

Session 27:

Health Equity: Leveraging Clinical/Public Health Data to Eliminate Health Disparities (Part 1/2)

Quality Improvement: How to be Successful at Change

Key Takeaways:

- Understanding motivation is critical to accelerating learning through quality improvement projects. This requires understanding both an individual’s attitude toward change as well as their beliefs about the specific change you are trying to make.
- All individuals are ambivalent about change. The sooner we identify their reasons to change and their reasons not to change, the better equipped we are to help them through the change process.
- Stakeholder mapping can help us to identify where individuals’ motivations to change and not change are aligned or misaligned so that we can maximize the likelihood of successful implementation.
- Deep health equity attends to the historical hurt and harms that created health inequities by accurately diagnosing core problems, naming historical context, and offering vast solutions.
- It is important to identify and limit communications of data by asking questions like: Who is represented in the data? Who might be missing? Who determined the methods? Who summarized the data?
- Resources such as those available on the County Health Rankings and Roadmaps website can help you leverage public health data to create actionable strategies to address health disparities.

Further Reading:

Quality Improvement	Diffusion of Innovation Theory. Boston University School of Public Health Website .
	Motivational Interviewing in Health Care: Helping Patients Change Behavior (Applications of Motivational Interviewing) 1st Edition by Stephen Rollnick (Author), William R. Miller (Author), Christopher C. Butler (Author)
	Prochaska and DiClemente. Stages and Processes of Self-Change of Smoking - Toward An Integrative Model of Change . July 1983. Journal of Consulting and Clinical Psychology 51(3):390-5.
	John Kotter’s 8 Steps from “Why Transformation Efforts Fail,” Harvard Business Review, 2006 .
	Swiss Cheese Model for Risk
Health Equity	County Health Ranking and Roadmaps