**UPCA Resources**

**Sample SWOT Analysis**

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| **Strengths** | **Weaknesses** |
| **Strong culture**  **Active representatives**  **Involved citizens**  **Open and ready to messages** | **Lack of consistent resources.**  **Little to no local data available.** |
| **Opportunities** | **Threats** |
| **Community center – bonding area for parents and children.**  **School counseling center – unity in message from educators, parents, to youth.** | **Lack of awareness of dangers of vaping.**  **Working/busy parents** |