



CFDMC 2022-2025 Strategic Plan

Approved by CFDMC Board

6-21-22

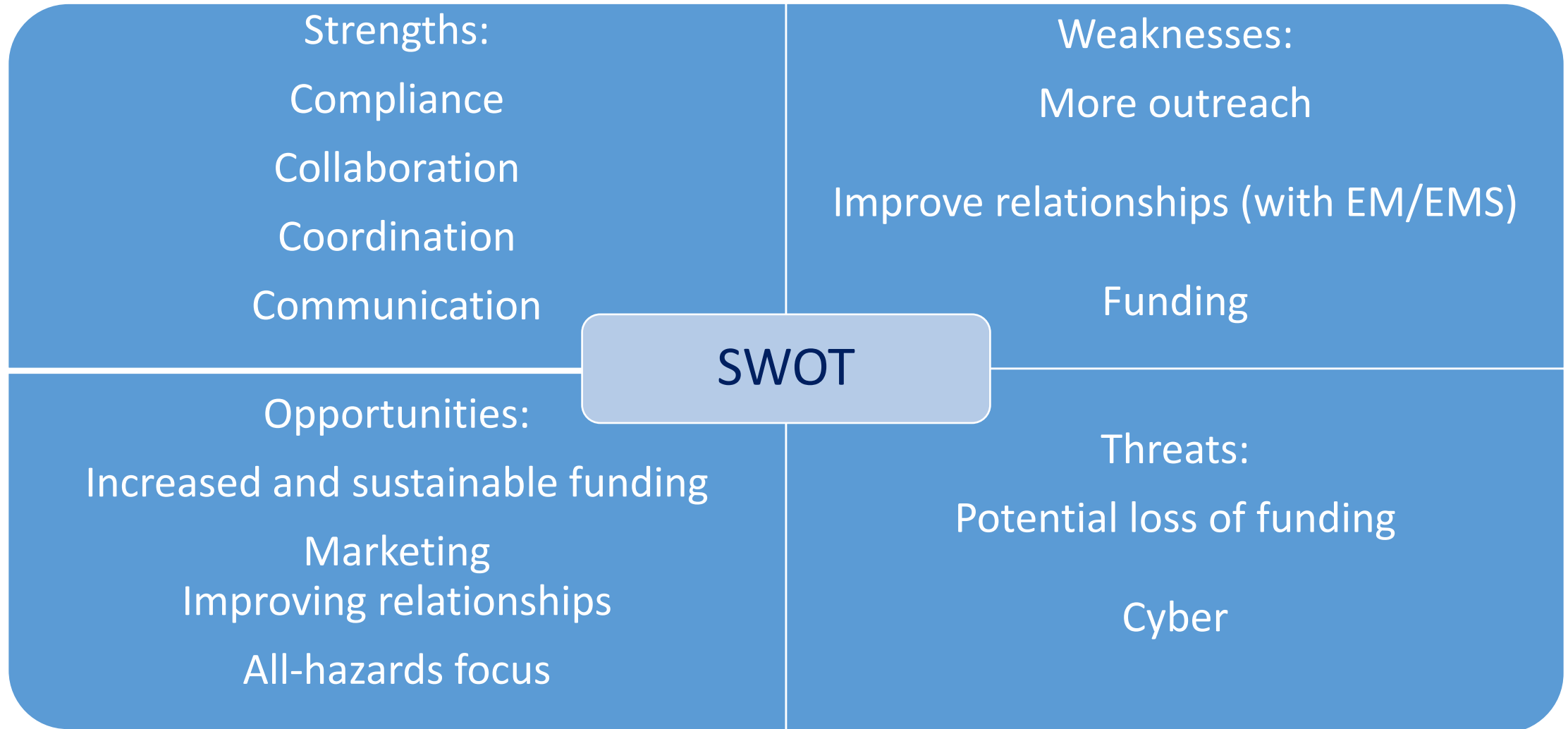
Updated 8/20/24

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

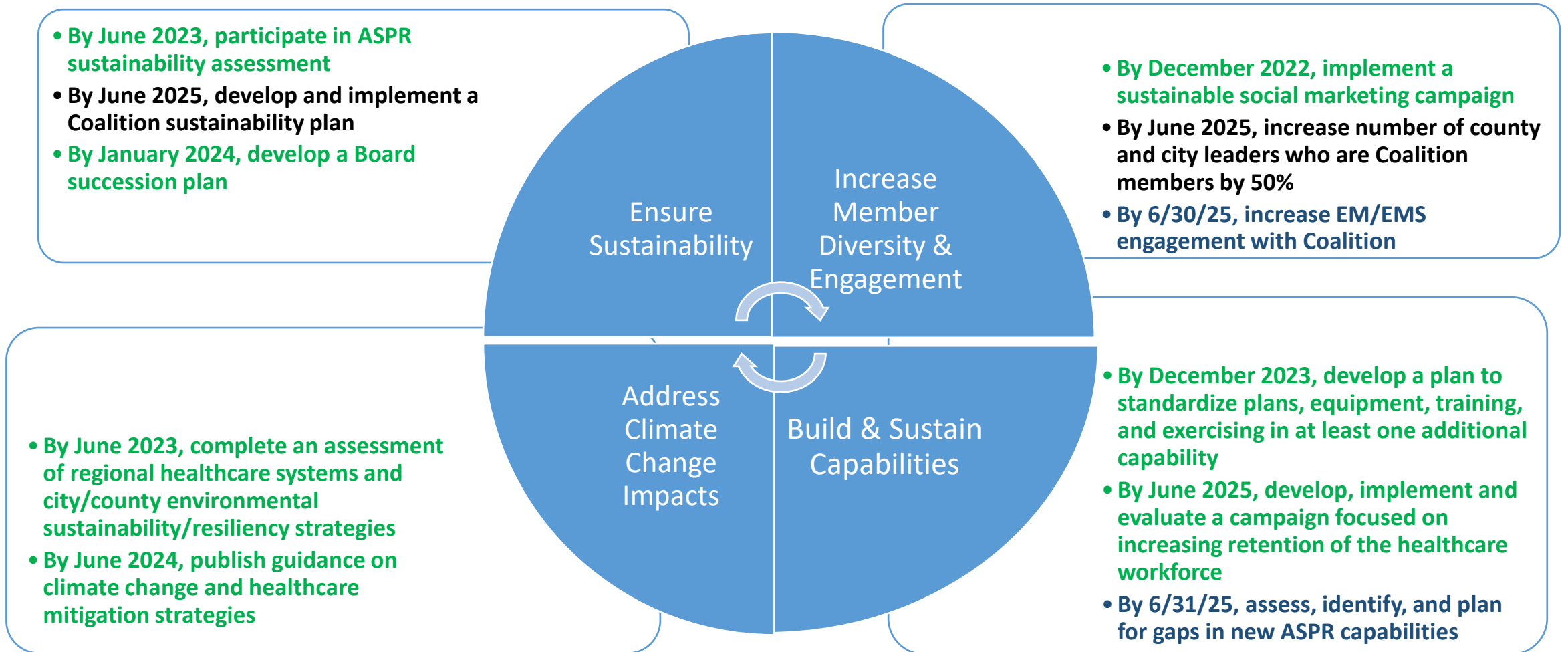
CFDMC Mission: To develop and promote healthcare emergency preparedness and response capabilities in RDSTF Region 5, including: Brevard, Indian River, Lake, Martin, Orange, Osceola, Seminole, St. Lucie, and Volusia Counties. The CFDMC will facilitate healthcare organizations and other partners in working 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

Updated May 2024



CFDMC Strategic Priorities & Objectives



Legend: Green=Completed; Black=In Progress; Blue=New

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)	Objective Achieved
By June 2025, 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)	In progress; see Sustainability Report
By January 2024, develop a Board succession plan	Identify expertise needs (marketing, business, fundraising). Explore others (CFIX, HPC) (Board)	Objective Achieved (updated bylaws to include health and medical co-chairs will serve in officer vacancies, and Board members will assist in recruiting replacement)

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 & Matt Meyers) Establish marketing committee to evaluate, develop ongoing process with metrics for Board review (Lynne Drawdy & Matt Meyers)</p>	<p>Objective Achieved. Social media committee in place and social media policy approved 4/25/23.</p>
<p>By June 2025, 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: Survey Board members to identify officials to target and develop engagement plan (MOUs with cities/counties, PPT for Board to present)</p>
<p>By 6/30/25, increase EM/EMS engagement with Coalition</p>	<p>Work with RTAB re EMS engagement; identify strategies to increase EM engagement</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>EMResource Steering Committee; FSED Workgroup both identified protocols and best practices.</p>	<p>Objective Achieved</p>
<p>By June 2025, develop, implement and evaluate a campaign focused on increasing retention of the healthcare workforce</p>	<p>Partnered with UCF re workforce recruitment/retention. Continue to share strategies</p>	<p>Will use new ASPR guidance to develop plan</p>
<p>By 6/30/25, assess, identify, and plan for gaps in new ASPR capabilities</p>	<p>Waiting on new contract/ASPR capabilities. Working with CISA/FBI on Cyber tabletop (a high priority for ASPR)</p>	<p>In Progress</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>Identify SME workgroup to lead efforts Survey, forum to discuss/understand climate change impacts and plans</p>	<p>Objective Achieved</p>
<p>By June 2024, publish guidance on climate change and healthcare mitigation strategies</p>	<p>Use input from surveys/forum, and best practices/research</p>	<p>Objective Achieved (resources approved 4/25/23 and sent to members/posted to website)</p>