

Background and rationale

Our initial strategy for 2019-2022

In April 2019, Cochrane First Aid was launched by the [Centre for Evidence-Based Practice of Belgian Red Cross](#). At that time, we published our [first strategic plan](#), outlining our mission and vision, and containing goals that would guide us through our first 3,5 years (2019-2022).

Our initial strategy endorsed and actively contributed to Cochrane's [Strategy to 2020](#) and to Cochrane's [Knowledge Translation Framework](#). The main goals to achieve its mission were fixed along the main tasks of Cochrane Fields, as defined by the Cochrane Central Executive Team:

- 1) Network building;
- 2) Building demand/advocacy;
- 3) Knowledge translation outputs;
- 4) Stakeholder engagement;
- 5) Review production.

We are proud and happy to have made great progress in all of our strategic goals. Our achievements have been summarized and highlighted in our annual reports of [2020](#) and [2021](#).

Developing our new strategy for 2023-2025

During 2019 and 2020, Cochrane developed a new organizational strategic framework for 2021 onwards that would help the organisation go further in realizing its vision of a world of better health for all people. This framework was nearing completion following wide consultation. Of course, Cochrane First Aid planned to graft its strategy onto it.

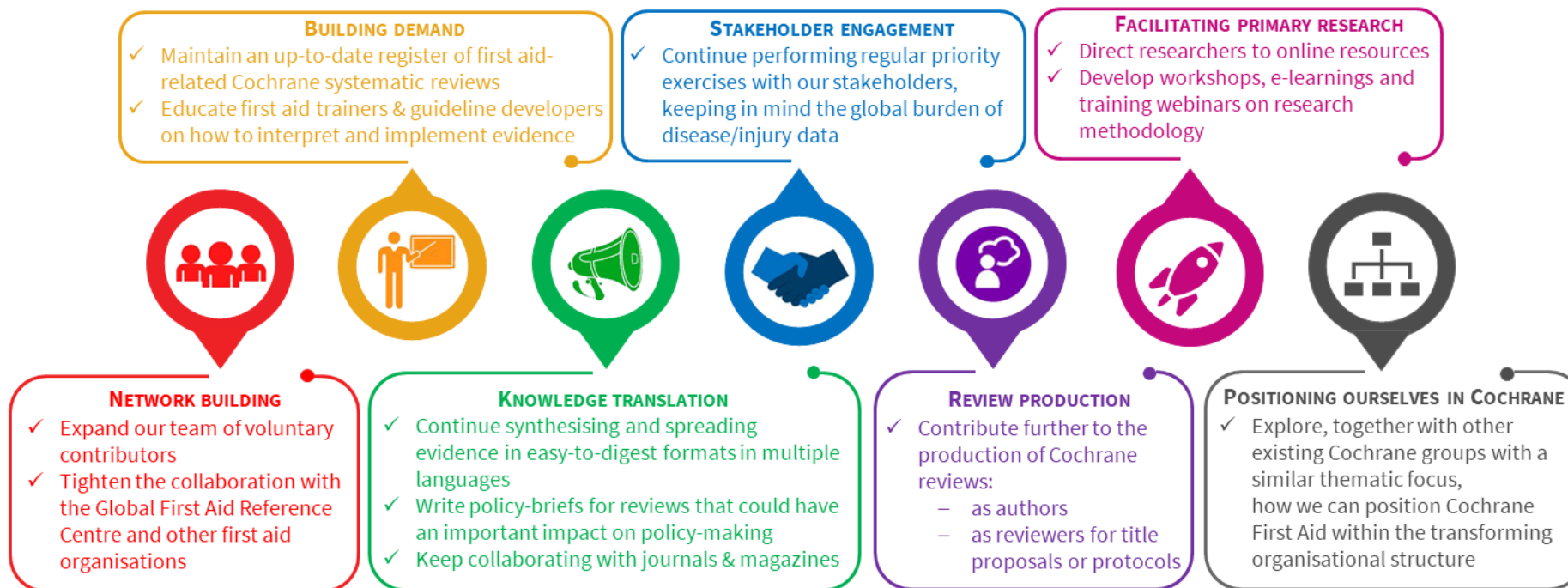
However, due to the unprecedented global events of the past two years, Cochrane is now operating in quite a different strategic environment. Its Governing Board has decided to pause work on a longer-term framework and focus instead on short-term changes the organization needs to make to remain sustainable. These changes are set out in their new interim plan, the [Strategy for Change: 2021-2023](#).

As the long-term strategic direction of Cochrane is currently uncertain, and it may be unclear up to 2025 how Cochrane Fields will fit into the new organisational strategy and structure, Cochrane First Aid has decided not to develop an entirely new strategic plan. Instead, in 2023-2025, we will build further on our previous 5 strategic goals, keeping in mind the Strategy for Change: 2021-2023. In addition, we introduce a 6th strategic goal, i.e. facilitating primary research in first aid, based on our stakeholders' needs. Finally, a 7th strategic goal is to explore, together with other existing Cochrane Groups with similar thematic focuses, how we can position CFA within the new Cochrane structure.

Strategic plan



STRATEGIC PLAN 2023-2025



Strategic goal 1: Network building

Within this goal, our first aim is to expand our team of voluntary contributors, so that we can provide summaries of evidence in their own language to as many people as possible (see Strategic goal 3).

A second aim consists of strengthening and deepening the existing collaboration with the [Global First Aid Reference Centre \(GFARC\) of the International Federation of Red Cross and Red Crescent Societies \(IFRC\)](#), and exploring collaborations with other leading first aid organisations.

Strategic goal 2: Building demand/advocacy

We will maintain [our currently available register of all first aid-related Cochrane systematic reviews](#).

In addition, we will continue to provide training on how to read, interpret and implement Cochrane evidence during workshops at first aid-related conferences and events. This is in line with the second goal of Cochrane's Strategy for Change 2021-2023, i.e. "advocating for evidence".

Strategic goal 3: Knowledge translation outputs

Developing different formats in which we disseminate the summarized evidence of Cochrane systematic reviews related to first aid, will remain one of the high-priority tasks of our Field. In addition to blogshots, we will start generating other products (e.g. visual abstracts) in multiple languages. For Cochrane reviews that may have an important impact on policy-making, we will develop policy-briefs that are accompanied by a visual abstract.

We will continue to write Cochrane Corners for publication in the International Journal of First Aid Education, and contribute to the evidence-based articles of The Health and Food team of Testaankoop, a Belgian non-profit organisation that promotes consumer protection.

All of these actions will actively contribute to achieving the third goal of Cochrane's Strategy for Change 2021-2023, i.e. "informing health and care decisions".

Strategic goal 4: Stakeholder engagement

We aim to consult our stakeholders on a regular basis. Consultation will be done to identify priority topics, knowledge translation outputs of interest, or possibilities to improve collaboration. This is in line with the first goal of Cochrane's Strategy for Change 2021-2023, i.e. "producing trusted evidence".

Strategic goal 5: Review production

Also in line with "producing trusted evidence", we will further contribute to the production of Cochrane systematic reviews, both as review authors and as peer reviewers for title proposals or protocols. In addition, we may be able to help identify other relevant peer reviewers.

Strategic goal 6: Facilitating primary research

In its recent [First Aid Vision 2030](#), the IFRC puts forward "Research, evidence and evaluation" as one of its 6 priority action areas. It aims to strengthen capacity in research, evidence, evaluation, and learning related to first aid, educational programs and methodologies and impact of first aid education on learners and communities. The combined efforts of Red Cross and Red Crescent National Societies could help fill in knowledge gaps and develop future guidelines that have a broader evidence base and are better tailored to different needs. However, at this moment, a large number of National Societies do not have (adequate) experience in data collection, designing and conducting primary research, or publishing in peer-reviewed journals. As a consequence, the availability of high-quality first aid-related studies remains low, limiting the meaningfulness of conducting reliable first aid-related Cochrane systematic reviews.

As Cochrane First Aid wants to increase the Cochrane systematic review evidence base related to first aid, we want to stimulate and facilitate primary research in first aid, in collaboration with GFARC. To do so, we will direct researchers to online resources about primary research methodologies, and develop workshops, e-learning and training webinars if existing resources do not cover these needs.

Strategic goal 7: Positioning ourselves in Cochrane

In February 2022, the Cochrane Governing Board has approved a new model for producing evidence syntheses within the organisation, in order to remain viable, sustainable, and focused on the great global health and care challenges. With [the future of evidence synthesis in Cochrane](#), Cochrane is going through a vast organisational transformation. Over the next 3 to 5 years, Cochrane Groups have time to consider if, when and how they will evolve as part of the new model.

Therefore, our final strategic goal consists of exploring, together with other existing Cochrane Groups with similar thematic focuses, how we can position CFA within a transforming Cochrane structure.