# Strategic Plan FY23-FY26

## Vision

Healthier lives for all through the effective prevention and treatment of infectious diseases

## Mission

Educate and engage the public, communities, and healthcare professionals about infectious diseases across the lifespan

## Core Values

- Collaboration
- Diversity, Equity, Inclusion
- Evidence-Based
- Integrity
- Transparency

## Goals

- Enhance Professional Educational Impact
- Amplify Messaging to Build Awareness, Trust, and Understanding
- Drive Organizational Excellence

## Objectives

- A. Design evidence-based, impactful educational programs
- B. Deliver content to reach audiences within and across disciplines
- C. Cultivate and leverage high-impact collaborations to increase and diversify NFID reach
- D. Distill and disseminate timely and culturally relevant information to specific audiences through appropriate channels
- E. Engage, develop, and recognize leaders in infectious diseases
- F. Secure appropriate internal competencies and resources
- G. Expand and diversify NFID funding sources

## Outcomes

- Evidence that NFID education and outreach leads to more effective interventions, increased health literacy, and reduced health disparities
- Increased utilization of NFID educational resources
- Increased awareness and perceived value of NFID among key audiences and influencers
- Higher levels and increased diversity of funding
- Diversity among NFID leaders and advocates to reflect the field and populations served