



# POSITIVE DEVIANCE INITIATIVE

NEWSLETTER  
VOLUME 2, ISSUE 3  
APRIL 2011

## “Like” us on Facebook

PDI has a new Facebook Page! To stay updated on the latest PD happenings, click the “Like” button below to link to our page, and then click the smaller “like” button on the top of the page.



As the recent Newsletter survey results showed, unfortunately only

18% of you follow us on Facebook or Twitter – which are both great ways to get information about new PD research articles and upcoming events and training opportunities! We post about 3 to 4 updates per week to keep you updated on the latest PD happenings and events. Click here to join us on Twitter: <http://twitter.com/PDInitiative>

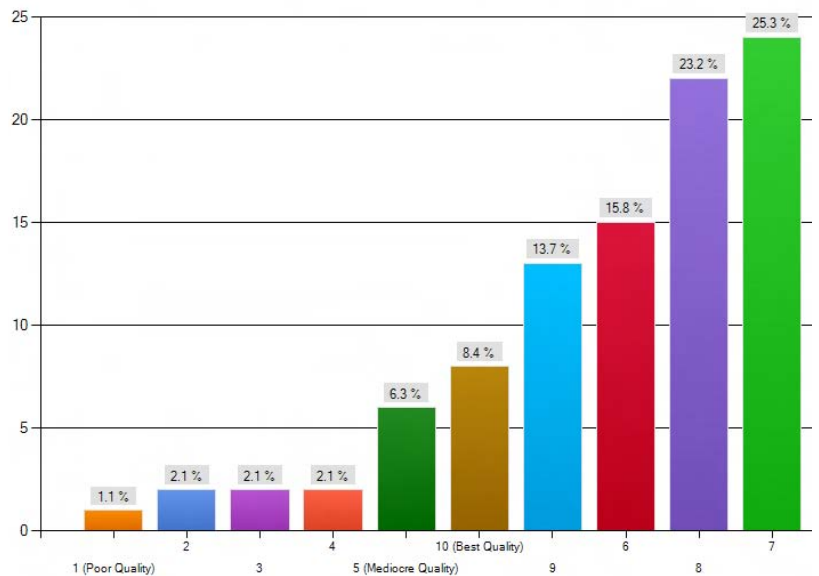


## Newsletter Survey Results

Thank you to everyone who responded to our recent newsletter survey! We had 95 people respond to the survey, and the feedback has been very useful in planning the upcoming issues of the newsletter. Congratulations to Lily Wong, who won the giveaway copy of *The Power of Positive Deviance* signed by Monique Sternin! We’d like to share the results of the survey with you.

In terms of comparing the PDI newsletter to other professional newsletters on a scale of 1 (poor quality) to 10 (best quality), 86.4% of respondents rated the PDI newsletter a 6 or higher, with the majority rating being a 7 out of 10 (25%). **PDI Response:** We continue to improve layout design, functionality, and content, with the hopes that we can get closer to a “10” in everyone’s opinion! (*Continued on page 2*)

In comparison to other professional newsletters that you subscribe to, how would you rate the quality of the PDI newsletter on a scale of 1-10 (1 being poor quality, 10 being the best quality).

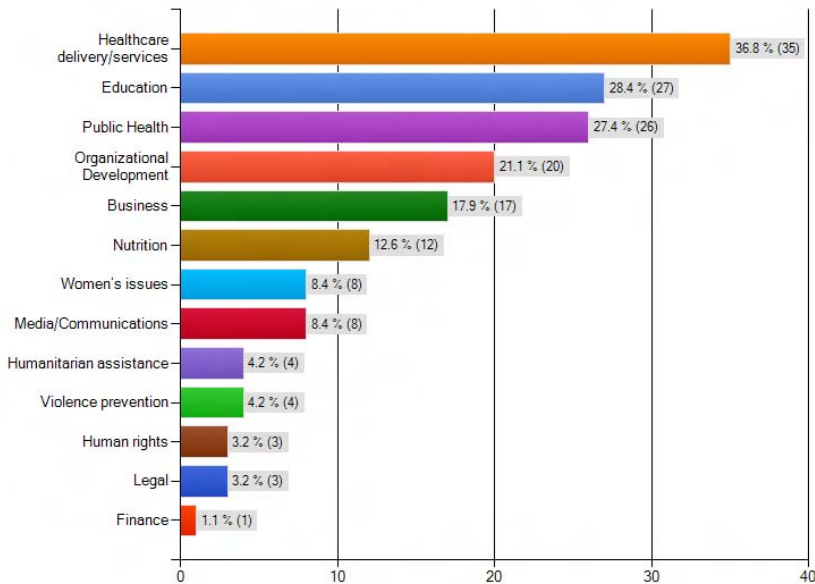


(Continued from “Newsletter Survey Results” on page 1)

A majority of the readers work for a non-profit organization (20%), followed by those who work in governmental or public service organizations (18%). **PDI Response:** This feedback will help us to target more specific content to these sectors.

Most readers (62%) work in the US/North America and a majority work in healthcare delivery/services (37%), education (28%), and public health (27%). Surprisingly, many readers (56%) are most interested in knowing more about organizational development, as well as healthcare (48%), public health (46%), and education (39%). **PDI Response:** Good to know, so that we can target content to these sectors. We are also working on ideas that will hopefully extend our reach to many more readers outside of the US/North America this year.

What sector(s) do you primarily work in?



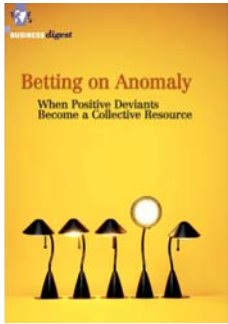
Most readers have never used PD (44%), while some (21%) have used PD in one project. Most readers (88%) subscribe to the newsletter because they are interested in the approach and staying current with updates, while others (54%) want resources to help them apply PD in the field, and other (50%) want to know about training opportunities. **PDI Response:** We'll be sure to keep everyone posted on upcoming training opportunities, since we'd

love to give the opportunity to all of our subscribers to use PD. Currently, the biggest opportunity for training is the new PD Certificate Program being offered through Tufts University, you can find out more here: <http://bit.ly/certificateinfo>

Most readers (57%) would like to receive 12 issues of the newsletter per year, while 34% indicated that they'd like just six issues per year. **PDI Response:** We will have 12 issues of the newsletter per year. Six issues will be focused on a particular theme (like MRSA, or education), while six issues will focus on general PD updates.

Most readers would like to see more coverage about PD research (73%) and coverage of PD projects (72%), and would like to see less coverage about PDI organizational updates (58%) and PD Champion interviews (30%). **PDI Response:** We will try to incorporate more PD research and PD project updates into each issue. Although we will still give organizational updates, and have some featured PD Champions, we'll try to make those aspects of the newsletter more interesting.

## >>PD in the News



*Business Digest*, a Paris-based magazine, recently published an article about positive deviance entitled, *Betting on Anomaly: When Positive Deviants Become a Collective Resource*. The article begins by explaining what positive deviance is, and progresses into an

interview with David Gasser, who explains how corporate giant, Merck, used PD to improve sales by 17% in a Latin American subsidiary. Dr. Jon Lloyd is also interviewed and explains how, as Project Coordinator at VAPHS and Centers for Disease Control and Prevention (CDC), he helped implement PD to eliminate MRSA, one of the deadliest hospital-acquired infections.

>> 03.29.2011 *Stakeholders eye Positive Deviance as likely 'key strategy' for safer care.* Toronto East General Hospital has utilized PD to reduce the number of hospital-acquired infections.

>> 03.10.2011 *'It's about bringing it to the front-lines and letting people lead' Positive Deviance concepts catching on in Canada.* Five hospitals in the country are actively embracing a bottom-up approach through their participation as pilot sites in the Canadian Positive Deviance Project.

## >>PD Training

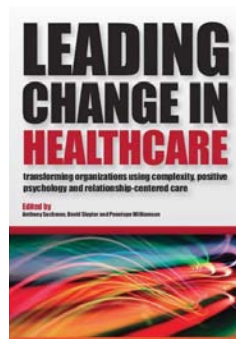
As the results of our survey showed, many of you (44%) have never used PD and many readers (50%) want to know about training opportunities. Currently, one of the most exciting training opportunities that we have to offer is the PD Certificate Program which is being offered through Tufts University. The certificate consists of three courses, all taught by Monique Sternin, co-founder of PDI, and Randa Wilkinson, Director of Training at PDI, both of whom have had years of experience imple-



Photo by: David F. Gasser

menting PD in the field. Guest speakers Dr. Arvind Singhal, Director of the Social Justice Initiative in UTEP's Department of Communication and Dr. Dirk Schroeder, co-founder of Hola-Doctor will expose students to the multifaceted and versatile PD process. Students will start by learning the concept, theory, history and application of PD through interactive group work, and will complete the course by pursuing their own PD pilot project including the application of PD methodology, practicing specific facilitation skills, and developing a robust monitoring and evaluation format with the community or organization to measure impact, behavior and social change. The first course begins fall 2011. To learn more about the Certificate Program, and to register, visit: <http://bit.ly/certificateinfo>

## >>PD Case Study



Chapter 10 from the new book *Leading Change in Healthcare*, by Anthony Suchman, David Sluyter, and Penelope Williamson, focuses on how positive deviance has been used to prevent and control the hospital acquired infection MRSA in the Veterans Administration Pittsburgh Healthcare System (VAPHS). The chapter, written by Arvind Singhal and Karen Grenier details the PD implementation process that the VAPHS went through, as well as the specific PD behaviors that were uncovered. Read full chapter here.