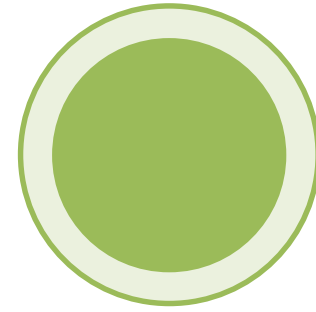
Aim



What are we trying to achieve?

We aim to improve...

Primary Drivers



What are the **targets for action** that must change to achieve the aim?

Target for Action #1

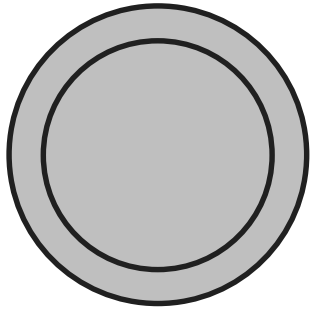
Target for Action #2

Target for Action #3

- Catalyze multidisciplinary collaboration in maternal health across the state of Montana
- Establish the Montana Center for Excellence in Maternal Health to house the **Maternal Health Council** and the Maternal Mortality Review Committee



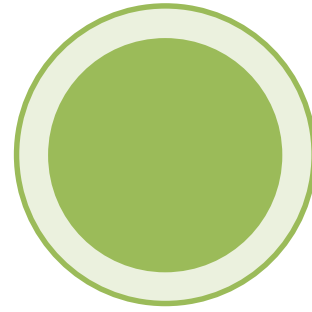
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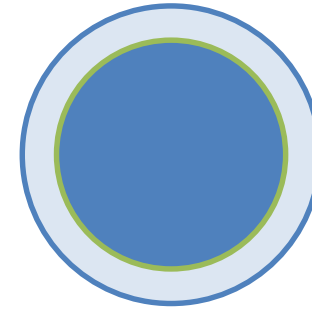
What are the **targets for action** that must change to achieve the aim?

Target for Action #1

Target for Action #2

Target for Action #3

Secondary Drivers



What are the **specific factors** related to each target for action that need improvement?

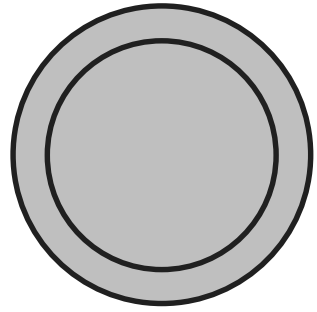
Sub Factors #1

Sub Factors #2

Sub Factors #3



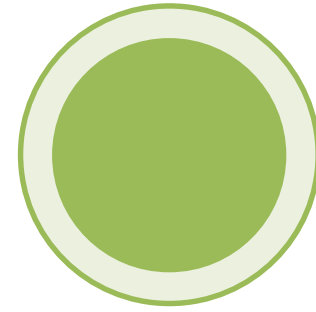
Aim



What are we trying to achieve?

We aim to improve...

Primary Drivers



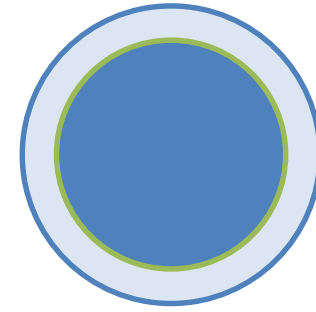
What are the **targets for action** that must change to achieve the aim?

Target for Action #1

Target for Action #2

Target for Action #3

Secondary Drivers



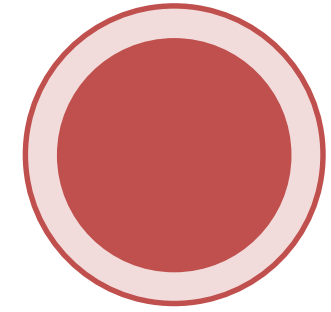
What are the **specific factors** related to each target for action that need improvement?

Sub Factors #1

Sub Factors #2

Sub Factors #3

Change Ideas



What **changes/strategies** will impact each sub factor?

Innovation #1

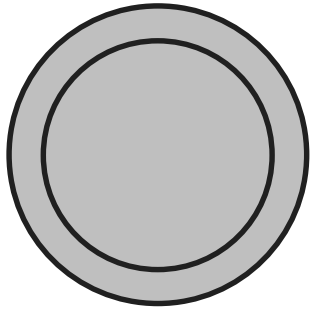
Innovation #2

Innovation #3

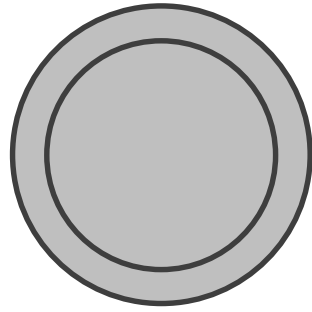
Innovation #4



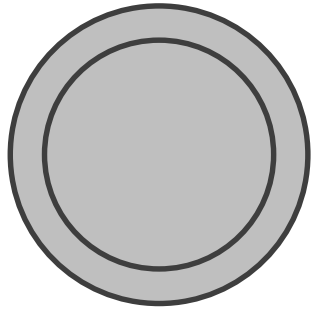
Aim



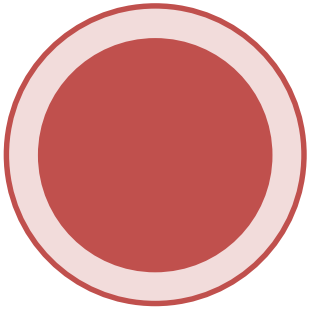
Key Factors



Sub Factors



Innovation



What are we trying to achieve?

What are the **targets for action** that must change to achieve the aim?

What are the **specific factors** related to each target for action that need improvement?

What **changes/strategies** will impact each sub factor?

We aim to improve...

Target for Action #1

Sub Factors #1

Innovation #1

Target for Action #2

Sub Factors #2

Innovation #2

Target for Action #3

Sub Factors #3

Innovation #3

Innovation #4



Aim

Large empty purple rectangular box for writing the aim.



Primary Drivers

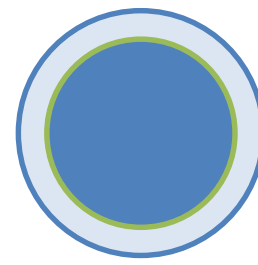
Empty light green rectangular box for writing a primary driver.

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Empty light green rectangular box for writing a primary driver.



Secondary Drivers

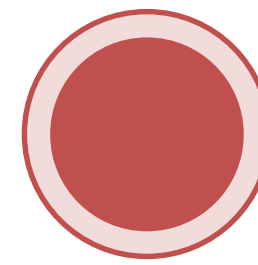
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Empty light blue rectangular box for writing a secondary driver.



Change Ideas

Empty light red rectangular box for writing a change idea.

Empty light red rectangular box for writing a change idea.

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Empty light red rectangular box for writing a change idea.



Debrief

1. What is the casual pathway?
2. How does knowing this information help our work?
3. What did we see today that maybe we had not seen before?
4. What's our next step?





What's Next?





Thank you



Maternal Health
Learning & Innovation Center™

[MaternalHealthLearning.org](https://www.MaternalHealthLearning.org)