



BRAC SCHOOL OF
JAMES P GRANT PUBLIC HEALTH



BANGLADESH
HEALTH WATCH



Sweden
Sverige

Equity in Accessing Healthcare Services

DAY-7: Service Delivery

Improvement Project (SDIP) Plan

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Outline

- About SDIP Plan
- Tools for Project Identification and Design
- PESTEL Analysis –macro level
- SWOT Analysis – micro level
- Team Exercise (PADMA, MEGHNA, JAMUNA)

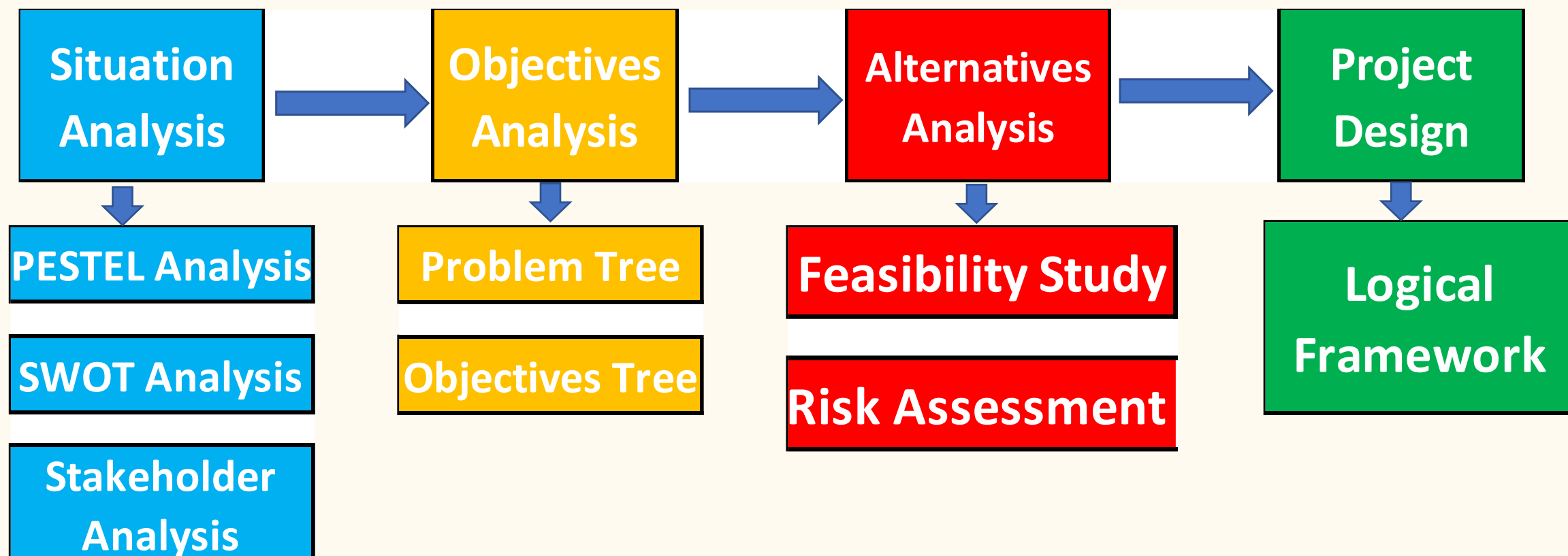
About SDIP Plan

- SDIP: Service Delivery Improvement Project
- Application of concepts or ideas learned through a small project (e.g., causes of health inequity, social determinants of health*)
- Each Team has to submit a **Draft** SDIP report on 22 March, 5PM
- Template of SDIP report

<ul style="list-style-type: none"> 1. SDIP Title, 2. Team, 3. Concept 4. Background, 5. PESTEL Analysis 6. SWOT Analysis 7. Stakeholder Analysis 	<ul style="list-style-type: none"> 8. Risk Assessment 9. Problem Tree 10. Objective Tree 11. Logical Framework (Log Frame)
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*Gender, religion, race, age, education level, income, rural/urban residency

Tools for Project Identification and Design



PESTEL Analysis

- PESTEL represents **P**olitical, **E**conomic, **S**ocial, **T**echnological, **E**nvironmental, and **L**egal, respectively
- These are **external macro-environmental factors** that may affect our project
- The PESTEL framework is useful to **monitor our project** and analyse our **project performance** by keeping track of these factors if any
- It will **identify opportunities and threats** for our project
- Useful framework to use as part of the **planning process**

Source: CIPD: <https://www.cipd.co.uk/Export/ToPdf?path=%252fknowledge%252fstrategy%252forganisational-development%252fpestle-analysis-factsheet>

PESTEL Analysis (contd.)

<u>Political</u>	#	POLITICAL
<ul style="list-style-type: none"> What is political stability at local (project site) and national level? Is there democratic space to express different opinion? Can you run your project without any connection with the power Is there any transparency? Is there accountability? What is tax policy? What are the employment laws? Any other legal restrictions? 	1	
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PESTEL Analysis (contd.)

#	ECONOMIC	<u>Economic</u>
1		<ul style="list-style-type: none"> The gap between rich and poor is widening as Bangladesh's economic growth increases The prices of essential commodities are on rise Will fluctuation of exchange rate affect your project? Can you procure project inputs including human resource from local market (within the country)? Inflation rate affects your project
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PESTEL Analysis (contd.)

Social

- Does everything in your project cope with the local area's culture?
- What is target population?
- What is the quality of education?
- What is the health expenditure among population?
- What are mental health status of adult population?
- What is the nutritional status of children?
- What is NCDs among population?
- What is the incidence of VAW?

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PESTEL Analysis (contd.)

#	TECHNOLOGICAL
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Technological

- What technology is critical for day-to-day operations of your project?
- Is your project in line with government ITC goal such as digital Bangladesh by 2041?
- Is technological capacity of public sector enough? If yes/no, what is the scope of your project to fill the gap?
- What is a scope of using mobile technology in healthcare (such as mhealth)

PESTEL Analysis (contd.)

Environmental

- What are the environmental considerations that may affect your project?
- Does the climate, weather suit your project?
- Do natural disasters occur? If they do what is the impact?
- What are the recycling standards (reuse and recycle resources and products, reduce waste) and attitudes towards green products?

#	ENVIRONMENTAL
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PESTEL Analysis (contd.)

#	LEGAL
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Legal

- What current and impending legislation that will affect your project?
- The role of the NGO Affairs Bureau (NGOAB)- controlling or facilitation activities of the project
- Are there any laws against discrimination? If there is what is the scope for your project?
- Institutional review board (IRB) approval for implementing a health project with research components

SWOT Analysis

- It is a tool or framework for **selecting strategies**
- The first two letters in the acronym, S (**S**trengths) and W (**W**eaknesses), refer to **internal factors**, which mean the resources and experience readily available to any organization. These are the factors where an organization has **control**
- The last two letters in the acronym, O (**O**pportunities) and T (**T**hreats), refer to **external factors**, which means things that our organization **do not have control** over them.
- Links between PESTEL and SWOT
- PESTEL Analysis can help us to avoid overlooking political, economic, social, technological, environmental and legal issues-external factors

SWOT Analysis: Strategies

Internal

External

		Strengths (S) (+ve)		Weaknesses (W) (-ve)	
		S1		W1	
		S2		W2	
Opportunities (O) (+ve)		Strategy SO: Success approach (Use our Strengths to take advantage of our Opportunities)		Strategy WO: Adaptation approach (Take the advantage of opportunities to correct our weakness)	
O1					
O2					
O3					
O4					
Threats (T) (-ve)		Strategy ST: Reaction approach (Use our strengths to mitigate the threats)		Strategy WT: Defense or survival approach (How can we stay on our feet even we see threats)	
T1					
T2					
T3					
T4					
T5					

TEAM Exercise

3 Breakout Rooms

- Room-1: PADMA TEAM
- Room-2: MEGHNA TEAM
- Room-3: JAMUNA TEAM

Each Team will complete 2 **Tasks** as follows:

Tasks-1: Complete PESTEL Analysis in Excel – Save in image format (**section-5** of the SDIP Report)

Tasks-2: Complete SWOT Analysis in Excel – Save in image format (**section-5** of the SDIP Report)