



Personal SWOT Analysis: Public Health Sector (UK)

Module Title: Professional Career Development within Health and Social Care

Module Number: LCHS4009 (LON) Assignment 1

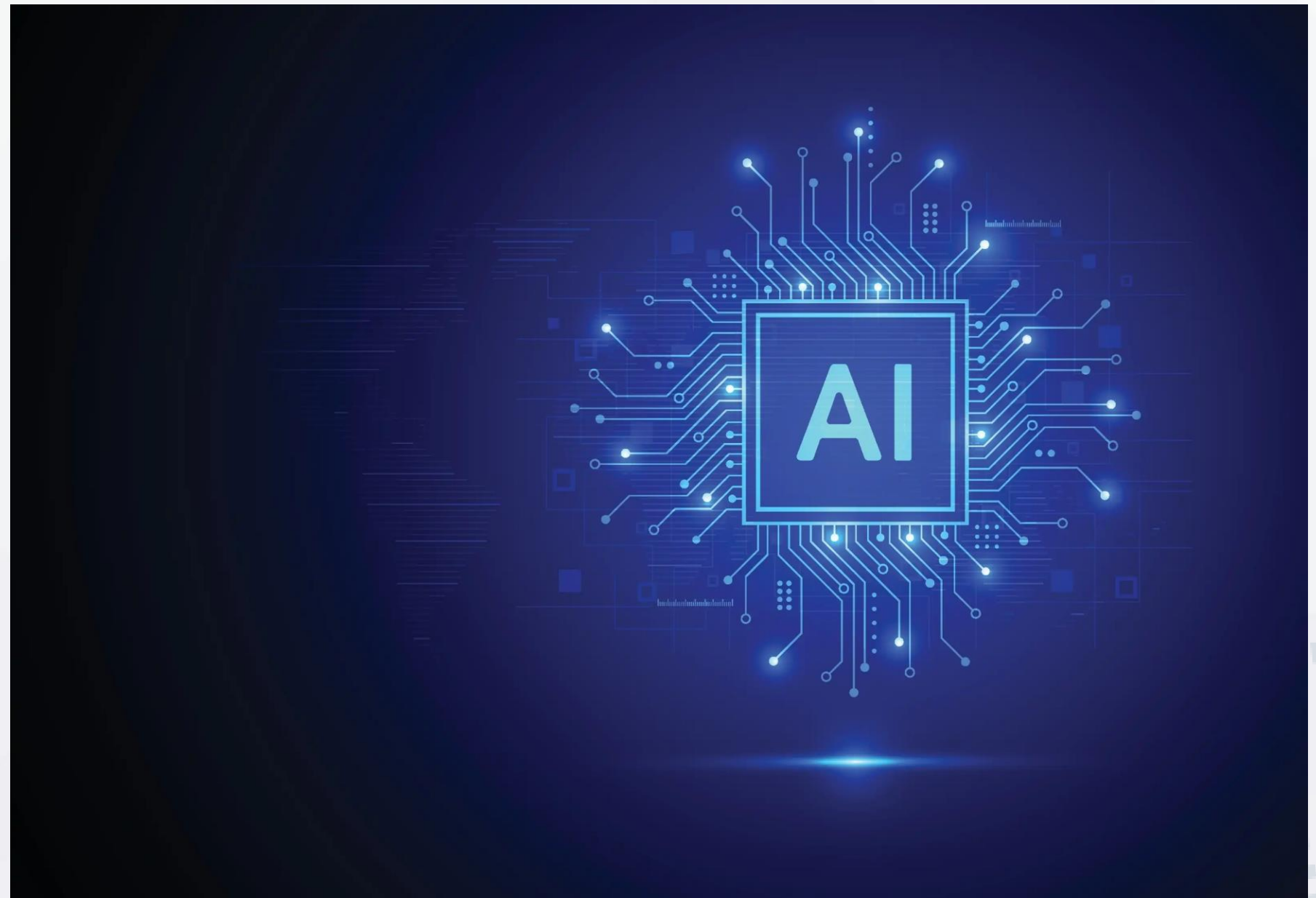
Student Name: Mariah Dujon

Student ID: 2423133

Lecture's Name: Arif Ahmed

Acknowledgement of AI Use

I have not used AI for this presentation. The ideas, personal reflections, and final content are my own and have been reviewed and edited for accuracy and relevance.



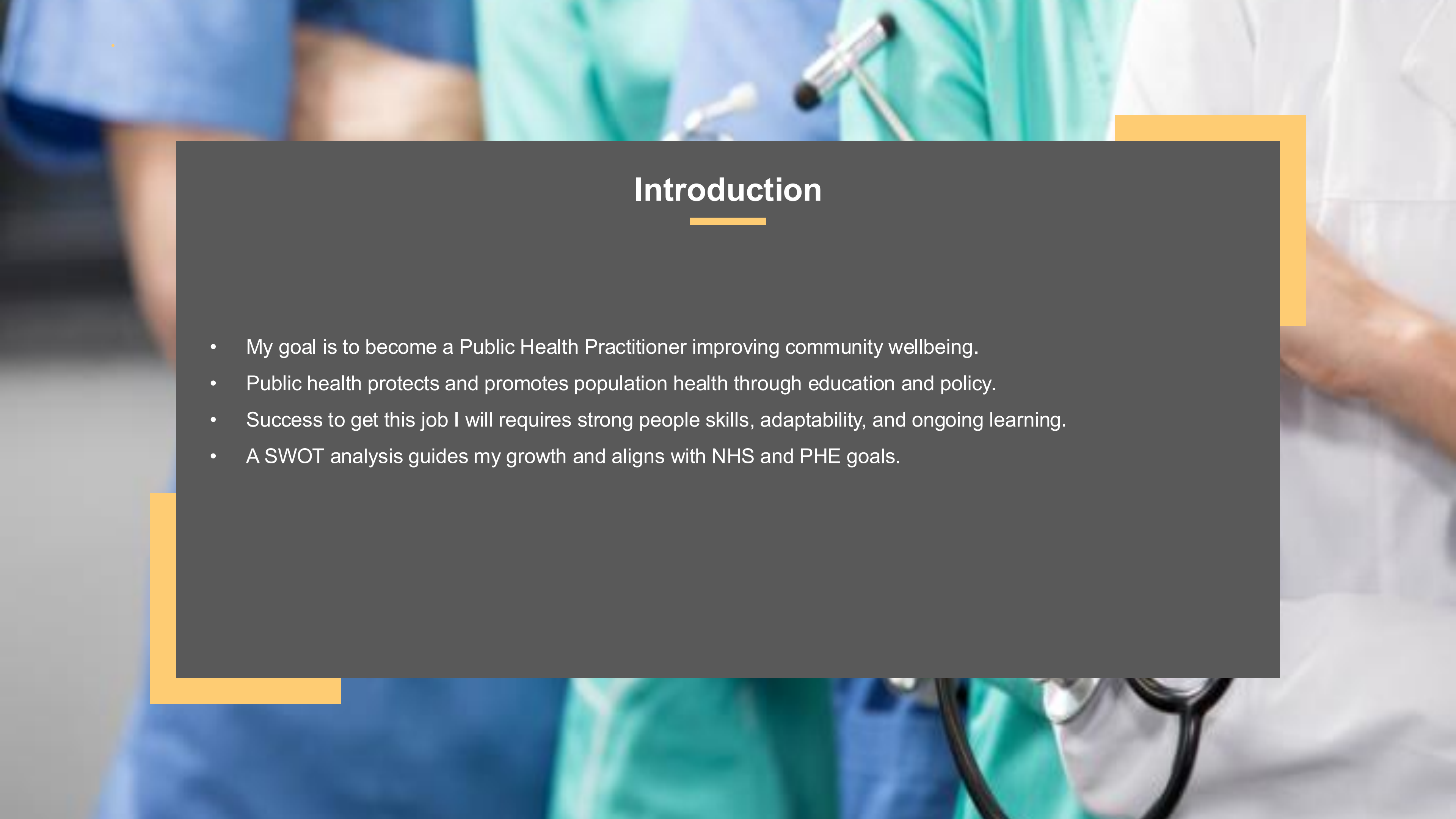
Overview

The following presentation is a personal SWOT analysis, which will inform my professional advancement in the UK public health sector.

It includes:

- An explanation of SWOT analysis and its importance in public health careers.
- My personal strengths, weaknesses, opportunities, and threats.
- The way I can leverage on my strengths to avoid weaknesses and reduce threats.
- The way I can apply available opportunities to reach my professional goals
- A short conclusion and reflection on future development.

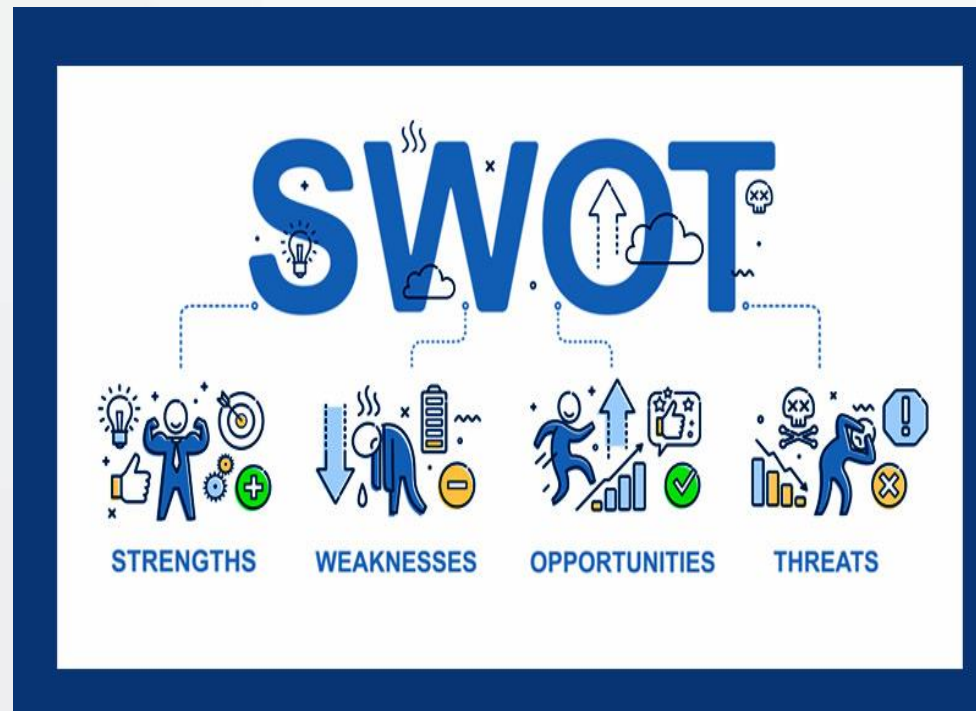




Introduction

- My goal is to become a Public Health Practitioner improving community wellbeing.
- Public health protects and promotes population health through education and policy.
- Success to get this job I will requires strong people skills, adaptability, and ongoing learning.
- A SWOT analysis guides my growth and aligns with NHS and PHE goals.

Understanding SWOT Analysis

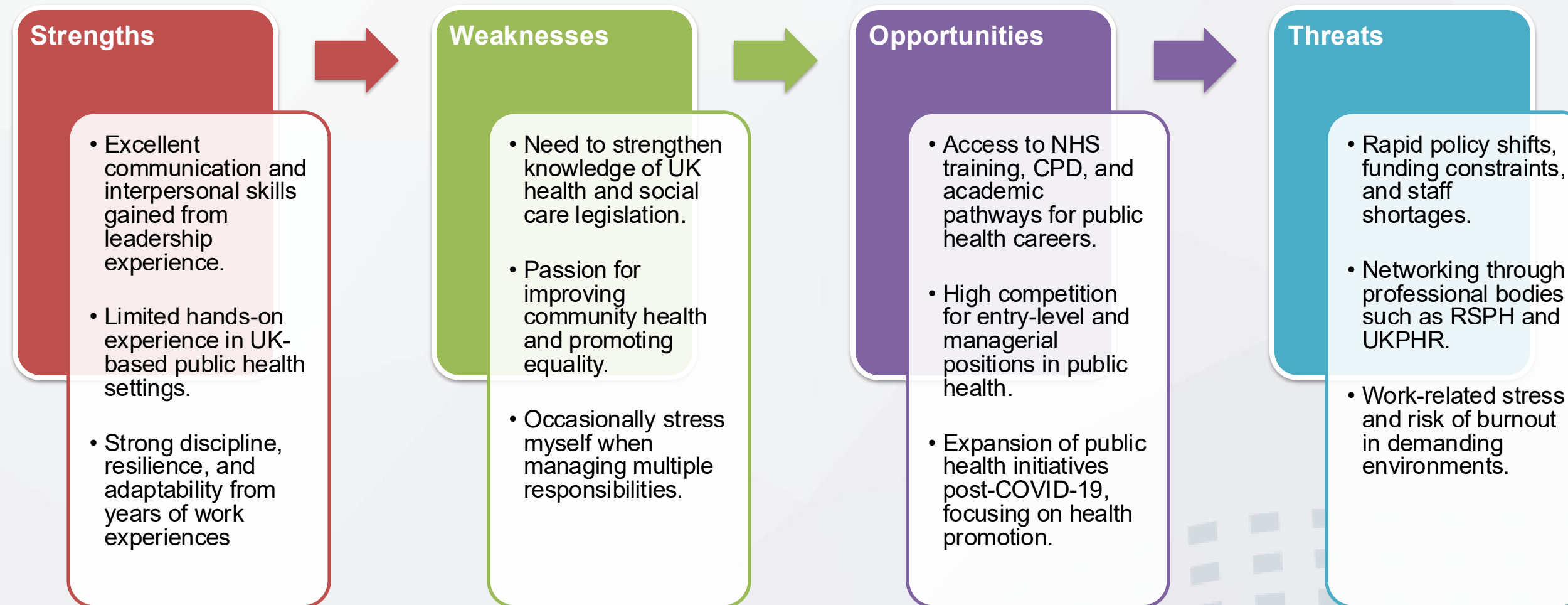


A **SWOT Analysis** is a structured planning tool that evaluates:

- **Strengths:** Internal advantages or skills that can be applied.
- **Weaknesses:** Internal limitations that may hinder progress.
- **Opportunities:** External possibilities for development and growth.
- **Threats:** External challenges that may impact success.

SWOT analysis links internal skills with external demands for better decision-making. It helps UK public health professionals identify strengths and address career barriers (Faculty of Public Health, 2025). It also promotes reflective practice and adaptability in a changing healthcare system.

My Personal SWOT Analysis



Leveraging Strengths to Overcome Weaknesses and Threats

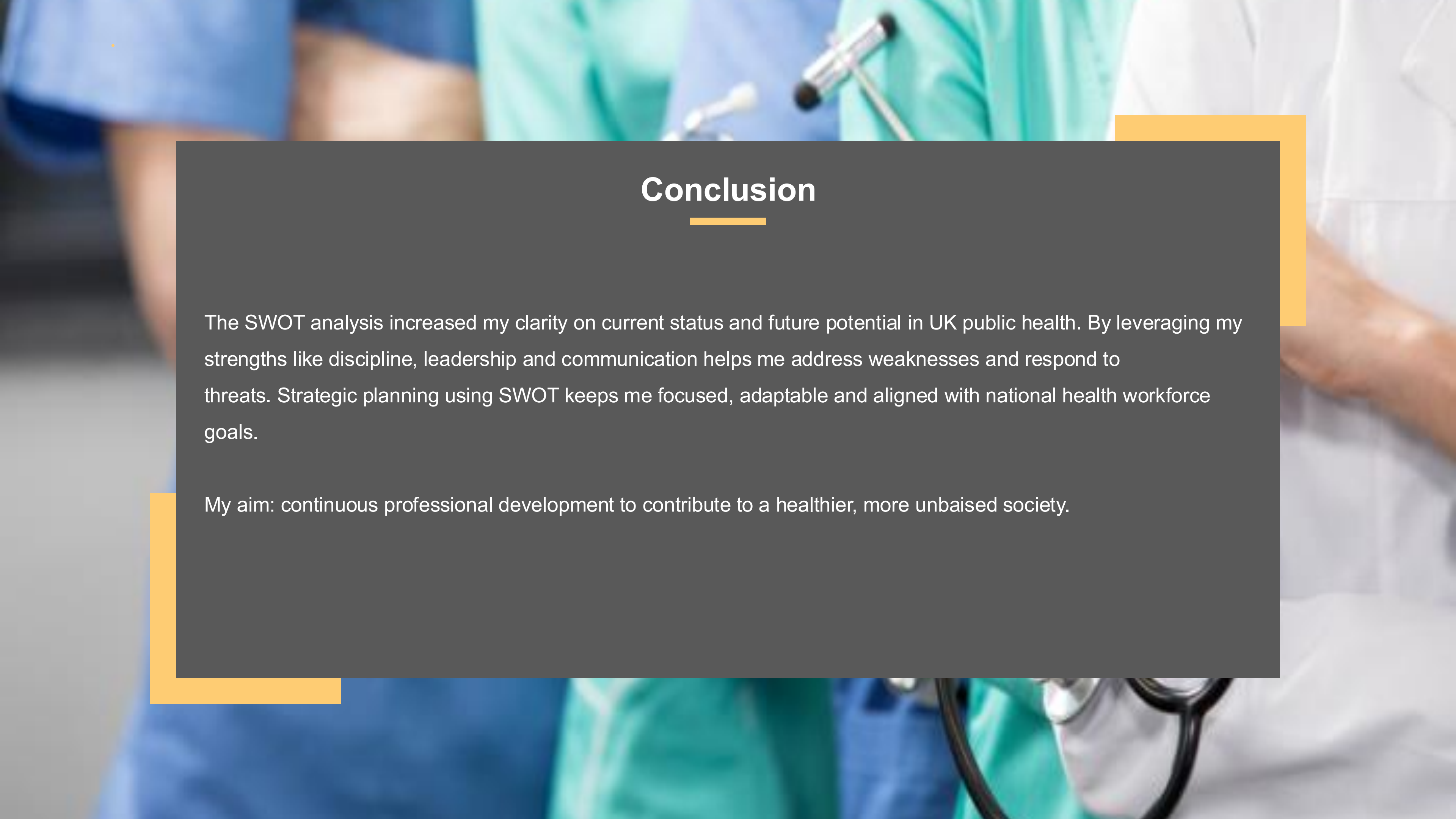


- Strong communication and leadership support teamwork and understanding.
- Time management ensures sustained performance and wellbeing.
- Building UK networks reduces the impact of limited local experience.
- Adaptability and discipline promote continuous learning (Skills for Health, 2024).
- Resilience and CPD help manage competition and policy change.

Utilizing Opportunities with Strengths

- UK public health offers strong growth and training opportunities. I will use communication and teamwork to join community health projects.
- Plan to gain RSPH membership and advanced training Public Health Nurse and also set my goal to aim for roles like Public Health Officer or Health Promotion Specialist.
- Support NHS Long Term Plan goals on population health and equity (RSPH, 2025).





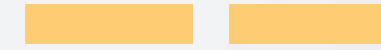
Conclusion

The SWOT analysis increased my clarity on current status and future potential in UK public health. By leveraging my strengths like discipline, leadership and communication helps me address weaknesses and respond to threats. Strategic planning using SWOT keeps me focused, adaptable and aligned with national health workforce goals.

My aim: continuous professional development to contribute to a healthier, more unbiased society.

References

- Czabanowska, K & Middleton, J 2022, 'Professionalism of the public health workforce – how to make it happen?', *Journal of Public Health*, vol. 44, no. Supplement_1, pp. i54–i59, viewed 29 October 2025, <https://academic.oup.com/jpubhealth/article/44/Supplement_1/i54/6834129>.
- Faculty of Public Health 2025, *Strategy for developing the UK specialist public health workforce 2025 - 2030*, viewed 29 October 2025, <<https://www.fph.org.uk/media/fxrjwihj/fph-workforce-strategy-2025-30.pdf>>.
- RSPH 2025, *Royal Society for Public Health*, Rsph.org.uk, viewed 29 October 2025, <<https://www.rsph.org.uk/become-a-member>>.
- Skills for Health 2024, *Healthcare leadership and management: skills and strategies for effective leadership | Skills for Health*, Skills for Health, viewed 29 October 2025, <<https://www.skillsforhealth.org.uk/article/healthcare-leadership-and-management-skills-and-strategies-for-effective-leadership>>.



**Thank
You**

