



## Workshop: SWOT

### **Objective**

In this exercise, the objective is to learn to use the SWOT analysis as a guidance tool.

### **Target group and the group size**

Approximately 12 students and a supervisor/note taker.

### **Time use**

The exercise takes approximately 30 minutes.

### **Preparation, supplies, facilities and equipment**

The exercise can be done using a blackboard or flipchart with chalks or marker pens.

### **Assignment and work instructions**

Draw a grid (Appendix 1) on the board with four boxes: 1) the pros of smoking, 2) the cons of smoking, 3) the benefits of quitting, and 4) fears and downsides to quitting.

### **Notes**

Discuss how students could use the SWOT analysis in their work and whether they find it a useful tool for initiating a conversation.

Examples for the SWOT grid (Appendix 2).



## Appendix 1.

SWOT example

<b>The pros of smoking</b>	<b>The cons of smoking</b>
<b>The advantages of quitting</b>	<b>The disadvantages of quitting</b>



## Appendix 2.

Examples of possible entries

<b>The pros of smoking</b> <ul style="list-style-type: none"><li>• Social smoking</li><li>• Weight management?</li><li>• Nicotine dependence management</li></ul>	<b>The cons of smoking</b> <ul style="list-style-type: none"><li>• Diseases</li><li>• Teeth, nails</li><li>• Sense of taste</li><li>• Money</li><li>• Environmental issues</li><li>• Passive smoking</li><li>• Skin ageing</li></ul>
<b>The advantages of quitting</b> <ul style="list-style-type: none"><li>• Reduced risk of diseases</li><li>• Easier to breathe</li><li>• Sense of achievement</li><li>• Saving money</li></ul>	<b>The disadvantages of quitting</b> <ul style="list-style-type: none"><li>• Withdrawal symptoms</li><li>• Temptation</li><li>• Social disadvantages</li></ul>

### Sources:

Winell, K., Aira, M. & Vilkmann, S. 2012. Näin tuen tupakoinnin lopettamista. Suomen Lääkärilehti 67(48)/2012, 3565-3568. [http://www.laakarilehti.fi/files/nostot/2012/nosto48\\_1.pdf](http://www.laakarilehti.fi/files/nostot/2012/nosto48_1.pdf)

