



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

**Attestation:**

**Approved by CFDMC Board**

**6-21-22**

**Updated as of 5-12-23**

**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

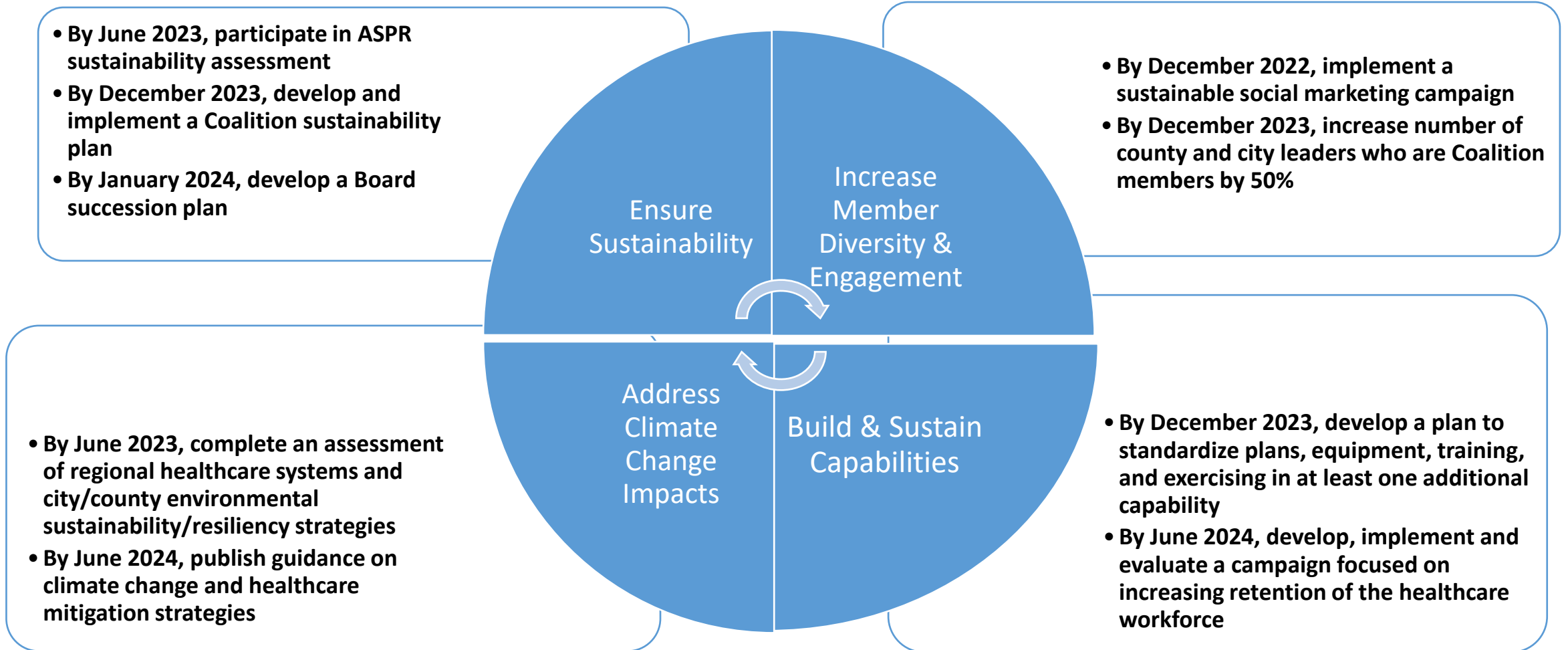
## Opportunities:

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
<p>By June 2023, participate in ASPR sustainability assessment</p>	<p>Participate in ASPR Sustainability Webinar Series (Lynne Drawdy) Volunteered for first assessment in January 2023 (Lynne Drawdy)</p>	<p>Objective Achieved</p>
<p>By December 2023, develop and implement a Coalition sustainability plan</p>	<p>Prioritize &amp; 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)</p>	<p>In progress: Awaiting ASPR Report. Ken Peach presented a sustainability model; the Board will explore this.</p>
<p>By January 2024, develop a Board succession plan</p>	<p>Identify expertise needs (marketing, business, fundraising). Explore others (CFIX, HPC) (Board)</p>	<p>Objective Achieved (updated bylaws to include health and medical co-chairs will serve in officer vacancies, and Board members will assist in recruiting replacement)</p>

# Goal: Increase Member Diversity & Engagement

Objective	Strategies / Lead	Status
<p>By December 2022, implement a sustainable social marketing campaign</p>	<p>Complete two-month pilot with IDX by October 2022 (Lynne Drawdy &amp; Matt Meyers)            Establish marketing committee to evaluate, develop ongoing process with metrics for Board review (Lynne Drawdy &amp; Matt Meyers)</p>	<p>Objective Achieved. Social media committee in place and social media policy approved 4/25/23.</p>
<p>By December 2023, increase number of county and city leaders who are Coalition members by 50%</p>	<p>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)</p>	<p>In progress: May 11<sup>th</sup> Senior Officials Workshop held but did not attract the city/county government officials targeted. Explore MOUs and develop PPT for Board to present at city/county meetings</p>

# 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>	<p>In progress: Priority is standardizing communications (EMResource Steering Committee)</p> <p>In progress: Explore joining UCF and Career Source initiatives</p>

# 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 (resources approved 4/25/23 and sent to members/posted to website)