



## **CFDMC 2022-2024 Strategic Plan**

**Attestation:  
Approved by CFDMC Board  
6-21-22**

**CFDMC Vision:** To create and sustain a resilient community with a common purpose and voice, subsequently protecting and saving lives during disasters of all types and sizes

**CFDMC Mission:** To develop and promote healthcare emergency preparedness and response capabilities in RDSTF Region 5, including: Brevard, Indian River, Lake, Martin, Orange, Osceola, Seminole, St. Lucie, and Volusia Counties. The CFDMC will facilitate healthcare organizations and other partners in working together collaboratively to build, strengthen, and sustain a healthcare preparedness and response system within Central Florida and to assist ESF-8 (Health and Medical) with the National Preparedness Goal identified five mission areas: Prevention, Protection, Mitigation, Response, and Recovery as related to healthcare disaster operations.

# SWOT Analysis

## Strengths:

Regional Communication/Coordination/Collaboration (subject matter expertise, diversity and engagement among Board, working groups, core members, regional plans)  
Response capabilities (equipment, teams)  
Reputation (met all benchmarks/deliverables, the region and coalition are seen as leaders)

## Weaknesses:

Sustainability (funding, Board)  
Engagement (community leaders, remote counties, members)  
Standardization (plans, equipment, training)

## SWOT

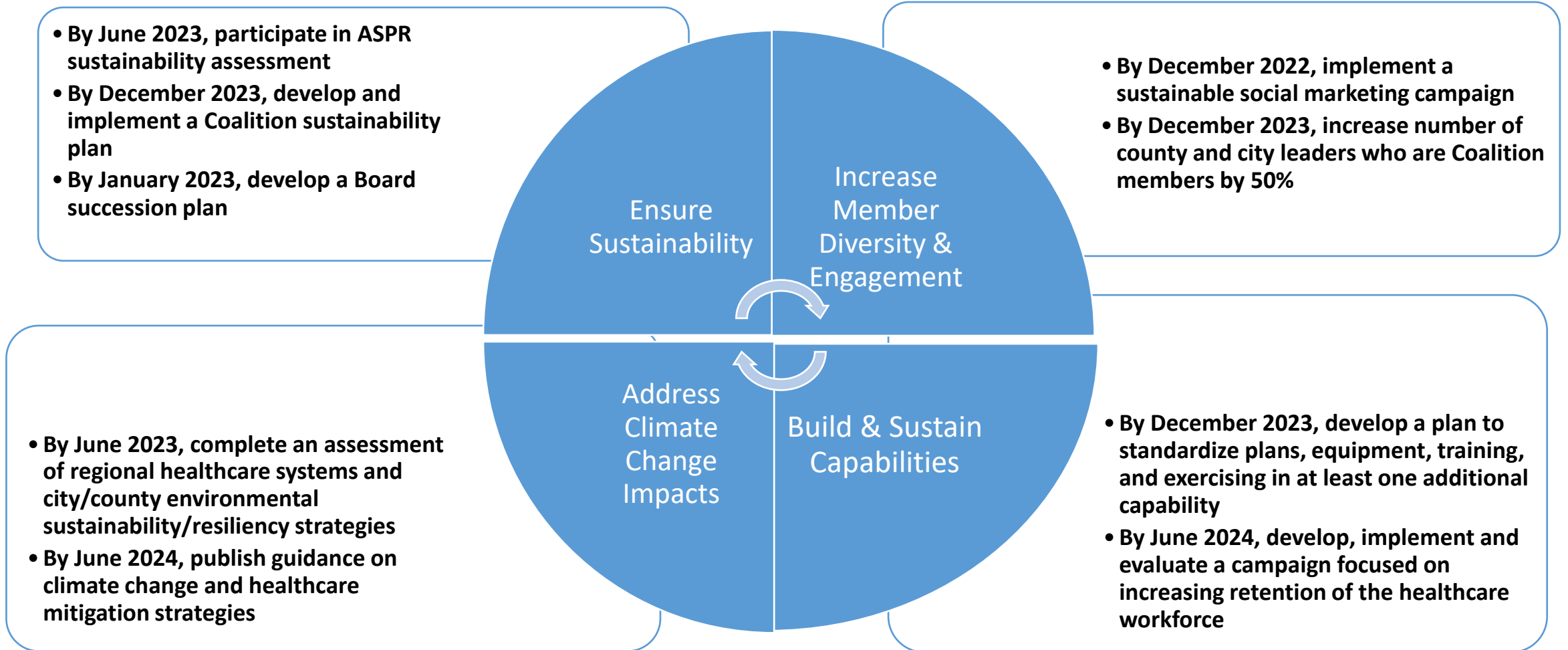
## Opportunities:

Engagement (bringing in resistant members, all CMS provider types)  
Funding (finding additional funding streams, fundraising, etc.)  
Continue to build/sustain capabilities to meet threats

## Threats:

Climate change (weather events, infectious diseases, health disparities)  
Loss of funding  
Human resource challenges (across all member types, Executive Committee/Board)

# CFDMC Strategic Priorities & Objectives



# Goal: Ensure Sustainability

Objective	Strategies / Lead	Status
By June 2023, participate in ASPR sustainability assessment	Participate in ASPR Sustainability Webinar Series (Lynne Drawdy) Volunteered for first assessment in January 2023 (Lynne Drawdy)	
By December 2023, develop and implement a Coalition sustainability plan	Prioritize & implement recommendations from ASPR assessment (Board) Review other funding streams (SHSG/UASI). Explore revenues such as a Coalition store (pens, shirts, hats), market Amazon smile program, premium membership/fees (Board)	
By January 2023, develop a Board succession plan	Identify expertise needs (marketing, business, fundraising). Explore others (CFIX, HPC) (Board)	

# Goal: Increase Member Diversity & Engagement

Objective	Strategies / Lead	Status
By December 2022, implement a sustainable social marketing campaign	Complete two-month pilot with IDX by October 2022 (Lynne Drawdy & Matt Meyers) Establish marketing committee to evaluate, develop ongoing process with metrics for Board review (Lynne Drawdy & Matt Meyers)	
By December 2023, increase number of county and city leaders who are Coalition members by 50%	Establish baseline (Lynne Drawdy) Identify leaders to target. Identify Board/other members to do outreach. (Board) Move meetings and promote coalition in remote counties. (Board)	

# Goal: Build & Sustain Capabilities

Objective	Strategies / Lead	Status
<p>By December 2023, develop a plan to standardize plans, equipment, training, and exercising in at least one additional capability</p> <p>By June 2024, develop, implement and evaluate a campaign focused on increasing retention of the healthcare workforce</p>	<p>Identify all capabilities where we have regional standardization and value. Solicit input from members on high priority areas. Prioritize, select capacity, and recruit workgroup to develop plan (Board)</p> <p>Recruit nurse for Board</p> <p>Explore retention best practices (e.g. Johnson &amp; Johnson mentoring, UCF)</p> <p>Explore successful campaigns (e.g. Rosy the Riveter)</p> <p>Explore cross training opportunities (Board)</p>	

# Goal: Address Climate Change Impacts

Objective	Strategies / Lead	Status
<p>By June 2023, complete an assessment of regional healthcare systems and city/county environmental sustainability/resiliency strategies</p> <p>By June 2024, publish guidance on climate change and healthcare mitigation strategies</p>	<p>Identify SME workgroup to lead efforts Survey, forum to discuss/understand climate change impacts and plans</p> <p>Use input from surveys/forum, and best practices/research</p>	