



POSITIVE DEVIANCE INITIATIVE

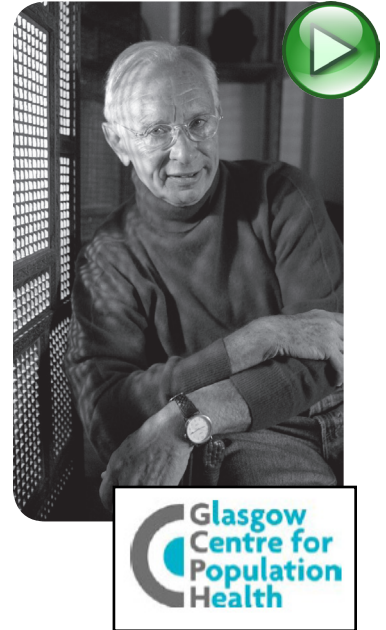
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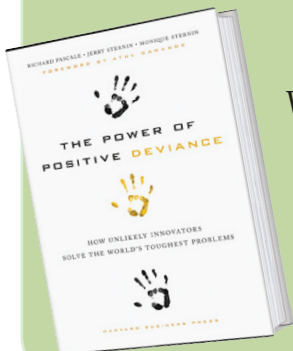
Dr. Arvind Singhal recently spoke at the Clinton School of Public Service about Positive Deviance and healthcare. For those who were not able to attend, a video of the event is available here: <http://aol.it/eF-brHe>. During the talk Dr. Singhal explains PD through storytelling and providing examples of various applications, and discusses his book, *Inviting Everyone: Healing Healthcare Through Positive Deviance*.

Rediscovered audio clip of Jerry Sternin presenting at Glasgow Centre for Population Health

In November 2006, Jerry Sternin gave a presentation about Positive Deviance to the Glasgow Centre for Population Health in Scotland. We recently re-discovered the audio recording of this presentation, which includes Jerry describing the PD process, sharing four detailed stories about application of the approach, and explaining the concepts underpinning PD. The audio clip is over 90 minutes long, and captures Jerry's vibrant way of telling PD stories and explaining the approach in a clear and engaging manner. A summary of the presentation, as well as a transcript, are available here: <http://www.gcph.co.uk/events/30>



Win a signed copy of *The Power of Positive Deviance*



What do you think of the PDI Newsletter? We want to know! Your input will help us to create newsletters that more effectively address the issues you want to know more about. Would you like to see more photos? More information about projects? The survey is only 12 questions long and will take less than five minutes to complete. Once you submit the survey you'll be entered to win a free signed copy of *The Power of Positive Deviance*. Thank you for your input!



Hospital Israelita Albert Einstein in Sao Paulo, Brazil recently published an article and a video documenting the application of positive deviance to reduce the rate of infections in the hospital. The article and video are both available in English and Portuguese, here on the PDI website: <http://bit.ly/ehQtUv>

PD Champion: Dr. Dirk Schroeder



This month, our featured PD Champion is Dr. Dirk Schroeder, co-founder of HolaDoctor. Dr. Schroeder is an expert in global health and a former tenured Associate Professor at Emory University's Rollins School of Public Health. Dr. Schroeder has been working with Positive Deviance for over 15 years, including co-directing a large randomized trial of PD in Vietnam and, more recently, using the Positive Deviance approach with Hispanic diabetics in the U.S. During this interview, Dr. Schroeder discusses the PD projects he has been involved in and where he sees the future of PD and the obstacles that need to be overcome so that the full potential of PD may be realized. Click here to listen to the audio interview: <http://www.positivedeviance.org/resources/audio.html>

Ekorural and partners win grant to use positive deviance as part of a plan to advance sustainable food production and nutrition in the Andes



“Ekorural, a Groundswell partner organization based in Ecuador, along with Wageningen University’s Communication and Innovation Studies Group, and the Latin American Faculty of Social Sciences recently won a grant from WOTRO, a division of The Netherlands Organisation for Scientific Research that supports scientific research on development issues, in particular poverty alleviation and sustainable development. The project partners will explore how scientific insights can strengthen and complement the most promising positive deviance (i.e., uncommon but successful behaviors or strategies of farmers that enable them to find better solutions to a problem than their peers, despite having no special resources or knowledge) in ways that address both people’s immediate and long term needs. Among other things, the work will seek to develop and test methodologies to identify and strengthen positive deviance in resource poor households that effectively respond to food security priorities.” Read the full article on Groundswell International’s website: <http://bit.ly/h3YGLg>

Recent Buzz About PD in International Development



FROM POVERTY TO POWER

HOW ACTIVE CITIZENS AND EFFECTIVE STATES CAN CHANGE THE WORLD

Author: Duncan Greene
Blog: Oxfam International blog: *From Poverty to Power*
Date: 02.08.2011

"I just learned some new jargon – always a heady sensation. Positive deviance. Rolls off the tongue, doesn't it? And it describes something really interesting and, I suspect, quite important. A colleague at Oxfam America, Roanne Edwards, filled me in – she has been to Mali to look at OA's massive Saving for Change (SfC) project, which reaches 300,000 women and has spread to several other countries." Full post: <http://is.gd/pbMFcM>

WORLD AFFAIRS COMMENTARY



Author: Rahim Kanani
Blog: *World Affairs Commentary*
Date: 02.08.2011

Rahim Kanani recently interviewed Dr. Judith Rodin, President of the Rockefeller Foundation about social innovation. During the interview, Dr. Rodin discusses positive deviance and gives the example of positive deviance as used in Vietnam to address malnourished children. Full post: <http://t.co/Pnk4CxL>

AID ON THE EDGE OF CHAOS

Exploring complexity & evolutionary sciences in foreign aid

Author: Ben Ramalingam
Blog: *Aid on the Edge of Chaos*
Date: 02.08.2011

"Positive deviance (PD) is a fascinating approach, a decade and a half old, and the focus of growing interest in health, education and numerous other sectors in domestic public policy. Interestingly, given PD saw first widespread application in an aid programme, it is still less well known than it should be across the international community." Full post: <http://bit.ly/hrGdEJ>