

POSITIVE DEVIANCE

THE SOLUTION LIES WITHIN

WHAT IS WORKING FOR ONE, CAN WORK FOR ALL

USING WHAT WORKS FOR ONE FOR ALL

DEVELOPING WHAT IS WORKING

DEVELOPMENT OF WHAT IS WORKING

AFFIRMATIVE CHANGE BY EXAMPLE

CHANGE BASED ON BETTER MODELS

n. A proactive change based on constructive examples

Positive Deviance is a powerful approach to create proactive development on all levels in an environment. It focuses in on what is working within a community and expands that knowledge to all. The model has been successfully implemented in over 70 countries globally targeting malnutrition as it s original design. POSITIVE DEVIANCE delivers this powerful model to all aspects of community, including business, education, and environmental sustainability.

DONNA SILLAN is the universal expert on PD, literally writing the manual on its direct and valuable tool set to empower mothers in diverse communities to join resources and redirect the course of their small children’s nutritional demise.

The concept is brilliant and yet simple. Identify what IS WORKING in similar circumstances based on behaviors and practices, and offer the paradigm to what is NOT WORKING- the path to affirmative change coming from empowerment, information and community spirit.

PD shatters the predominant definition of “charity” and instead offers lasting sustainable awareness to the business community, educators and students, caregivers and leaders. The act of giving money, food and health items is a temporary remedy, a self-perpetuating recipe for co-dependency and a deflated sense of self-reliance. Over \$3B have been donated to Africa, and sadly poverty levels have worsened. This model has exhausted itself with failure. The approach of fixing from the outside most often does not address and remedy the core issues that have created the conditions systemically. It is like treating cancer with a band-aid. PD is an inside-out tactic. It goes to the heart of the community and zeroes in on a community member that is thriving in some way, whether it is raising healthy babies, running a small business, or continuing on education.

THE PD MODEL employs the community by utilizing what is available and WORKING in their community and maximizes that potential. PD does not bring in supplies and resources, but ignites what is already there with focus, awarness, directed behavior and mentorship. PD is the sustainable tool kit for a village!

As a leading consultant in nutritional public health, Donna has traveled to over 70 countries in 20 years. When she was introduced to PD Hearth by her mentors, Drs. Warren and Gretchen Bregreen at Save the Children 27 years ago. She immediately shifted gears and beccame a leading activist and trainer of its practice and philosophy. She has provided trainings for countless health care experts throughout Africa and Asia. Her dedication was propelled by its repeated successful applications. She would travel in, give her two week course, witness the program’s beginnings and move onto another area. Time and time again she was fulfilled as clearly malnutrition could be solved at the hands of mothers, not by food hand outs. Babies could thrive at the center of a village without outside clinicians. Mothers could be living examples for others to model without necessary educators. The positive change that PD hearth brought was like a pebble in the pond, rippling out with a self sustaining force.

June 2007, Donna gave her last PD hearth training in the Zinder region of Niger. As a freelance consultant, she had worked for all of the large NGOs (non-govt organizations). She made the decision to invest in one village expanding the PD philosophy into multi platforms.

Positive Deviance Approach as applied to Malnutrition

Today, in every community, be it the inner cities of the United States, the slums of Manila or Addis Ababa or Cairo, or impoverished villages in Myanmar, there are “positive deviants” who are able to solve problems better than their neighbors. These “Positive Deviants” all demonstrate certain behaviors and practices, which have enabled them to successfully solve problems and overcome formidable barriers which their neighbors, with *access to the same resources* and *living in the same communities* have not.

The questions change when using the PD approach instead of the traditional approach:

Traditional	PD Approach
What is wrong?=====→	What is right?
What are your needs?=====→	What’s working here?
What can we provide?=====→	What are your resources?
What is lacking in your community?=====→	What can we build upon?
What’s missing here? =====→	What is available here?

What are your weaknesses=====→ What are your strengths?

Example for malnutrition:

Family Level

This method **empowers caregivers** to take responsibility for nutritionally rehabilitating their children, by leveraging local knowledge and resources, and promoting behavioral changes. The caregivers themselves become the healers. After two weeks of feeding additional high-calorie foods children become energetic and can't get enough to eat. It basically works on improving the "**maternal technology**", that is, the feeding, child care, and hygiene beliefs and health-seeking practices of mothers, irregardless of their education level, that allow their children to grow. It is tapping a **mother's wisdom** that is successfully preventing malnutrition in the community and spreading that internal wisdom among her neighbors.

Community Level

The community itself takes on support of the caregiver healers. It basically works on improving the "**community technology**" that is, supporting volunteers who conduct growth monitoring and conduct Hearths. It improves the community awareness of malnutrition as a problem, which can be solved by them. When communities realize the extent of malnutrition in their midst, through an analysis of growth monitoring data, they can then measure nutritional change as well. The difference in nutritional outcomes provides demonstrable proof that the intervention is working or not. It is tapping **community wisdom** that is successfully preventing malnutrition in the community and spreading that internal wisdom. *It takes a family and a village to combat malnutrition.*