|  |  |  |
| --- | --- | --- |
| (Ideas to ask) | **Positives** | **Negatives** |
| **Internal Factors*** Human resources
* Physical resources
* Financial resources
* Activities and processes
* Past experiences
 | **Strengths*** Traditionally practice holistic care
* Look at all social factors
* Practice in underserved communities across the lifespan
* Empathy
* Empowering women
* Include the whole family
* Knowing/experts in normal and healthy
* Advocates and passionate
 | **Weaknesses*** Lack of self-care
* Lifestyle, less willingness for low wages ↑ hours
* Less understanding/control of healthcare economics
* Lack of CNM diversity
* Don’t control checkbook
* Avoid confrontation
* Vulnerable as a profession🡪compromised
* Public awareness of midwives
* Legacy of inequality, (wealth, health)
* Lack of midwifery unity
 |
| **External Factors*** Future trends - in your field or the culture
* The economy
* Funding sources (foundations, donors, legislatures)
* Demographics
* The physical environment
* Legislation
* Local, national, or international events
 | **Opportunities*** To empower
* Midwives are primary providers for underserved locally and globally
* Intimate relationships with women
* Lots of midwives coming up
* Opportunities for advocacy, bring the voices to different arenas
* Speak up against racism and white supremacy
* National debates, sanctuary cities
 | **Threats*** Lack of resources
* Lack of diversity
* Lack of understanding of midwives (public, admin)
* Lack of and cost of CNM programs
* Current administration
* Inequitable access to resources
* Distrust of the profession
* Time constraints/fiscal threats
* Physical violence
* Fake news
* Lack of unity across midwifery
 |

**SMART Action Plan:**

Increase recruitment and retention of midwifery students

* A variety of entry routes
* Increase the number of programs at academic medical centers
* Broaden recruitment from allied health
* Mentorship/pipeline programs
* Addressing barriers to midwifery school

By 2025 we will double the number of midwifery students of color by addressing the aforementioned points, with a 90% graduation rate.