

## **Strategic Issues 1**

Issue 1: How can FFAST raise public awareness of the organization and its programs, benefits, service areas, and successes?

### **Description:**

- Addressing this improves consumer quality of life
- Reaching and serving more consumers
- Increases knowledge, empowerment, choice for consumers
- Improved social and political justification, value
- Desire to serve all Floridians

### **Consequences of Inaction:**

- Operational and consumer stagnation
- Lack of access, empowerment, and choice for consumers
- Reduced policymaker attention, budget cuts
- Individuals in need will not have access to FFAST programs and information
- Competition from other programs to fill the void
- Inequitable access to services for all areas of Florida
- Inability to adequately address service and information gaps for consumers

Goal:

Objective 1:

Objective 2:

Strategy 1:

Strategy 2:

Indicator 1:

Indicator 2: