

W

SWOT ANALYSIS WORKSHOP

Group 1.

Issues:

Unemployment  
Waste disposal/recycling  
Bathing water quality/sewage  
Health Care  
Elderly  
When to refer off the Island  
Mental Health  
Staffing levels/costs  
Seasonal fluctuations  
Genetic issues  
Housing for seasonal workers.

Group 2.

Strengths

Island identity  
-Pulling together  
  
Become Generalists -  
Know a bit about every thing  
  
Community spirit  
  
Develop own legal controls -  
(not IOW and Scilly Isles)  
  
Manageable scale  
  
Low crime rate  
  
Low traffic  
  
No big cities

Weaknesses

Geographical separation  
Getting on/off Island  
  
Not experts - they are  
elsewhere.  
  
Lack of confidentiality  
Every one knows every one  
Can't get away  
  
Lack of legal infrastruc-  
-ture( Channel Isles).  
  
Costs are higher  
  
Unsafe vehicles(no MOT's)  
  
Poor public transport  
  
Lack of some services.

Opportunities

Create own legislation  
- food safety

Self contained units

Build on community spirit

Influence community more easily

Opportunities for innovation  
eg. waste disposal

Threats

Transient population

Loss of control - erosion  
of independence.

Communicable diseases  
spread more easily.

Lack of resources

Disposal of waste.

## Analysis of Public Health Issues on Islands by strengths, weaknesses, opportunities and threats.

This session looked at areas of Public Health which are influenced by living on an island.

The areas highlighted were:

- staffing
- referring off the island
- bathing water and sewage
- recycling
- unemployment
- health care
- elderly
- mental health
- seasonal fluctuations
- genetic issues
- housing for seasonal workers

The first four of these are considered in more detail below.

	Strengths	Weaknesses	Opportunities	Threats
<b>Staffing</b>	<p>Environment attracts staff</p> <p>Sporting facilities</p> <p>Good for children</p> <p>Good education</p> <p>Close to France (Channel Islands)</p> <p>High quality of life</p>	<p>Isolation <span style="margin-left: 20px;">social</span></p> <p style="margin-left: 40px;">professional</p> <p>Travel costs</p> <p>Immigration policies and housing policies and fixed term contracts</p> <p>Difficult to train own staff</p> <p>Career structure</p> <p>Seasonal fluctuations - busiest times are in holiday season</p>	<p>If good staff attracted they can be very influential</p> <p>Closer to politicians - more opportunities to influence them.</p> <p>Power to tell staff what to do.</p>	<p>Problems if key worker resigns.</p> <p>Introversion/stagnation</p> <p>Difficult to hide problems with local politicians.</p> <p>Need to keep up to date.</p>
<b>Referring off the Island</b>	<p>"High-tech" care superior off the Island</p> <p>Highly trained staff off Island</p> <p>Good ambulance and paramedic services on Island.</p>	<p>Skill mix unbalances as low turnover of staff.</p> <p>Level of technology not so high on Island.</p> <p>Language issues.</p> <p>Costs <span style="margin-left: 20px;">financial</span></p> <p style="margin-left: 40px;">emotional</p> <p>Closure of casualty departments</p>	<p>Close relationships with providers on mainland.</p> <p>Potential to improve quality in contracts with mainland units.</p> <p>Promote Island for rehabilitation - relatives could also have a holiday.</p> <p>Attract consultants from London closures.</p>	<p>Limited providers - may lose specialties with referrals off the Island.</p> <p>Swamping of Casualty departments with tourists.</p> <p>Demography - migration of the elderly.</p> <p>No opportunities for redevelopment if reductions in pay.</p>

	Strengths	Weaknesses	Opportunities	Threats
<b>Bathing water and sewage</b>	<p>Independence Finite boundaries Remoteness - dilution Tidal flow . Easy access to politicians. Not subject to outside legislation.</p>	<p>Lack of control of outside influences. Cannot export sewage if problems with plant. Scattered population. Drying up of rivers. High costs. Political interference. Have to justify your actions (as no outside legislation).</p>	<p>Can be innovative. If problems arise, expertise not usually available locally, so can buy in most relevant expert. Self determination.</p>	<p>Insular attitude. External legislation and conventions not always relevant or practicable. Have no say in external legislation. Perception that you're not pulling your weight environmentally if you don't use legislation.</p>
<b>Recycling</b>	<p>Finite boundaries. Quantify types of waste. Community spirit. Ease of publicity campaigns. Waste derived fuel supply.</p>	<p>Limited places for disposal. Reaction against local sites. High transport costs off the island. Packaging coming onto island can't be influenced. Tourists - increased capacity needed in summer. Lack of local contractors. Limited markets for recycling. Low volume - high costs. Meeting targets determined elsewhere. No space in properties for separate containers.</p>	<p>Waste derived fuel supply. Incineration and power generation. (ash used for concrete for sea defences). Commercialisation of waste disposal. Wormery - composts.</p>	<p>Environmental Protection act - directives on moving waste. EC directives</p>