

**Key Takeaways:**

- Applying segmentation means trying a change on a portion of the population where you are most likely to succeed in order to test the idea without dealing with all the obstacles.
- Stakeholder mapping and communication planning help identify all of the audiences who are impacted (positively and/or negatively) by a change and strategies for reaching them.
- Stakeholder engagement strategies may change at different points in the adoption process as adopters can be included in outreach and communication processes.
- Health disparities are the preventable differences in the burden of disease, injury, violence, or opportunities to achieve optimal health that are experienced by socially disadvantaged populations.
- Assessing data for health disparities is important because without data-driven decision making, assumptions are made.

**Key Concepts:**

Quality Improvement	SIPOC Diagram Tool. <a href="#">ISixSigma Website</a> .
	Surgo Ventures Vaccine Uptake Survey of US Adults. <a href="#">Surgo Ventures Website</a> .
Health Equity	Using Data to Reduce Health Disparities and Increase Health Equity (AHA): <a href="https://www.aha.org/system/files/media/file/2021/03/Market_Insights_Disparities_Data.pdf">https://www.aha.org/system/files/media/file/2021/03/Market_Insights_Disparities_Data.pdf</a>
	Disparities in Health and Health Care: 5 Key Questions and Answers (KFF): <a href="https://www.kff.org/racial-equity-and-health-policy/issue-brief/disparities-in-health-and-health-care-5-key-question-and-answers/">https://www.kff.org/racial-equity-and-health-policy/issue-brief/disparities-in-health-and-health-care-5-key-question-and-answers/</a>
<b>Further Reading:</b>	
[citation/website]	