

Community Medicine Post graduate study

COMMUNITY ANALYSIS





Community (Situation) Analysis

What: health problems & services

(Problem →

Difference between what is done & what should be done)

Tools: System approach, fish model, SWOT analysis

Other information: resources, demographic, SES



Practical

Problem	Service	Analysis report
present	absent	
present	present	
absent	absent	
absent	present	

التحليل السمكي Fish-bone analysis

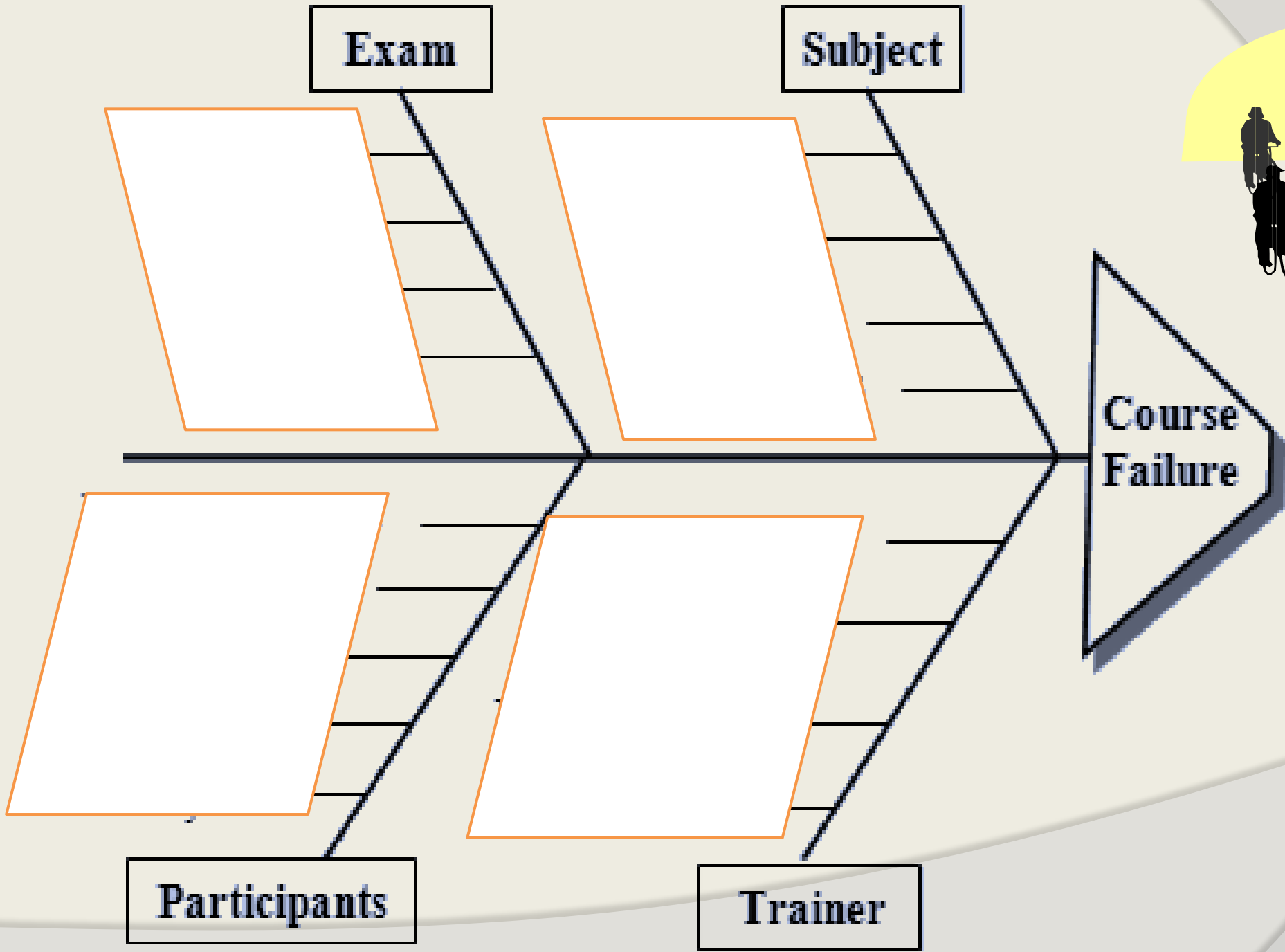
Kaoru Ishikawa (1915-1989).

Systematic problem solving by presenting possible causes of a problem via fish model.

Why problem occurs, not the symptoms.

- ⦿ Problem is stated in fish-head.
- ⦿ Cause categories put on major branches (fish fins)
- ⦿ Causes (via brainstorming) hanged on branches.
- ⦿ Major causes investigated. Root causes discussed
- ⦿ → correct, eliminate the problem source.





Health system

Improved sonar
Poor NVD services
No NVD education
Improved CS procedures

Gynecologist

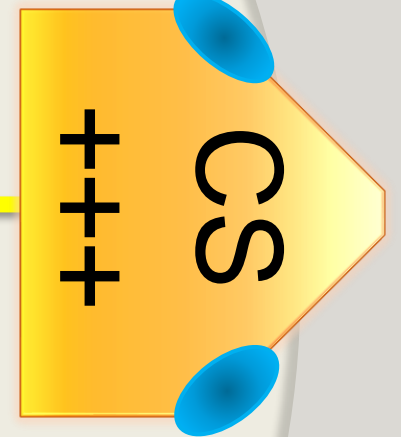
Profit making
Name & fame
Time constraint
CS Experience
Child safety

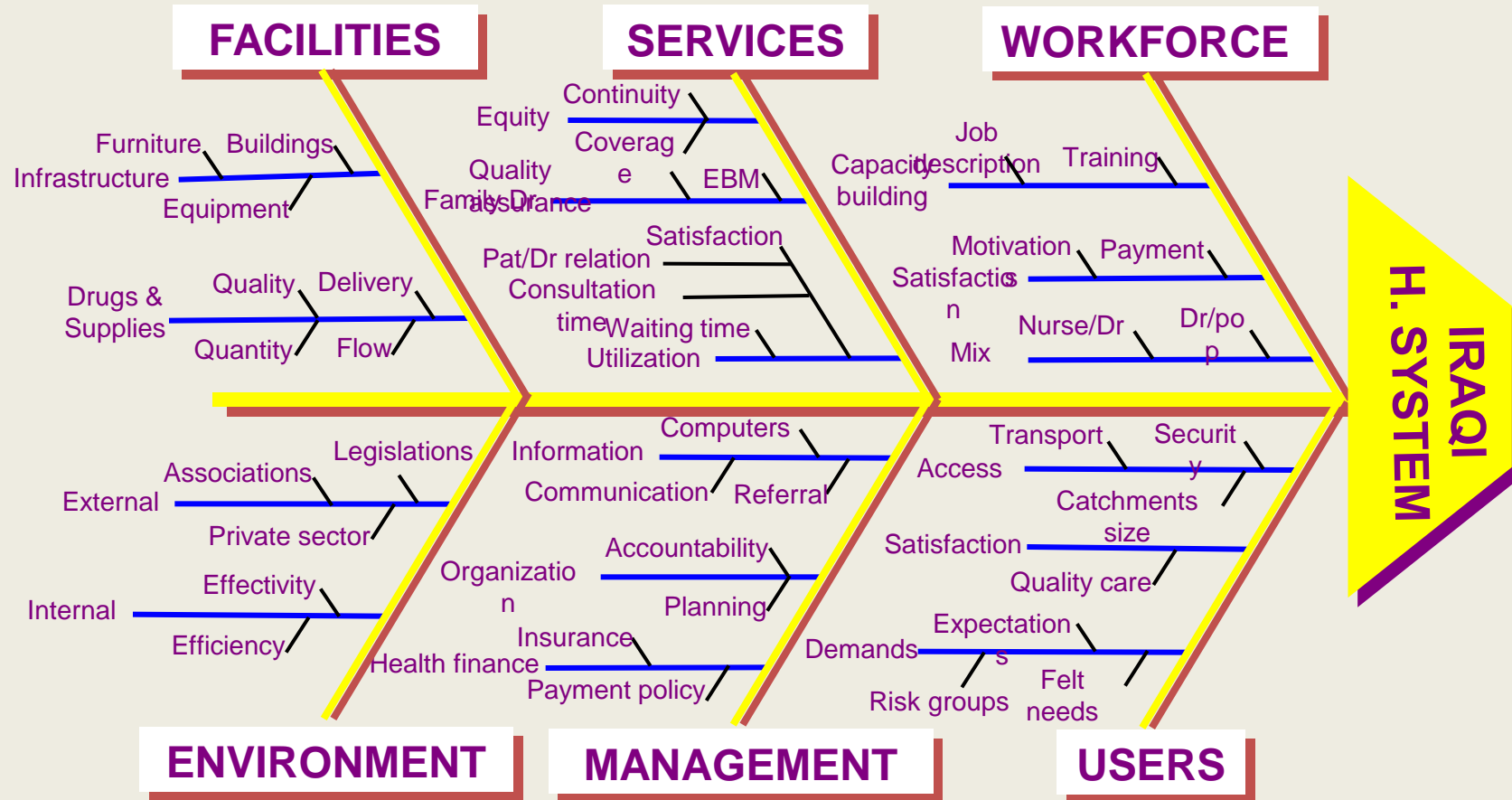
Women employment
Small family size
Less nested families
CS culture
Insecurity

Environment

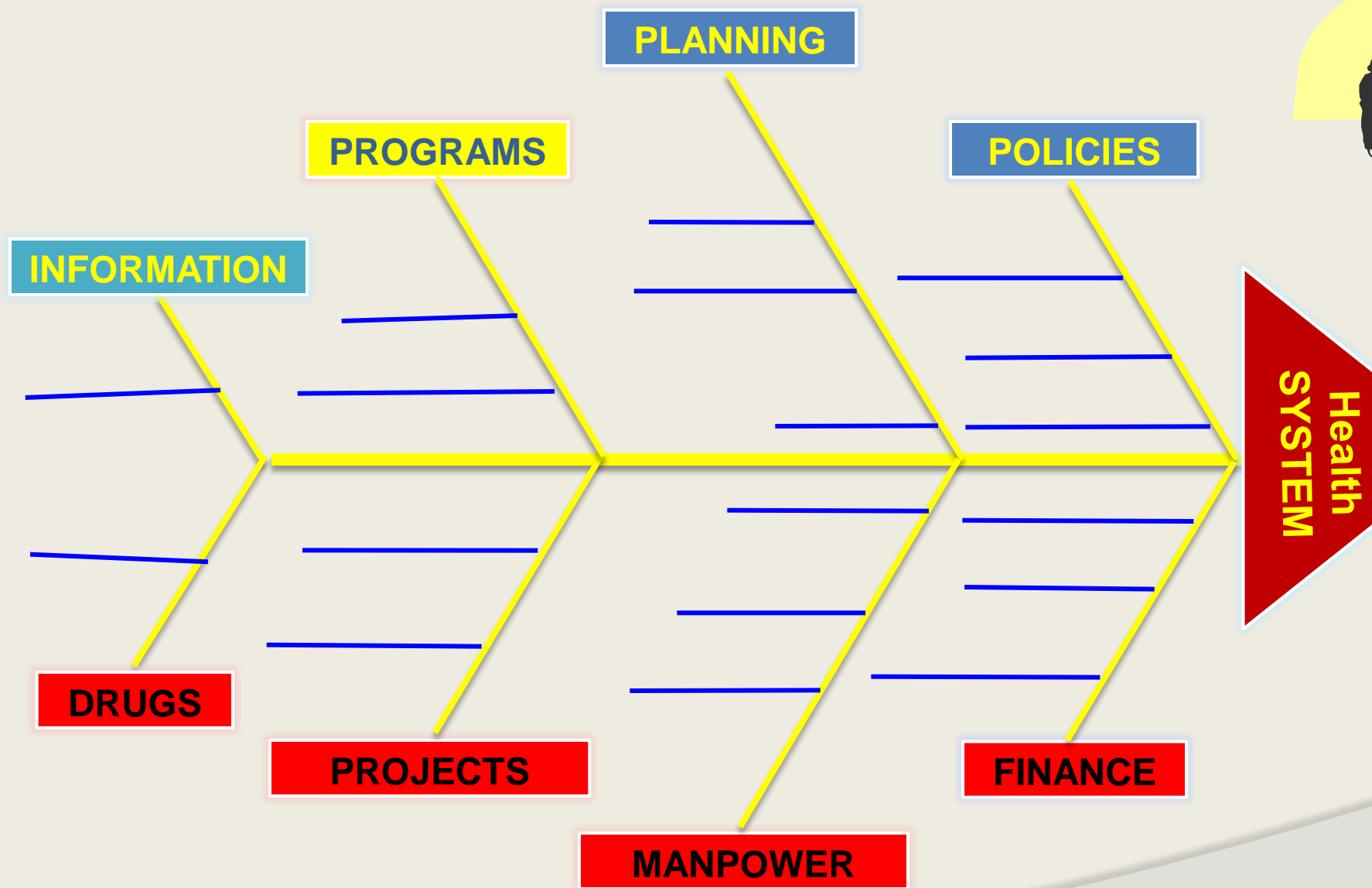
Pregnant

Pain intolerance
Less disfigurement
Scheduling labor
Dr obedience
Affordable





PHC system analysis



Homework: Covid vaccines acceptance



- Do a fish bone analysis for the problem of poor population acceptance for covid vaccines in Iraq (Name 4-5 cause categories, and 2-3 causes for each category)

SWOT

Helpful tool for strategic plan formulation.
It provides information for matching resources & capabilities to the competitive work environment.



	Present	Future
Good	S	O
Bad	W	T

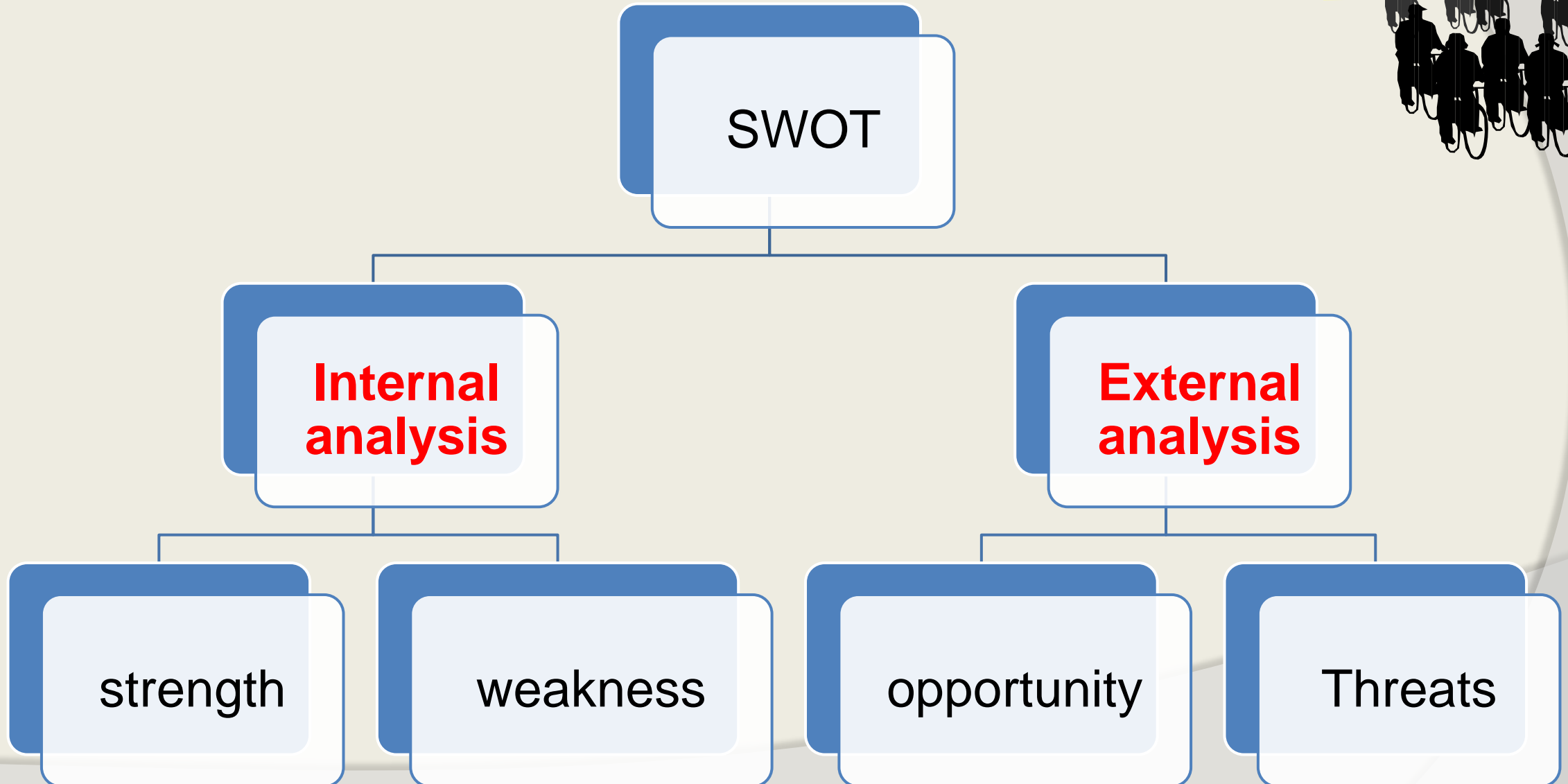
SWOT



- ⦿ **Strengths**: Resources & capabilities.
- ⦿ **Weaknesses**: absence of certain strengths.
It may be a flip side of strength.
- ⦿ **Opportunities**: new chances for profit & growth
- ⦿ **Threats**: challenges in external environment.

SWOT analysis

التحليل الرباعي



SWOT Matrix strategies



	Strengths	Weaknesses
Opportunities	S-O	W-O
Threats	S-T	W-T

1. **S-O**: utilize strength for coming opportunities.
2. **W-O**: overcome weaknesses in order not to lose opportunities
3. **S-T**: prophylactic plan to increase strength for reducing threats vulnerability.
4. **W-T**: defensive plan to prevent weaknesses from making company susceptible to threats.

Life is tragedy, if you feel
and is comedy, if you think

