

Introduction to Positive Deviance

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Impromptu, Speed Networking Power of loose connections **small things can make a big difference**



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Speed Networking

The Thing I really hope to get from and contribute to this meeting is...

My Biggest Challenge Right Now is...

Find a partner...3-4 minutes sharing...
Then find another partner... then find another.

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What is Positive Deviance?

Problem solving approach

Grounded in the fact that communities have untapped wisdom

Organizations can tap uncommon behaviors and strategies discovered by members of the community to successfully address dilemmas

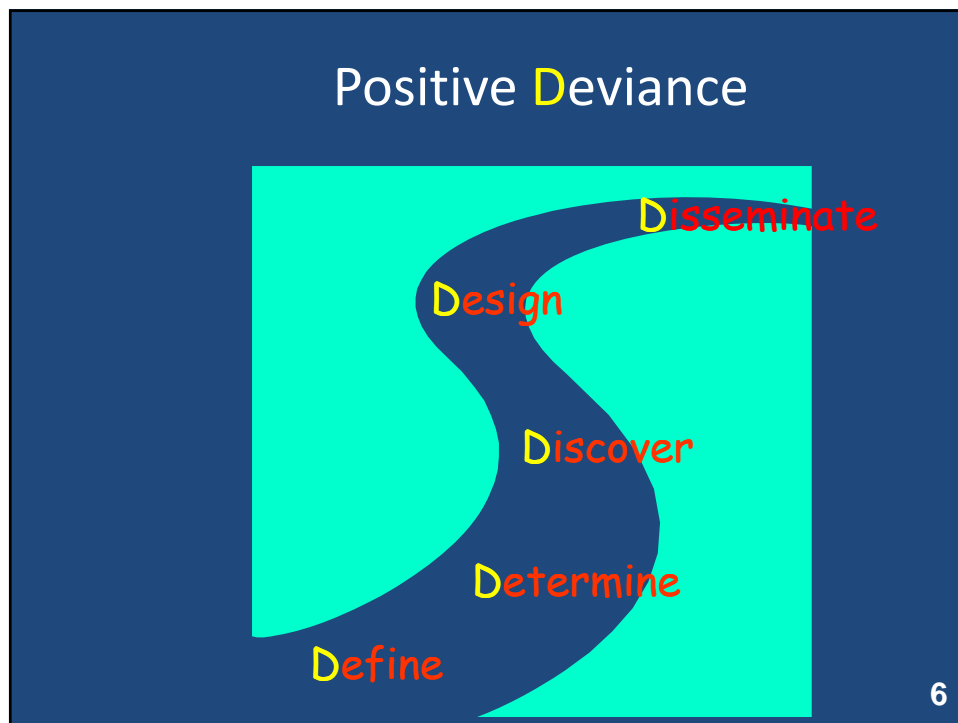
Sustainable behavior change by implementing solutions already existing in the environment

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The Premise Of Positive Deviance

No matter how seemingly intractable a problem, in every community there are individuals whose uncommon practices/behaviours enable them to find better solutions to problems than their neighbours who have access to the same resources.

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Positive Deviance Method

- Define:
 - The problem, current perceived causes, challenges, constraints, common practices and desired outcomes
- Determine:
 - The presence of PD individuals or groups
- Discover:
 - Uncommon but successful behaviors and strategies through inquiry and observation
- Design:
 - Activities to allow members to practice the discovered behaviors

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History & Evolution of PD

- Jerry and Monique Sternin's work with malnourished children in Vietnam - 1990
- MRSA Prevention – Pittsburgh VA Hospitals
- Fighting MRSA – Albert Einstein Medical Center

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