CENTER FOR FORECASTING AND OUTBREAK ANALYTICS

2023-2028 Strategic Plan

Introduction

The Center for Forecasting and Outbreak Analytics'
(CFA) inaugural strategic plan defines its priorities
for 2023-2028. As the Centers for Disease Control
and Prevention's (CDC) newest center, CFA launched
in 2022 to advance U.S. public health response,
forecasting, and modeling capacities related to
disease outbreaks. The Center fills a critical gap in
decision support for government leaders across
the nation when responding to health threats. This
plan, developed by CFA leadership with input from
the organization, outlines CFA's long-term vision
and mission and plans to achieve these goals. This
living document will provide strategic direction
while allowing CFA to remain nimble in response to
emerging innovations or threats.

Goals and Objectives

CFA identified four goals that describe how the Center intends to achieve its vision and mission between 2023 and 2028. These goals align to the focus areas for CFA's three divisions—Predict, Inform, and Innovate—as well as the organization's overall advancement. Corresponding objectives provide more specificity on how CFA will accomplish each goal.

Vision

To empower people to save lives and protect communities from health threats

Mission

To harness cutting-edge analytics to improve response to public health emergencies

PREDICT:
Deliver actionable analysis and response-ready modeling tools

CFA is focused on creating analyses that enhance outbreak preparedness and response. CFA uses advanced analytics, and modeling methods to provide decision makers with valuable insights into how outbreaks might unfold. To achieve the goal of delivering actionable analysis and response-ready tools, CFA will:

1. Build and support community development of a suite of open-source models and tools for outbreak analytics
2. Collaborate with CDC programs to apply CFA's models and community tools in routine practice
3. Test, evaluate, and improve CFA's modeling approaches and data sources
4. Provide analysis for urgent response needs

INFORM:
Generate practical decision support products

CFA emphasizes timely, clear, and effective communication to decision makers. The Center works closely with stakeholders to understand their requirements and capabilities—helping CFA tailor analytic tools and communication products to meet their needs. To further the Center's work to generate practical decision support products, CFA will:

1. Lead development of products containing actionable insights for decision makers
2. Translate and disseminate CFA-developed analytics
3. Establish and maintain collaborations to formulate and continually improve CFA products

Goals and Objectives continued:

INNOVATE:

Drive technological and analytic innovation

CFA ensures that technological platforms are in place and working well so the team and collaborators have efficient access to data, models, and tools. CFA also supports development and adoption of new methods for advanced analytics, forecasting, modeling, and communication. To continue driving technological and analytic innovation, CFA will:

1. Transform infectious disease forecasting, advanced analytics, and communication by engaging public, academic, and private sector performers

2. Advance leading-edge analytic technology architectures for CFA and our partners

3. Establish technical specifications to support the flow of data and methods between CFA and collaborators

ADVANCE:

Build a world-class forecasting and outbreak analytics organization

Since its inception, CFA has been actively involved in CDC's response work. CFA is also focused on developing the people, systems, and tools needed to fulfill its mission. To continue building a world-class forecasting and outbreak analytics organization, CFA will:

1. Attract and retain an ambitious, technically excellent, creative, and diverse workforce

2. Drive CFA talent growth through robust career development initiatives

3. Foster a high-performance culture of collaboration, innovation, transparency, and trust

4. Plan and execute for sustained success