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

https://blog.oxfordcollegeofmarketing.com/2016/06/07/tows-analysis-guide/
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.
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?

Key Factors

What are we trying to achieve?

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

Sub Factors

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

What changes/strategies will impact each sub factor?

Aim

Innovations

Drivers Assessment slide courtesy of MCH WFD. Spring 2020
How do a Drivers Assessment & Logic Model Differ?

<table>
<thead>
<tr>
<th><strong>Key Driver Diagram (Expanded Focus)</strong></th>
<th><strong>Logic Model (Zoomed In)</strong></th>
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<tbody>
<tr>
<td>• Focuses on systems level change</td>
<td>• Focuses on programmatic level detail</td>
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<td>• Shows all the possible pathways and innovations that can achieve an outcome</td>
<td>• Shows pathway and key components for a specific innovation/program</td>
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<td>• Helps stakeholders prioritize innovations</td>
<td>• May create multiple logic models from a Key Driver Diagram</td>
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<tr>
<td>• Visually links outcomes and activities to explain <strong>HOW and WHY</strong> an expected outcome will take place (causal)</td>
<td>• Visually links program components to explain <strong>WHAT</strong> program inputs and activities will achieve the outcome</td>
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<tr>
<td>• Start with the goal and ask… <em>If we do X (innovation) then Y (outcome) will be achieved because…</em></td>
<td>• Start with the goal and asks… <em>If we want X(outcome) then Y (program activities/inputs) are needed</em></td>
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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
**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

Drivers Assessment slide courtesy of MCH WFD. Spring 2020
Aim

What are we trying to achieve?

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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

What are we trying to achieve?

Key Factors

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

Sub Factors

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

Innovation

What changes/strategies will impact each sub factor?

We aim to improve…

Target for Action #1

Sub Factors #1

Target for Action #2

Sub Factors #2

Target for Action #3

Sub Factors #3

Innovation #1

Innovation #2

Innovation #3

Innovation #4

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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