National Foundation for Infectious Diseases

Strategic Plan (2015-2018)

Vision

Healthier lives through effective prevention, diagnosis, and treatment of infectious diseases.

Mission

The mission of NFID is to educate the public and healthcare professionals about the causes, prevention, and treatment of infectious diseases across the lifespan.

Core Values

- Evidence-based
- Integrity
- Transparency
- Collaboration

Goals / Objectives

ENHANCE EDUCATIONAL IMPACT

1. Ensure the ongoing value and sustainability of current educational programs
2. Expand educational programming to include new audiences, topics, and methods based on needs

AMPLIFY COMMUNICATION

3. Distill and disseminate timely and relevant infectious disease information
4. Strengthen NFID campaigns and channels, including social media, to increase public and professional awareness of infectious diseases
5. Seek and implement high-impact collaborations that will amplify NFID key messages

FOSTER ORGANIZATIONAL EXCELLENCE

6. Expand and diversify NFID operational funding sources while assessing alternatives to secure long-term financial independence
7. Identify, recruit, and engage emerging leaders, volunteers, and advocates
8. Refine and enhance internal competencies in development, medical science, communications, and technology

Strategic Initiatives

Professional Program Development
Conduct needs assessment and gap analysis, develop and implement pilot program(s)

Media and Public Outreach
Develop an effective network of spokespeople, evaluate and expand public education campaigns, optimize social media

Organizational Management
Assess operational infrastructure, evaluate and optimize governance, scale and align staffing

Fund Development
Conduct feasibility study, develop and implement funding strategy

Outcomes

- **Greater impact in advancing the knowledge and practice of effective infectious disease interventions**
- **Increased utilization of NFID informational and educational resources**
- **Increased brand awareness and perceived value among priority audiences**
- **Higher levels and increased diversity of funding**