**Tool 12. Adapted ‘SWOT’ analysis for communication**

**Shape, rectangle

Description automatically generated**

**METHODOLOGY:**

**In the Tool 12 template below: Column 1 shows the ‘COT’ area. In Column 2 write a few sentences highlighting the key issues in the country regarding AMR communication.**

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| **‘SWOT’-‘COT’ area** | **Description** |
| **Challenges**: internal capacity and motivation of the organisation/ department, and the external communication environment in the country, such as policy and political issues |  |
| **Opportunities**: enabling factors within the organisation/dept. and the external opportunities for effectively communicating AMR to audiences |  |
| **Threats/barriers**: internal barriers to effective communication on AMR; and the external environment in which communication is not resonating amongst audiences |  |