



**October 14, 2010**

## **Positive Deviance: Transforming the Culture of Safety From the Inside Out**

The Wisconsin Division of Public Health is sponsoring a hands-on opportunity to learn positive deviance (PD), an approach to culture change based on the idea that there are certain individuals (“positive deviants”) in every community who find successful solutions to complex problems with the exact same resources and obstacles as their peers. 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 process fosters a deep sense of ownership of durable solutions among frontline staff. The workshop facilitator will be Jon C. Lloyd, MD, FACS, Senior Associate at the Positive Deviance Initiative and Clinical Advisor to the Plexus Institute.

### **Workshop Details**

**Date:** October 14, 2010  
**Time:** 9:30 a.m. – 3:30 p.m.  
**Location:** Chula Vista Resort, Wisconsin Dells

### **Program Objectives**

- Learn the fundamentals of PD and how it can be used as a tool for unleashing solutions that will work within the hospital culture
- Identify how discovery and action dialogues and other idea-generating methods with broad-based hospital participation, including front-line staff, can magnify improvement and sustain success (i.e., obtain ownership rather than “buy-in”)
- Discover how PD doesn’t replace your current improvement methods (PDSA, Lean, CUSP, etc.), but instead compliments them
- Experience the techniques first-hand with small group exercises guided by an expert in the field
- Learn how to start a PD pilot initiative in your hospital using existing resources

### **Intended Audience**

This learning opportunity is open to participants from all hospital roles, including front-line staff, leadership, quality, infection preventionists and physicians. We particularly encourage the attendance of front-line staff, a key component in the success of the PD process, and also encourage hospitals to send teams so they can learn the tools together.

### **Workshop Agenda**

<b>Time</b>	<b>Topic</b>
8:30 a.m. – 9:30 a.m.	Registration and Continental Breakfast
9:30 a.m. – 9:45 a.m.	Opening Remarks and Introductions

*Gwen Borlaug, CIC, MPH, Infection Control Epidemiologist, Wisconsin Division of Public Health*

*Lois Sater, MA, Project Manager, HAI Prevention Project, Wisconsin Division of Public Health*

- 9:45 a.m. – 10:30 a.m.      The Healthcare-Associated Infections Problem  
*Jon C. Lloyd, MD*
- 10:30 a.m. – 11:45 a.m.      Positive Deviance Primer  
*Jon C. Lloyd, MD*
- 11:45 a.m. – 12:30 p.m.      Lunch
- 12:30 p.m. – 1:30 p.m.      Positive Deviance in Healthcare  
*Jon C. Lloyd, MD*
- 1:30 p.m. – 2:15 p.m.      Small and Large Group Discussion: How Would Positive Deviance Work in My Organization?  
*Jon C. Lloyd, MD*
- 2:15 p.m. – 2:30 p.m.      Break
- 2:30 p.m. – 3:15 p.m.      Small Group Exercise: Discovery and Action Dialogues  
*Jon C. Lloyd, MD*
- 3:15 p.m. – 3:30 p.m.      Debrief, Next Steps, Closing Remarks  
*Jon C. Lloyd, MD*  
*Lois Sater, MA*

## **Faculty**

### **Jon C. Lloyd, MD, FACS, Senior Associate, Positive Deviance Initiative**

A surgeon by training, Dr. Lloyd served as Pittsburgh Project Coordinator for the Centers for Disease Control and Prevention and the Veterans Administration Pittsburgh Healthcare System project to eliminate endemic methicillin-resistant *Staphylococcus aureus* (MRSA) community-wide, using PD as an approach to fight healthcare-associated infections. The success of this project led to private and federal grant funding to support other healthcare organizations in replicating the PD model. Dr. Lloyd currently coaches several of these hospitals in this important initiative.

## **Cost**

This workshop is being sponsored by the Wisconsin Division of Public Health and registration is free. The only costs that are the responsibility of the attendee are a \$15 meal charge, which should be paid by cash or check at the registration table the morning of the workshop, and hotel lodging if you choose to stay overnight at the resort. Hotel rooms are available for \$70 plus tax per night in the workshop's room block. Mention "Division of Public Health Workshop" to receive this special rate. To make a room reservation at Chula Vista Resort, please call 866-382-4852.

## **Registration**

To register for the conference, please complete the online registration form available at <https://doa.wi.gov/DHSSurveys/TakeSurvey.aspx?SurveyID=76ML3m94> by September 30, 2010. Space is limited, so register early. You can register multiple attendees from the same facility on the same form.

## **Directions to the Workshop**

Directions to Chula Vista Resort are available on the Chula Vista website at <http://www.chulavistaresort.com/information/directions/> or map personalized driving directions at

<http://www.mapquest.com/maps?city=Wisconsin+Dells&state=WI&address=2501+River+Rd&zipcode=53965-9062&country=US&latitude=43.686493&longitude=-89.797442&geocode=ADDRESS>.

**For questions or comments, please contact:**

Lois Sater  
608-266-1550  
[lois.sater@wi.gov](mailto:lois.sater@wi.gov)

Gwen Borlaug  
608-267-7711  
[gwen.borlaug@wi.gov](mailto:gwen.borlaug@wi.gov)

Ashlie Dowdell  
608-266-1122  
[ashlie.dowdell@wi.gov](mailto:ashlie.dowdell@wi.gov)