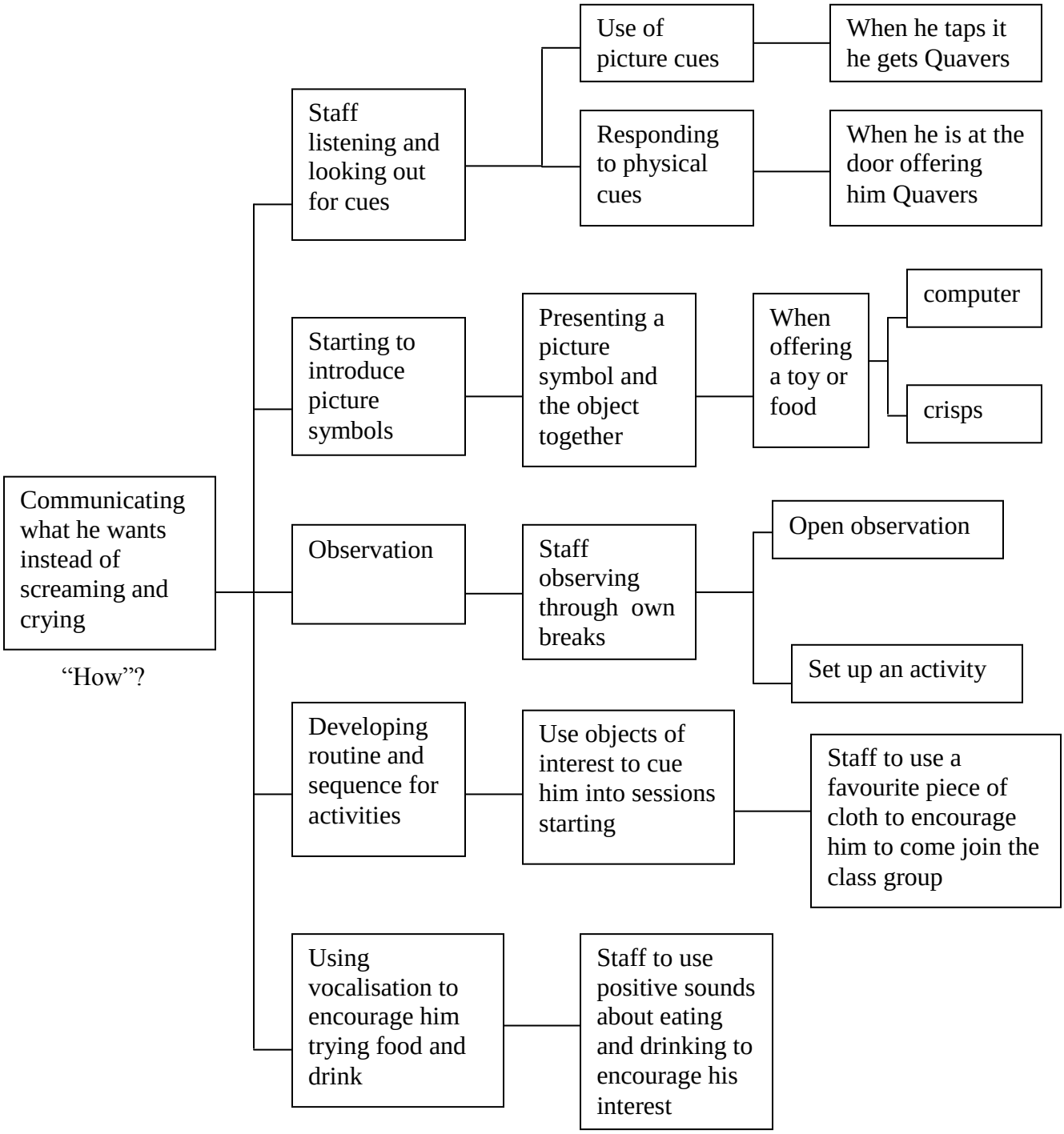How/How: What strategies could be applied to support this change?