



POSITIVE DEVIANCE INITIATIVE

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Focus on: Mapping

This issue of the newsletter focuses on the importance of mapping as a component of the Positive Deviance process. As part of the first step in the PD process, mapping is done to get a better picture of the magnitude of the problem that the community is facing, and to visualize the community in an interactive way that allows many people to contribute. We hope that this issue will serve as a resource for better understanding the process of mapping and how it can be used in defining the problem that a community is facing. In addition to the information and case studies provided here, there is a community mapping tool that might be useful to those using the PD approach: *Community Mapping Tool*.



Women in the Mumbwa District of Zambia create a map as a step towards improving maternal and newborn health in their village.

Have you been involved in a PD project that has completed a community map? If so, we'd love to see your maps! Please send your PD community map to: contact@positivedeviance.org!

New York Times Blogs Highlight an Initiative Using the PD Approach



We'd like to share two interesting recent blog posts by David Bornstein of the *New York Times* which exemplify the essence of the PD approach - solutions being discovered from within a community and community members **ACTING** their way

into new ways of thinking. Bornstein's two posts focus on the Family Independence Initiative (F.I.I.), an initiative which supports groups of self-organized low-income families who help each other to achieve their goals. Launched by Maurice Lim

Miller in Oakland, CA in 2001, F.I.I. draws on the idea of positive deviance and has achieved amazing results so far - a two year evaluation of the programs in Oakland, Hawaii and San Francisco showed that "incomes across all its sites had increased, on average, by 23 percent and savings were up 240 percent." To read more about the success of F.I.I. and how positive deviance plays a role in the initiative:

- *Out of Poverty, Family-Style* by David Bornstein. *The New York Times*.
- *Trusting Families to Help Themselves* by David Bornstein. *The New York Times*.

MAPPING

Mapping as part of the PD process

The process of mapping is an interesting and important component of the Positive Deviance process, and enables people within a community to visualize themselves in relation to others and in relation to the resources surrounding them. Mapping is done to get a better picture of the magnitude of a problem, to visualize the community in an interactive way that allows many people to contribute, and to initiate communication.

Who Maps?

Mapping usually involves between 5-50 community members who come together to map their community. Community members decide on what to use to map depending on what is available – we have seen maps created out of bricks, twigs, mangos, leaves, empty bottles, and rocks. From the initial maps created with 3D objects, longer lasting maps are created using pen and paper – one village even made a quilted map out of fabric!



Women in Zambia use mangos to help create a map related to maternal and newborn health in their village.

What do communities map?

What the community decides to map depends on the challenge that the community is facing, but after creating a baseline map of the town or village with the houses and streets, communities commonly indicate things like resources, access to markets, community gathering places, and land use. For example, a community dealing with newborn mortality might map the village and then indicate the families that have experienced a newborn death over the past year as well as the families that have had healthy newborns over the past year. That community might also indicate where the midwives in the village live, the closest hospital, the nearest vehicle that might be used to get to the hospital in case of obstetric emergencies, etc.



Community members in Cambodia look at the map they have created related to malaria in their village.

When is mapping useful?

Mapping is an activity that can be useful at several different steps in the PD process. During the first step of the PD process mapping can be used to bring people together and help them to visualize the community and to see the community from a different perspective. The map also helps to define the problem and get a better grasp on community practices and enables the community to see positive deviants in a visual way. During the third step of the PD process, the map can help to identify positive deviants. During the fourth step the map can help identify where to focus activities (to select a central location that is easily accessible). During the final (fifth) step of the process, the map can serve as a monitoring and evaluation tool to track the progress of a project.

Why do communities map?

Playing a role in the development of a community map enables people to develop a sense of being connected to others and allows people to see that others are challenged by the same obstacles that they are challenged by. For example, in a project related to girl trafficking in East Java, Indonesia, before a community map was created many families felt that the girls from their family were the only girls that were missing, that they were the only ones facing this problem. It became clear after the community mapping activity that almost 140 people (90% of whom were young girls aged 14-17) were missing from the village!

There are many group dynamics at play during community mapping that help to create a better definition of the problem that the community is facing. The community mapping activity is a very non-threatening way to bring people together in a situation where they have to compromise and determine how they relate to one another. For example, during a mapping activity people might debate about where things are located on a map, and will have to voice their opinions, like, "I think that the post office is on the other side of the street." This type of banal compromising and working together to create the map sets the stage for community mobilization, greater awareness of the problem, and community self-discovery.

"The PD mapping exercise was like playing with a puzzle and making sense of the big picture"

(Martini, 2008, in regards to mapping in the girl trafficking project in East Java)



Identifying Positive Deviants

By identifying things like newborns that have survived, or teenage girls that have not been trafficked, the community can visually identify successes and positive deviants. The mapping is an interactive and participatory process that captures information in a visual way and can also be used to prompt people to become more aware of what is happening around them and to track progress. In the example of the girl trafficking project in East Java, community members were able to identify where the most vulnerable girls lived and were able to pay special attention to those girls, to coach the girls' parents on small business opportunities, and to engage the parents in discussions around the future of the girls.

MAPPING EXAMPLES

Preventing Girl Trafficking in Indonesia



In May of 2003 Save the Children and a local Indonesian non-governmental organization met with a consultant to explore how Positive Deviance (PD) could be used to build a community-based movement to protect girls from being trafficked into the sex industry. In the weeks after the PD workshop, the community created a simple map of the entire village, circling the homes of those girls that were missing from the village and those most at risk for trafficking.

A community member from Gadungsari proudly shows the map that the community created which helped the village realize what a drastic problem girl trafficking was.

As detailed in the report about the project, *Utilizing a Positive Deviance Approach to Reduce Girls' Trafficking in Indonesia: Asset-Based Communicative Acts that Make a Difference* by Lucia Dura and Arvind Singhal, "The mapping exercise opened their eyes about the extent of girls' trafficking occurring in Gadungsari. Some 50 people participated in the community mapping activity, and its results were startling. The mapping exercise revealed that roughly 140 people were missing from the village who should have been there, 90 percent of whom were young girls 14 to 17 years old.

Mapping was also used to depict visually how power was distributed through the twelve hamlets in Gadungsari, what level of influence was wielded by which trafficker on what residents and why, and so on. From that point on, community members began to take ownership of the 'silent' problem of missing girls, posing questions such as, why do girls leave the village, why not boys? Through the detailed house-by-house, street-by-street, village level mapping, the community was able to identify the specific issues faced by the population of vulnerable girls." *To read more about this project, click here.*

Maternal and Newborn Care in Pakistan



Male community members in Pakistan work together to map where births in the village occurred over the past year and which newborns died and which survived in the community.

into two groups – a women's group, and a men's group. It is extremely significant that male villagers played a role in addressing maternal and newborn care because traditionally they are not a part of birth or related issues.

The men's group created a map which indicated where births in the village had occurred in the past year, and marked those newborns who had died with detailed information regarding causes of death, and those babies, despite all odds, who had survived. Once the men created the map, the women's group verified what had been mapped, and added information. Looking at the map and learning who had babies who survived complications such as a cord infection, hypothermia, newborn tetanus and other life threatening illnesses in their first months of life allowed the men to identify PD babies and families. The men then visited those families to learn about how the newborn had survived. The mapping activity enabled the men of the village to see the magnitude of the problem and galvanized them into taking steps to ensure the health of newborns in their community. *To read more about this project, click here.*

The Saving Newborn Lives Initiative, led by Save the Children US, has used Positive Deviance to improve maternal and newborn Care in Haripur, Pakistan. Mapping was an important component in reducing neonatal death and improving the health of mothers. In Pakistan, the community divided

Preliminary Mapping in Gary, Indiana



Congregation leaders in Gary began creating a community map in June 2011. Something that emerged during the mapping was the existence of "food deserts" in the community.

During the mapping exercise, the congregation leaders mapped the location of important institutions such as schools, places of worship, primary employers, and hospitals. Something that emerged during this process was that the group identified "food deserts" that exist in the community – places where it is hard to find nutritious, affordable food – and the group began to gravitate towards food and nutrition issues within the community. This project is in its early stages and the map is still being created and modified, and we hope that this activity will help this enthusiastic group in defining the problem!

A group of congregation leaders in Gary, Indiana who are very engaged in community ministry recently joined forces to address specific challenges to work on within their communities. The group, sponsored by the Indianapolis Center for Congregations, began using Positive Deviance in April 2011, and started a preliminary mapping exercise in June.