

SWOT Action Steps Survey Results
Workforce Expansion Summit Ames, IA
May 16, 2018

Summit attendees were given 10 minutes to brainstorm strengths, weaknesses, opportunities and threats (SWOT) for the peer support workforce in Iowa. Next, attendees shared their individual work with their small groups/table partners. Each small group had 30 minutes to create a unified SWOT.

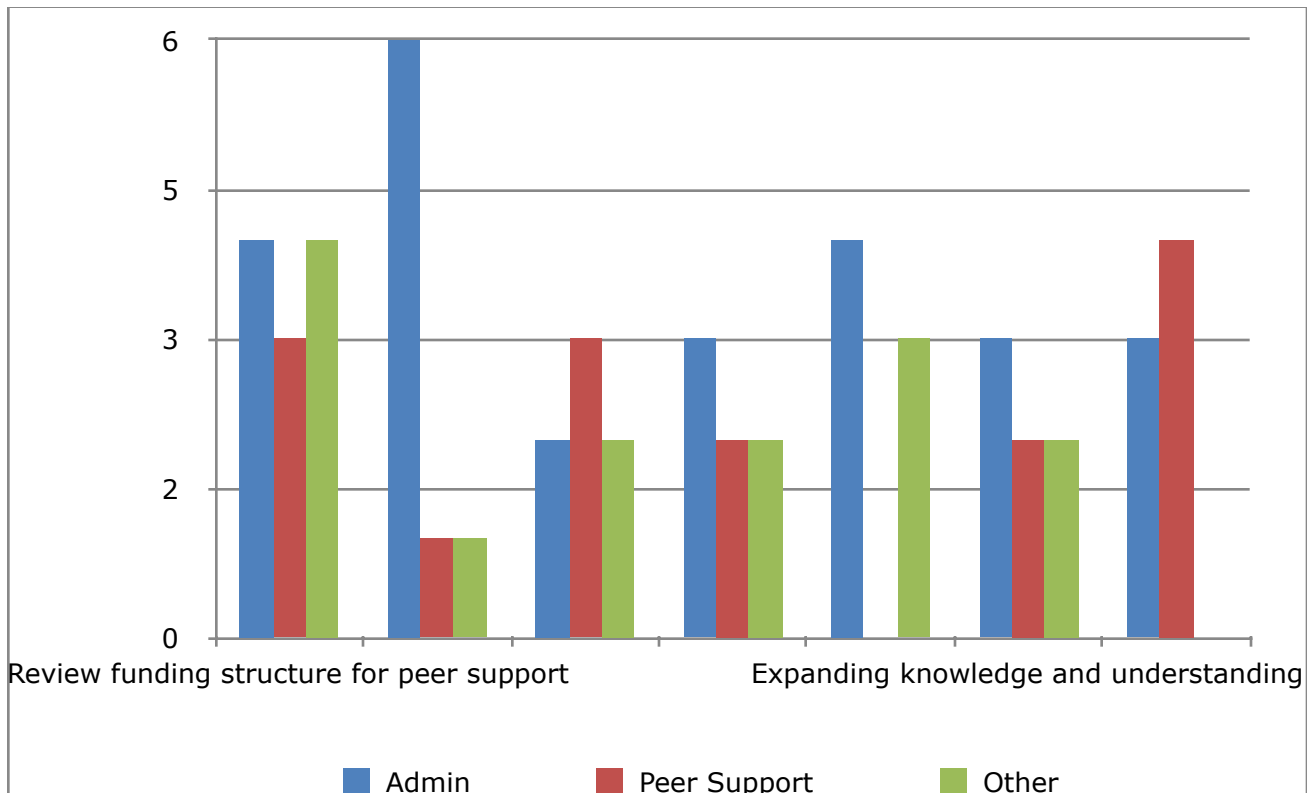
After each small group shared their SWOT, groups identified actions that would support current peer support efforts and/or help expand peer support efforts in Iowa.

We compiled all suggested action steps from the groups. The action steps were e-mailed to participants in a survey requesting to rank the top five action steps they would most like to see addressed.

Top Action Steps

The top Action Steps from the survey are:

- Review funding structure for peer support
- Medicaid billing structure change to be the same across the board
- Organize regional peer support communities
- Utilize the data regarding effectiveness, cost savings
- Focused outreach to educate specifically about peer support
- Expanding knowledge and understanding, identify various audiences
- Success stories about peer support – media/social



Highest Priority by Group

The highest priority by group (Agency Admin., Peer Support, Other) are bolded and shaded in red.

Agency Administrators

Q16. Medicaid billing structure change to be the same across the board

Peer Support Staff

Q32. Success stories about peer support – media/social

Other

Q25. Review funding structure for peer support

Research Result Detail

Action Step		All (n = 25)	Agency Admin (n = 11)	Peer Support (n = 8)	Other (n = 6)
Top 7 Action Steps As Identified By Survey					
Q25	Review funding structure for peer support	11	4	3	4
Q16	Medicaid billing structure change to be the same across the board	8	6	1	1
Q4	Organize regional peer support communities	7	2	3	2
Q9	Utilize the data regarding effectiveness, cost saving	7	3	2	2
Q13	Focused outreach to educate specifically about peer support (robust and systemic)	7	4	0	3
Q18	Expanding knowledge and understanding, identify various audiences	7	3	2	2
Q32	Success stories about peer support – media/social	7	3	4	0
Q11	Networking PSS awareness strategies – focus on what’s working, share across state	6	2	3	1
Q17	Develop job centralized posting place	6	1	2	3
Q1	Media Attention – YouTube, local news, encourage families to share their stories and train (advocacy)	5	2	3	0
Q36	Media campaign – statewide, urban, rural, regional (at all levels) Social media and HIPAA responsible information/ education	5	2	2	1

Action Step		All (n = 25)	Agency Admin (n = 11)	Peer Support (n = 8)	Other (n = 6)
Q23	Continue to search for alternative insurance to be self-sufficient as an agency to provide quality services	4	4	0	0
Q27	Iowa guidebook for Peer Support – similar to employment guidebook – roadmap consistent terminology and procedures	4	3	1	0
Q33	Use data to make informed decisions – helps with funding	4	3	1	0
Q34	Promote direct services – options	4	2	2	0
Q37	Interagency collaboration	4	2	2	0
Q38	Education on every level	4	1	2	1
Q6	Encourage involvement with local legislators	3	1	1	1
Q3	Create a directory/website – Iowa peers	3	0	2	1
Q7	Career counseling – resource center like other colleges, job opening boards online	3	0	0	3
Q14	Many avenues of the same message – radio, flyer, TV, presentations, social media, presentations to hospital associations, professional groups, law enforcement	3	1	2	0
Q26	Analysis of peer support services in Iowa – Medicaid, regional, private insurance	3	1	1	1
Q12	Advisory committees need to be held as a professional group with follow through and not just an “on paper to meet the requirement” group	2	0	1	1
Q20	What are regulations? What can we do? Be brave to ask why? Because it’s always been done?	2	1	0	1
Q21	Focus on being active – helping clients meet their needs and anticipate crisis	2	2	0	0
Q30	Organize voices heard at state level, regional, hometown	2	1	1	0
Q40	Website construction – employee to employer	2	0	1	1
Q5	Day on the hill – peer support	1	0	1	0
Q8	Celebrate/promote Peer Support Specialist Day – INAPS	1	1	0	0
Q10	Share contact information of other participants	1	0	0	1
Q35	Database and networking opportunities, update and accessible information, enhances collaboration	1	0	1	0

Action Step		All (n = 25)	Agency Admin (n = 11)	Peer Support (n = 8)	Other (n = 6)
Q2	Consistent events	0	0	0	0
Q15	Newsletter - JD will contact PSS training team to see if that can start	0	0	0	0
Q19	Statewide PSA to run in May, what is peer support, family peer, recovery	0	0	0	0
Q22	Families have awareness of their recovery and needs to assist the PSS meet their needs. Have actually done the work – use PSS as a recovery support services not a support process during journey	0	0	0	0
Q24	Resiliency within the agency to weather the storm of funding	0	0	0	0
Q28	FAQs	0	0	0	0
Q29	Integration	0	0	0	0
Q31	Early education on mental health/co-occurring	0	0	0	0
Q39	Newsletters – churches, ecumenical website construction, employee to employer, county interagency, advertisement overall	0	0	0	0