**SWOT analysis notes-**

**Internal Factors**

Strengths

Characteristics of OHW that will help it achieve its gender goals

**Weaknesses**

Characteristics of OHW that could make it hard to achieve gender goals

**External Factors**

Opportunities

External factors that OHW can use to achieve gender goals

**Threats**

External factors that could cause trouble in achieving gender goals

**SWOT Examples from Malaria program**

**Strengths**

COP is very supportive

New spray campaign accommodations will provide separate space for women

New PPE in small sizes will fit female spray operators

**Opportunities**

Seasonal jobs are attractive to women who want to supplement household income

High levels of women completing high school who are qualified to work for PMI AIRS

**Weaknesses**

Low levels of women in non-washing positions last year

Recruitment materials don’t depict women

**Threats**

National Malaria Council controls hiring process

Influential religious leaders oppose women working away from their communities