



# POSITIVE DEVIANCE INITIATIVE

LISTSERV NEWSLETTER

VOLUME 1, ISSUE 11

NOVEMBER 2010



## Feature: Audio Interview with Dr. Gretchen Berggren

This month I interviewed Gretchen Berggren M.D., M.Sc.Hyg, who along with her husband Warren Berggren, M.D., Dr.P.H, and many Haitian colleagues, played a large role in developing the PD Hearth Model and the use of positive deviance in Haiti. In this interview, Dr. Berggren shares how the use of the PD Hearth model began in Haiti, how it continues to be used there today, and what she thinks make the PD approach so useful.

In the interview, Dr. Berggren says, “When I evaluate Hearth programs I often ask (the community), ‘What happens when the mothers go there?’ and everyone, including the fathers say that the mothers learn a lot. And if I ask, ‘Where did that idea come from?’ if they say, ‘It came from ourselves,’ then I think we’ve really won the day.”

## Join Today! PDI’s Virtual Community of Practice Now Open

The PDI’s online virtual Community of Practice (CoP) is now up and running! This CoP was created to allow Positive Deviance (PD) practitioners around the globe to connect with one another based upon sector or field of interest. It is designed as a membership group that will serve as a safe and effective space to network, exchange ideas and begin important discussions about the PD approach. The CoP platform allows members to form groups, post discussion topics, and share documents, links, bookmarks, RSS feeds and photos. The PDI knows that there are countless independent PD projects going on around the world, and this CoP is a collaborative way to expand the PD network. Sign up today! Registration is free.

## Overview: PD & Better Healthcare Conference



*Lisa Kimball, President and CEO of Plexus Institute (middle) engages participants in a discussion about Positive Deviance and healthcare. Photo by: David F. Gasser.*

On September 22nd - 24th the Positive Deviance Initiative and the Plexus Institute held the PD & Better Healthcare conference. Focused on the use of positive deviance in healthcare, over 40 participants from the US and Canada, representing a variety of sectors, came together for three days of introduction to the approach and skills building.

Participants learned the basics of the PD concept and approach as well as stories of challenges and successes specific to PD in the healthcare sphere. After overview sessions, participant-driven small group sessions focused on the use of mapping, challenges in using PD in research, and how to bring both formal and informal leaders in an organization into a project.

By the conclusion of the conference, participants discussed and planned the steps they’d take on Monday morning to get their own exciting projects moving when they returned home.



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## Support our Entry in Ashoka's Changemakers Competition!



We are very excited to be entrants in the Amgen Foundation and Ashoka's Changemakers Competition, Patients| Choices| Empowerment. This is a global competition to answer the question of how we can elevate patients' voices to improve health outcomes globally.

Through this competition, we have a great opportunity to get the word out about a pilot project that we are involved with in Zambia to improve maternal and newborn health, for which the PDI is partnering with World Vision International and the CORE Group. We are piloting the PD approach in the Mumbwa district to help communities reduce maternal and newborn mortality. Please help us rally support for our work by visiting our project entry and leaving feedback! If our idea is chosen as a finalist, voting is open November 17 - December 1. Visit our project entry: <http://www.changemakers.com/node/91821>

## Earn a Certificate in Applied Positive Deviance

**Register NOW!**

Tufts University's Friedman School of Nutrition Science and Policy is now offering a certificate program in Positive Deviance for working professionals. The certificate courses are all taught online by Tufts faculty, and the certificate is conferred by both Tufts and the United Nations University.

The certificate program consists of three courses. The first course, which will begin in January 2011, will be an introduction to the PD approach. Please see the course description below.

**Positive Deviance: Theory, Methods, and Process**  
In this introductory course, students will learn the concept, theory, history and application of PD through interactive group work on case studies. Students will compare and contrast various applications to better understand the underpinnings of the approach. In addition, the course will explore complexity science, complex adaptive system theory, and the interaction of innovation and social change. Guest speakers will expose students to the multifaceted and versatile PD processes. Interactive activities and assignments will teach students when to apply PD versus other behavior change methods. By the end of this course, students will understand the underpinnings of the PD approach, acquire basic skills to complete step one of the PD process, and develop a proposal to plan a project using the PD approach.

### First Round of Breakout Discussions...

10.15 - 11.30 WITA



Sasi helped the Garut Team discuss the Nutrition Program in Garut District.



David Gasser led the discussion about PD in the business setting.

The report about the First Regional Positive Deviance Forum which took place in Bali, Indonesia on January 19-21, is now available on our website. The report, which is over 200 pages, includes many photos, information about events at the forum, and all of the slides used by the presenters. Click here to check out the report. (Please be patient, it will take a few moments to download as it is a large file.)



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## Upcoming Events

**11.04.2010**

*Tufts University, Friedman School of Nutrition  
Science and Policy  
Friedman Symposium, Boston MA*

The Friedman School Symposium will offer a half-day Introductory Workshop to Symposium participants on Positive Deviance Nutrition & “PD Hearth” on the afternoon of November 4th, the day before the Symposium kicks off. The workshop will be limited to 20 Symposium participants so that everyone is guaranteed a hands-on and enriching experience. This workshop is being offered at no additional charge thanks to a gift from The Coca-Cola Company.

This half day workshop will cover a brief orientation to the PD concept, the history of “PD Hearth”, scale up issues and implementing variations to adapt to local cultures and communities, and selected challenges encountered in this community based, community empowerment model. **Click here to learn more.**

## Video Footage of Dr. Jon Lloyd at 3M Prevention Leadership Summit



On September 27, 2010 Dr. Jon C. Lloyd spoke at the 3M Prevention Leadership Summit about how Positive Deviance can be used to eliminate hospital acquired

infections (HAI's). During the presentation Dr. Lloyd discussed how Positive Deviance can be used as a cultural approach to fight healthcare-associated infections. 3M has made complete video footage of this presentation available through their website ([click here to access](#)).

The objectives of this 90 minute presentation include: becoming acquainted with the fundamentals of PD, knowing how and when PD can be used to find and amplify solutions to HAIs hidden within the hospital culture, discovering how PD might complement your current improvement methods, and understanding the quantitative and qualitative evaluation tools PD uses for measuring performance.

**NEW**

Tweets and blogs about positive deviance abound! Below we share links to a few of the interesting blogs that mentioned PD over the past month. If you'd like to check out all of the PD related tweets that have been posted, just go to [www.topsy.com](http://www.topsy.com) and type “positive deviance” into the search box.

- Zinger, David ( 2010, Oct 14). Positive Deviance: Fostering Engagement from the Inside Out. Shared Visions. Retrieved 10/22/2010, <http://www.sharedvisions.ca/leadership-conversations/employee-engagement-and-engaging-deviance/>.
- Rey (2010, Oct 19). The Positive Deviance Approach. Efozzie. Retrieved 10/22/2010, <http://efozzie.com/fun/author/kingrey>
- Seidman, William (2010, Oct 14). Positive Deviants: “Unlikely Innovators” Solving Tough Problems. Cerebryte. Retrieved 10/22/2010. <http://cerebyte.com/journal/2010/10/14/positive-deviants-unlikely-innovators-solving-tough-problems/>