

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

Questions:

1. Do you believe FFAST has a large enough presence in the Disability Community? Why?
2. Do you feel that FFAST provides AT information for all disability types? (Mobility, Communication, cognition, vision, hearing, etc.)
3. How does FFAST increase awareness among Floridians?
4. How do we increase awareness of FFAST services in Rural Areas?
5. How do we increase awareness of FFAST services in low income and underserved areas?
6. How important do you feel in person events within the disability community are to FFAST?
7. How important do you feel a presence at general community events are to FFAST?
8. Who is our Target audience?
 - a. Individuals with Disabilities

- i. Specific Disability types?
- b. Caregivers
 - i. Professional caregivers
 - ii. Family Members
- c. Professionals
 - i. Indirect - "Train the Trainer"
 - 1. Credentialed Experts (SLP, PT, OT, etc.)
 - 2. Educators
 - ii. Direct to Representatives of other programs and agencies (VR, Medicare, CILs, etc.)

Goal: Increase Awareness of FFAST.

- Objective 1: Increase Overall Awareness of FFAST as a **State Program (Help Desk / I&A)**.
 - Strategy 1-1:
 - Indicator 1-1:
 - Strategy 1-2:
 - Indicator 1-2:
- Objective 2: Increase Awareness of FFAST **Device Loan Program**.
 - Strategy 2-1:
 - Indicator 2-1:
 - Strategy 2-2:
 - Indicator 2-2:
- Objective 3: Increase Awareness of FFAST **Training Program**.
 - Strategy 3-1:
 - Indicator 3-1:
 - Strategy 3-2:
 - Indicator 3-2:
- Objective 4: Increase Awareness of FFAST **Financial Loan Program**.
 - Strategy 4-1:
 - Indicator 4-1:
 - Strategy 4-2:
 - Indicator 4-2: