



POSITIVE DEVIANCE INITIATIVE

LISTSERV NEWSLETTER

VOLUME 1, ISSUE 10

OCTOBER 2010

Feature: Audio Interview with Dr. James Levinson

This month we interviewed James Levinson, Ph.D, who has used the PD approach to address maternal health in Egypt and to address childhood malnutrition in Bihar, India. Dr. Levinson was introduced to the PD approach by Marian Zeitlin, and he played a large role in introducing Jerry and Monique Sternin to Tufts University, where they founded the Positive

Deviance Initiative. In this interview Dr. Levinson talks about the PD projects that he has been involved in, and also discusses what makes the PD approach so unique and how the approach fits into the world of international development. Dr. Levinson describes the PD approach as “such a natural idea on so many fronts” and comments that “People who really are essentially opposed to top-down development gravitate immediately to PD, and people who are simply looking for effective, quick answers to complicated problems turn to PD and get good answers and good information that they can really use.” *Click here to listen to the interview.*

Malaria Consortium piloting a PD project to reduce malaria in Sampov Lun district, Cambodia

Malaria Consortium is an international NGO with the mission of prevention and treatment of malaria and other communicable diseases among the poorest and most at risk. Malaria Consortium Asia has been providing technical expertise to national malaria programmes in the Greater Mekong Subregion (GMS), particularly in Thailand and Cambodia for developing and implementing monitoring and evaluation and behavior change communication strategies for malaria prevention and control.

Malaria Consortium recently worked with the Cambodia’s National Centre for Parasitology, Entomology and Malaria Control (CNM) in piloting an innovative behavior change approach, Positive Deviance (PD) on mobile and migrant populations in selected communities of Sampov Lun district,

Cambodia. The PD Inquiry was conducted August 3-9, 2010. To our knowledge, this is the first time that PD is being implemented for malaria prevention and control with a special focus on vulnerable mobile and migrant populations in Cambodia. A variety of qualitative methods including focus group discussions (FGDs) and in-depth interviews were carried out with migrants and community members to establish normative behaviors and to identify the

positive deviants, “Vithyas Ariaboth Komrouon” (role models), from the community. A quantitative survey including 300 interviews with mobile and migrant workers was conducted to establish the baseline. During the six-month intervention period, locally identified positive malaria prevention and control practices will be shared widely in the community. The actual role models (positive deviants) and volunteers will conduct interactive health education sessions and

community level seminars to share these behaviors with the community. Lessons learned and evaluation of this pilot will inform the possible scaling up of this approach.



Community members in the Sampov Lun district, Cambodia, participate in a role play activity using mosquito nets as part of a PD project to reduce malaria.



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Wisdom of the Outliers; article about PD featured in the Tufts Journal

Tufts Journal

By Taylor McNeil

When Jerry and Monique Sternin arrived in Vietnam in 1990, they had to work fast. They had been given just six months to come up with a way to combat widespread childhood malnutrition in the Vietnamese countryside. Previous efforts by outsiders had all failed, so they knew they needed to take a very different track.

Instead of heading in with ready-made solutions, the Sternins went to four rural villages to listen and ask questions. The most important question was this: are there any families here that have children who are thriving? **Read full article here.**



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.

Visit our project entry:
<http://www.changemakers.com/node/91821>

Earn a Certificate in Applied Positive Deviance from Tufts University and United Nations University

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.

With the advances in teaching pedagogies and robust software platforms, students can learn from the school's renowned faculty, collaborate with fellow students and receive superior career-advancing instruction from anywhere in the world on a schedule that fits the demands of today's learners' schedules. Tufts has mastered the art of distance learning with proven educational experiences that are recognized as being as equally enriching to students as the traditional classroom.

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
An introduction to PD approach, principles, methodology, theoretical underpinnings, and implementation. The course explores complexity science and complex adaptive system theory, exposes students to the interaction of innovation and social change, and compares PD to other strength-based strategies. Guest speakers will expose students to multifaceted and versatile PD processes. Interactive activities and assignments will teach students when to apply PD versus other behavior change methods, and foster a basic understanding of the steps involved in the PD process.



Click here to learn more about the certificate program and to register.



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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.**

New PD project to address childhood malnutrition in North Sulawesi, Indonesia

ADRA (Adventist Development and Relief Agency) recently began using Positive Deviance to address childhood malnutrition in the province of North Sulawesi, Indonesia.



10.14.2010

*Wisconsin Division of Public Health
Wisconsin Dells*

The Wisconsin Division of Public Health is sponsoring a hands-on opportunity to learn positive deviance. Used in many industries, PD is taking hold in healthcare to engage all levels of staff to identify and amplify solutions that already exist in their facility, including strategies to reduce healthcare-associated infections (HAI). The workshop facilitator will be Jon C. Lloyd, MD, FACS, Senior Associate at the Positive Deviance Initiative and Clinical Advisor to the Plexus Institute. The workshop will be held on October 14, 2010 from 9:30 a.m. to 3:30 p.m. at the Chula Vista Resort, Wisconsin Dells.

ADRA’s baseline survey of children in 22 villages in February 2010 showed that 22.11% – 30% of children were moderately malnourished.

Some of the PD behavior findings from the Positive Deviance Inquiry in the Kepulauan Sangihe region include:

- Fathers acted as the primary caretaker of the child while the mother was away.
- Children were exclusively breast-fed until 6 months and were introduced to foods (vegetables) at 6 months old while continuing to breast-feed.
- The child’s clothes are changed or washed right away if they are sweaty or dirty. **Read more about the project.**