



Positive Deviance
application method
to reduce the
malnutrition rate-
Way Out Innovative
and based on
community strengths

Sudinkes Jakarta Barat
&
Mercy Corps

Innovation of Positive Deviance Application

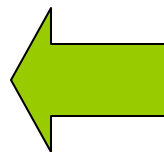
POS GIZI

Strategy

PD adoption



Complementary feeding practice at “Pos Gizi” for 10 days and hygiene behavior practice with health messages dissemination to care givers



Feeding practice adopted from PD family learned before pos gizi implementation

Innovation of Positive Deviance Application

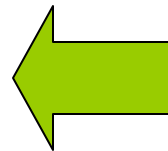
Behavior Change Promotion

Strategy

Focused to malnutrition prevention through information dissemination of “success behaviors” using *peer group (care giver group), media campaign and provide access for certain behaviors*

PD Adoption

The health messages delivered through media campaign and peer group adopted from success behavior of PD families



Innovation of Positive Deviance Application

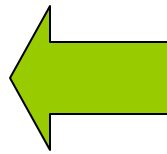
Healthy Child Movement

Strategy

PD Adoption

Focused to malnutrition prevention through community base competition to motivate community and health information dissemination integrated with RW SIAGA program

The health messages delivered adopted from success behaviors founds from PD families



Formative Research (2006)



The key factors for behavior changed :

- 1. Knowledge & skill**
- 2. Access**
- 3. Social support**