



POSITIVE DEVIANCE INITIATIVE

LISTSERV NEWSLETTER

VOLUME 1, ISSUE 12

DECEMBER 2010

PDI Welcomes Roger Swartz as Executive Director



The PDI is very excited to introduce our newly hired Executive Director, Roger Swartz. Roger brings significant leadership experience in public health policy and practice. He comes to the PDI from the Boston Public Health Commission where he was Director of the Community Initiatives Bureau for ten years.

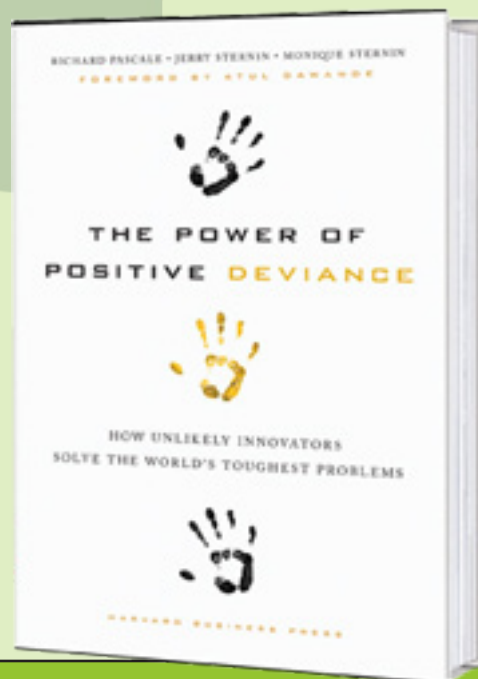
Roger brings significant experience managing and implementing international public health programs having worked in Africa and the Middle East. He has worked with John Snow, Inc., World Vision International and the Peace Corps. I recently sat down with Roger to ask him a few questions including what excites him about joining the PDI, and what intrigues him most about the PD approach.

PDI: What makes you most excited about joining the PDI?

The Power of Positive Deviance Named Best Business Book on Management

The Power of Positive Deviance by Richard T. Pascale, Jerry Sternin, and Monique Sternin, has been named “this year’s best business book on management” by *strategy+business* magazine. The article which highlights the book was written by David K. Hurst and is entitled, “*Best Business Books 2010: Management.*” Hurst provides wonderful overviews of both the PD method and the content of the book and points out that the stories in *The Power of Positive Deviance* “are evocative and compelling.” **READ full article here...**

Roger: I think the thing that makes me most excited about joining the PDI is the potential, because it’s clear that it’s an approach that works, and it’s an approach that people grasp and really hook into. There is great potential for community and social change and it’s just really exciting in the sense that the possible applications of the approach seem limitless. Part of the issue that motivates me in growing the organization is the need to be strategic. Having said that, it’s definitely nice to be able to start from a place that is so expansive – one that allows us to explore from among the vast array of opportunities. I am also excited about working with the core group of staff at the PDI who are committed to the work and who have built a foundation for the PDI. I’m enthusiastic about becoming a part of that team. The PDI’s potential is especially rich given that it is part of Tufts University. There is an enormous amount of support and credibility that comes with the affiliation. From a more philosophical perspective, the priority attention that is placed on community involvement and leadership really energizes me. It feels refreshing to have community be such a central part of the approach and one that makes sense in terms of sustainable change. I am excited about the approach itself. **READ full interview here...**





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PD for Improving Hand Hygiene

Team members from Albert Einstein in São Paulo, Brazil discuss how PD is used to address hand hygiene in this audio interview

I recently interviewed a team from Hospital Israelita Albert Einstein in São Paulo, Brazil about how they are currently using positive deviance as a strategy for improving hand hygiene compliance and reducing hospital acquired infections.

Team members Jose Aparecido de Souza Junior “Junior” (physical therapist), Rita de Cassia Ribeiro de Macedo (nurse coordinator), Luciana Reis Guastelli (nurse coordinator), and Alexandre R. Marra (doctor), share (in both English and Portuguese) how the project began, how the PD process has been useful in promoting hand hygiene compliance, and how the PD process is changing the dynamics of the hospital. Dr. Alexandre Marra mentions that the PD process has increased the accountability that healthcare workers feel about hand hygiene, and says that they feel that, “to be a positive deviant is considered a privilege. They are very proud to contribute with their ideas, changing experiences about hand hygiene compliance, giving different ideas and different ways for improving hand hygiene.” In January 2010, the team published an article entitled “Positive Deviance: A New Strategy for Improving

Hand Hygiene Compliance” in *Infection Control and Hospital Epidemiology*, which showed that the positive deviance strategy yielded a significant improvement in hand hygiene, which was associated with a decrease in the overall incidence of HAIs.



(from the left) Carla Manuela Pereira de Araújo (nurse coordinator), Jose Aparecido de Souza Junior (“Junior”, physical therapist), Rita de Cassia Ribeiro de Macedo (nurse coordinator), and Alexandre R. Marra (MD).

A full transcript in English is available on the website in addition to the audio clips.



Upcoming Events



12.02.2010

Babson College, MA

On Thursday 12/02, from 5:00-6:30 PM, Monique Sternin co-founder of the Positive Deviance Initiative and Randa Wilkinson, Director of Training at the PDI at Tufts University will share stories on how Positive Deviance has changed seemingly intractable problems in multiple sectors. The event will take place at Babson College campus in the Olin Auditorium (120). The event is hosted by The Lewis Institute. **Click here to learn more.**

THE POWER OF
POSITIVE DEVIANCE
HOW UNLIKELY INNOVATORS
SOLVE THE WORLD'S TOUGHEST PROBLEMS

DECEMBER 2, 2010
5:00-6:30PM
OLIN AUDITORIUM



BABSON The Lewis Institute



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PD Updates from Around the Globe



Sector: Nutrition

Where: Lesotho

When: November 8-13, 2010

What: The **World Food Programme (WFP)** in Lesotho is launching a joint UN nutrition program in collaboration with the ministry of health. A combination of factors including high household food insecurity and high HIV prevalence results in a high level of stunting (41.9%) and micro nutrient deficiencies (48.6%). Malnutrition remains the highest cause of mortality among children under 5 in Lesotho. The PD approach is being used to inform a Life Skill activity at the community level to reduce and prevent chronic malnutrition and anemia in children under 24 months. A training of trainers in the use of the PD approach recently took place in Thaba Tseka district from November 8-13 for that purpose. Participants came from the ministry of health, ministry of agriculture, local government and a few NGOs. [READ MORE...](#)



Sector(s): Nutrition, Diabetes

Where: Boston, MA

When: November 4-5, 2010

What: PDI was an active contributor in the recent Tufts Friedman Symposium. During a pre-symposium workshop conducted by Randa Wilkinson (Director of Training), participants learned about the PD concept, the application of PD to under five malnutrition, and some of the challenges in implementing PD Hearth. The next day, Wilkinson presented an overview of the PD concept and approach, with examples of the PD approach used at the community and policy levels. On the final day of the symposium, Dirk Schroeder, co-founder of **HolaDoctor** and Associate Professor at Emory University Rollin's School of Public Health, spoke about his recent research on the management of diabetes in the Hispanic population in Texas. [READ MORE...](#)



Sector: Maternal and Newborn Health

Where: Zambia

When: October 18-27, 2010

What: In partnership with the **CORE Group**, the PDI recently worked with **World Vision Zambia** to design and conduct a workshop applying the PD approach to address issues relating to maternal and newborn health. The workshop was held in Mumbwa District of Zambia from October 18-27 and was facilitated by Monique Sternin and Randa Wilkinson from the PDI. Highlights and initial findings from the several communities involved in the workshop include: an eagerness on the part of community members to meet and discuss maternal and newborn issues and outcomes, and an awareness on the part of health center staff that data can tell a very important story, and that data collected can be visualized and shared with communities and the ministry of health in an effective and meaningful way. [READ MORE...](#)

