



CFDMC 2022-2026 Strategic Plan

Attestation:
Approved by CFDMC Board
6-4-25

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

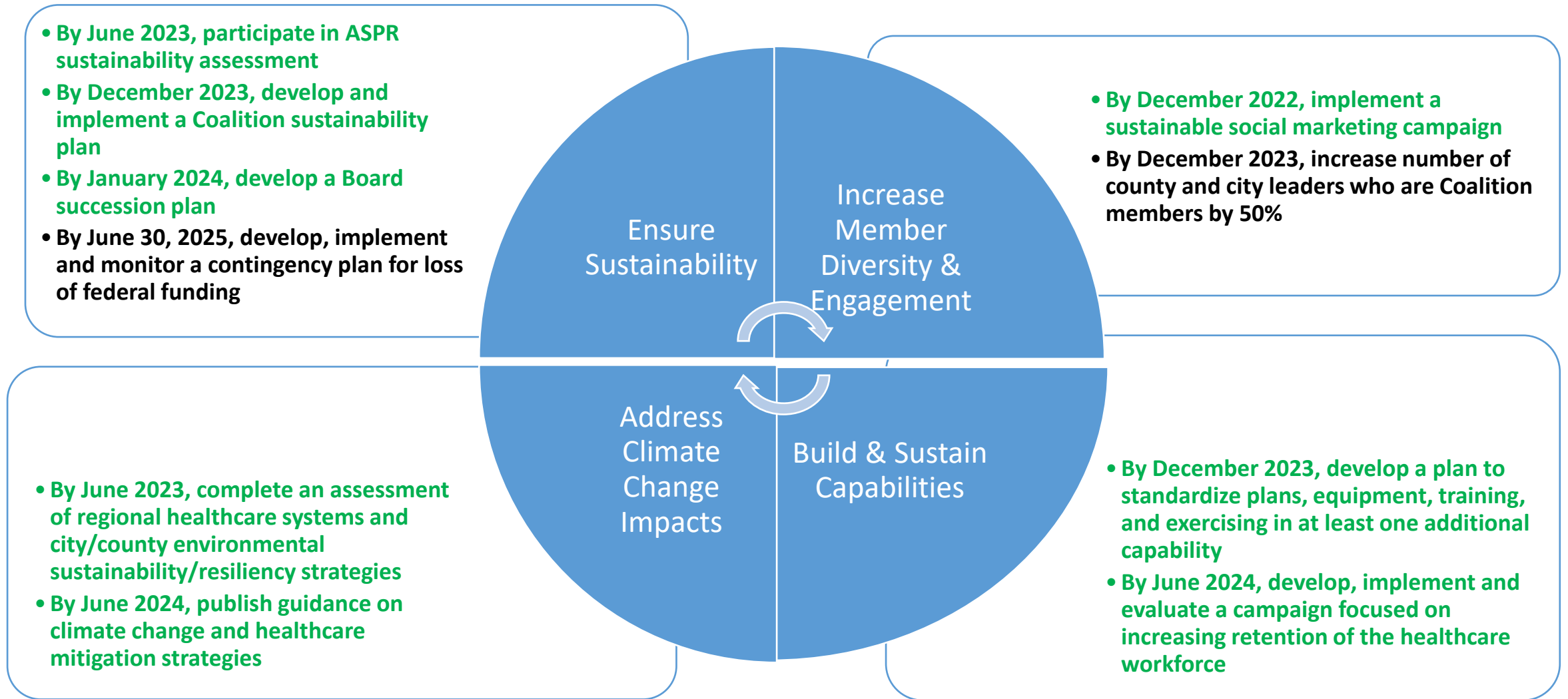
Threats:

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; completed ASPR assessment January 2023	Objective Achieved
By December 2023, develop and implement a Coalition sustainability plan	Prioritize & implemented recommendations from ASPR assessment; submitted Sustainability plan to state	Objective Achieved (see new objective re contingency plan).
By January 2024, develop a Board succession plan	Included in governance document	Objective Achieved
By June 30, 2025, develop, implement and monitor a contingency plan for loss of federal funding	Discussions began at February Board meeting; draft plan at June Board retreat	Draft plan developed; shared with members

Goal: Increase Member Diversity & Engagement

Objective	Strategies / Lead	Status
By December 2022, implement a sustainable social marketing campaign	Completed pilot with IDX in 2022; increasing engagement on LinkedIn and Facebook	Objective Achieved
By December 2023, increase number of county and city leaders who are Coalition members by 50%	Identify leaders to target. Identify Board/other members to do outreach Develop PPT / draft MOUs	Ask County EM/CHD Directors to identify county/city leaders Develop PPT Schedule presentations

Goal: Build & Sustain Capabilities

Objective	Strategies / Lead	Status
By December 2023, develop a plan to standardize plans, equipment, training, and exercising in at least one additional capability	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)	Objective Achieved (Standardizing communications using EMResource)
By June 2024, develop, implement and evaluate a campaign focused on increasing retention of the healthcare workforce	Recruit nurse for Board Explore retention best practices (e.g. Johnson & Johnson mentoring, UCF) Explore successful campaigns (e.g. Rosy the Riveter) Explore cross training opportunities (Board)	Objective Achieved

Goal: Address Climate Change Impacts

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