

Principles and Methods used in Positive Deviance

**MHICN Long-Term Care JCYH Sharing and
Celebration**

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Speed Networking

The Thing that is really working for us with JCYH is....

My Biggest Challenge Right Now is...

Find a partner...3-4 minutes sharing...
Then find another partner... then find another.

Status Update

Just Clean Your Hands

Madeleine Ashcroft

Laura Farrell

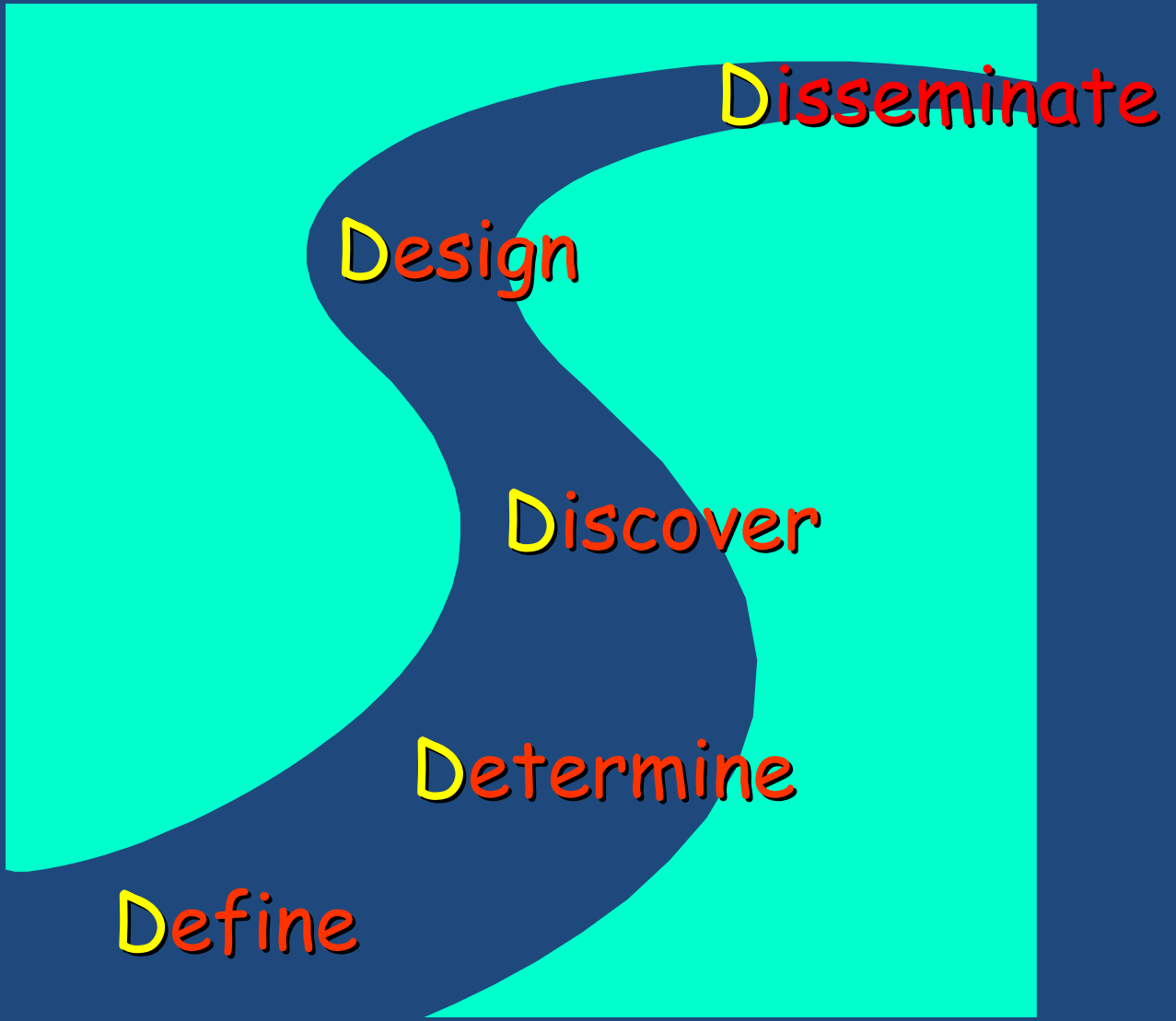


The Premise Of Positive Deviance

No matter how seemingly intractable a problem, in every community there are individuals whose uncommon practices/behaviours enable them to find better solutions to problems than their neighbours who have access to the same resources.



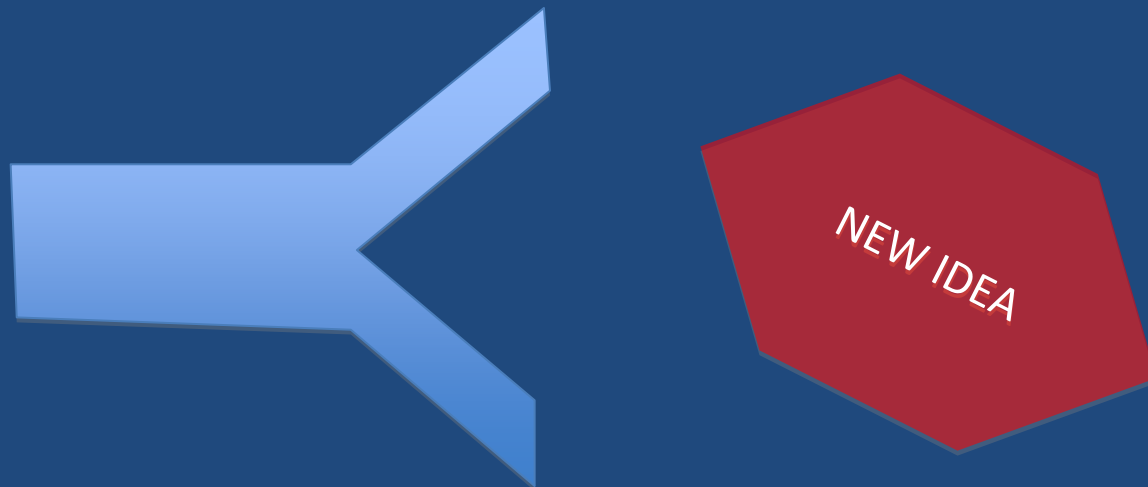
Positive Deviance





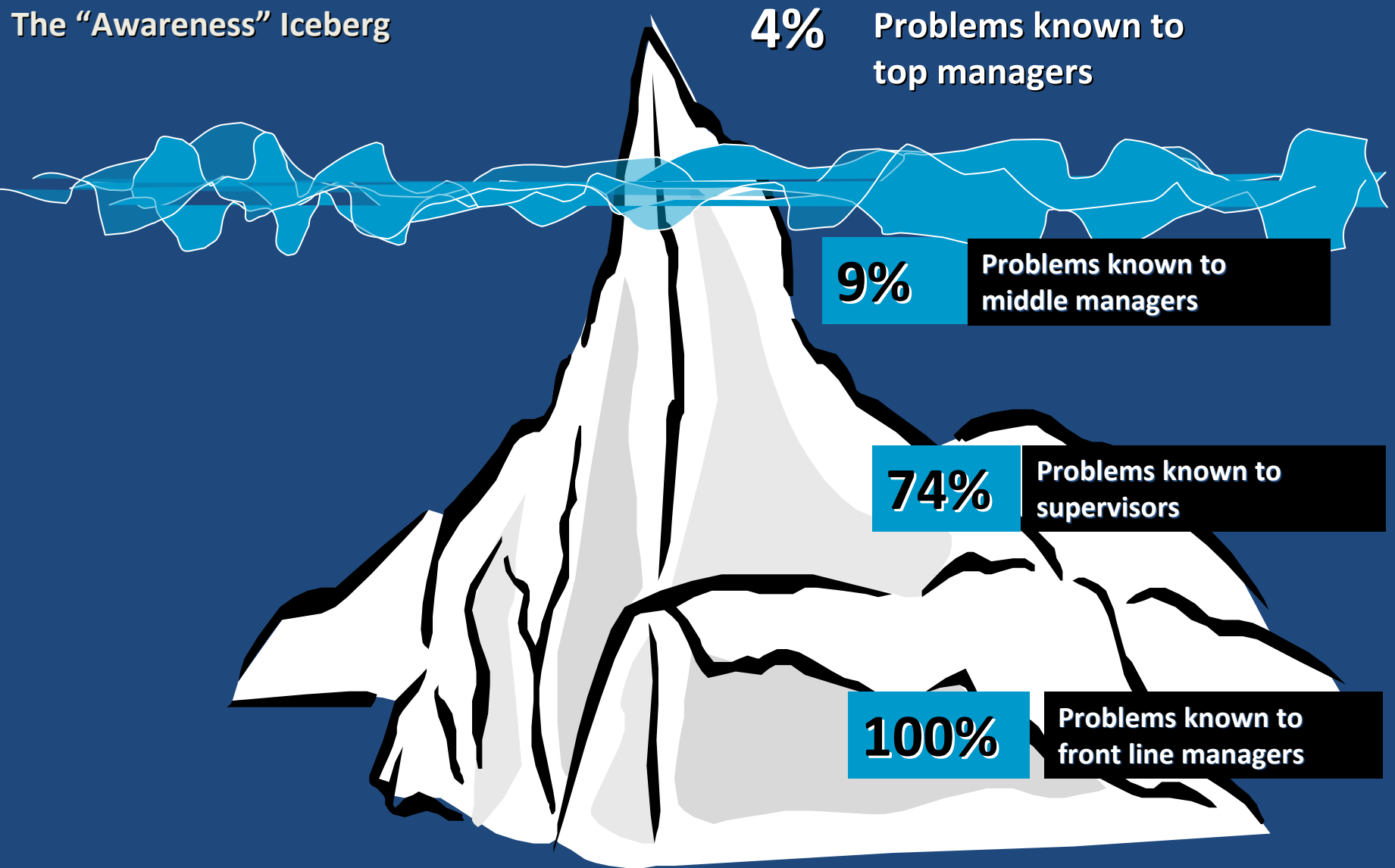
Sharing best practices

- Solutions imported from external sources results in “social immune response” in the same way that our body triggers an immune defense response

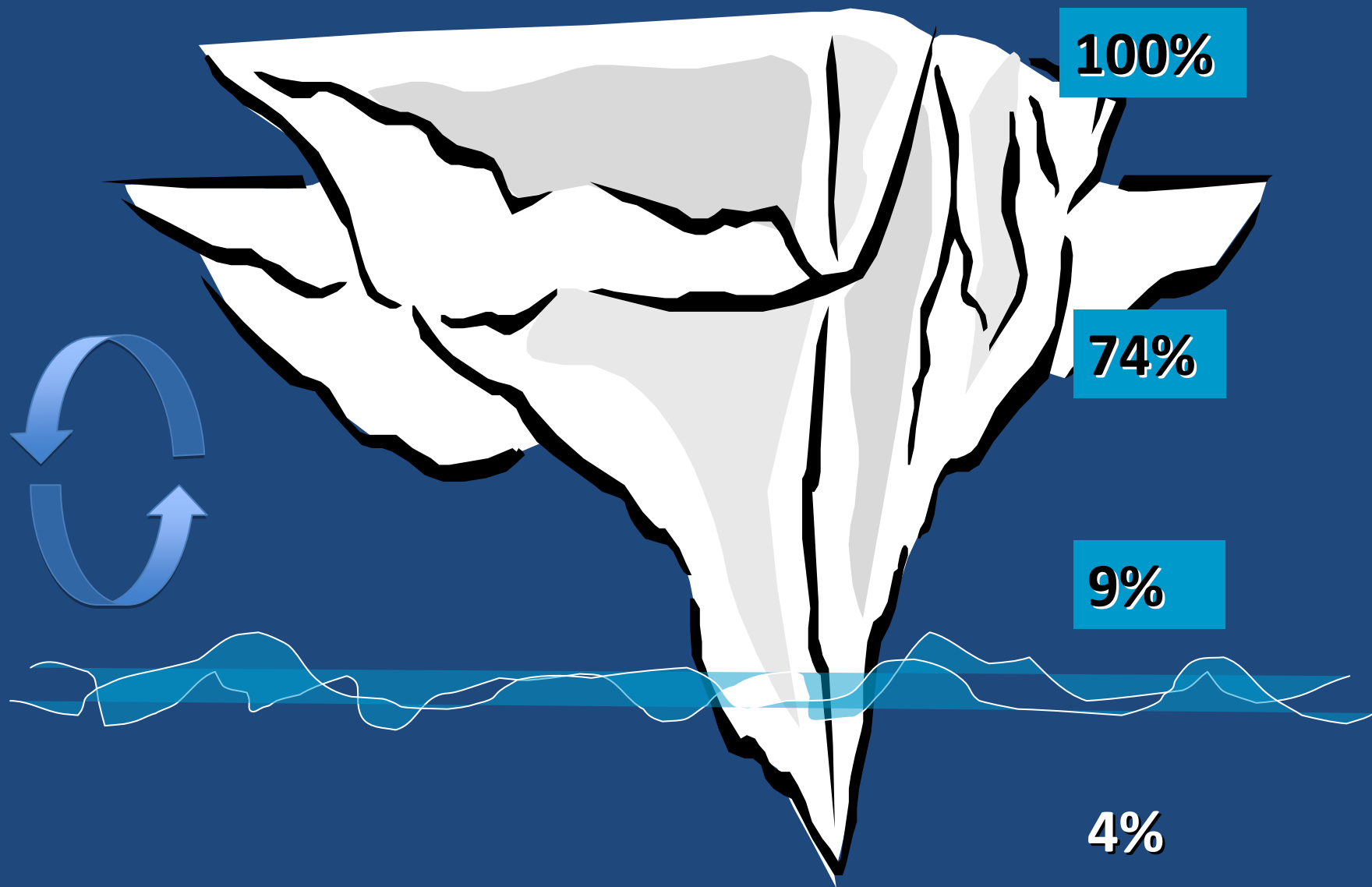




The "Awareness" Iceberg



This internationally acclaimed study conducted by Sidney Yoshida, was initially presented at the International Quality Symposium, Mexico city, 1989. It indicated how management's failure to understand its processes and practices from the perspective of its customers, suppressed the company's profits by as much as 40%.



TAKE



Think about someone you know who you suspect might be a positive deviant...

What are they doing? What makes you recognize their behaviour as unusual or different?

Principles of Positive Deviance

- Make the invisible visible
- Look for and uncover solutions before your very eyes
- Invite everyone and be sure to include the unusual suspects
- You may need to go slow to go fast
- Nothing about me without me
- Participation is voluntary – everyone can opt in or opt out
- People on the frontline are the experts – the gurus
- Catch the butterflies - sometimes even small ideas or changes can make a big difference
- Better to Act your way into a new way of thinking than to think your way into a new way of acting

Make the invisible visible



Look for and uncover solutions
before your very eyes



Invite everyone and be sure to
include the unusual suspects



You may need to go slow to go fast



Nothing about me without me

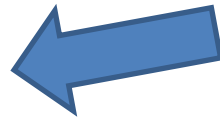
The problem is the physicians



The problem is nursing



The problem is housekeeping



Participation is voluntary – everyone
can opt in or opt out



OPT IN

OPT OUT



People on the frontline are the experts
– the gurus



Catch the butterflies - sometimes even
small ideas or changes can
make a big difference



Better to *Act* Your Way into a New
Way of Thinking than...



to *Think* your way into a new way of Acting

Shift and Share

- Four Groups
- Count off 1, 2, 3, 4
- Move to your table – we will rotate every 15 minutes at the sound of the bell...



Wise Crowds



- Share your challenge – 2 mins
- Group will clarify – 2 mins
- Wise crowd conversation – 5 mins
- Acknowledge the Group – 1 min



TRIZ

“the power of creative destruction”

- Define an unwanted result e.g. hospital acquired infections
- Design a system that would reliably create the unwanted result every time
- Get Detailed – Be Specific!
- Compare to the current system
- Any Similarities? What can you do *Differently*?

How to Video

TRIZ

<http://www.youtube.com/watch?v=-QzfiHJDtrw>

www.stopsuperbugs.com

www.positivedeviance.ca



Setting Up and Facilitating Improv Learning Simulations

Minimum structure that unleashes creative adaptability!

- **Setting the Stage**
 - Pick situations/scenes together that are challenging... in which exploring positively deviant “how to” solutions may be helpful
 - Specify the minimum details of the local context in a simple storyboard:
 - Location and props needed (e.g., ICU, clinic, bed, hallway, phone, cart, sign)
 - Key roles (e.g., nurse, doctor, patient, family member)
 - Handful of clinical details (e.g., 62 year old male with diabetes, leg wound)
 - Title, including a simple question to be explored, for the scene (e.g., “Safe Travel: What Do I Wear?”)
 - The event that starts the scene (e.g., phone call from the lab to the unit)
- **Rules for the Facilitator**
 - Clarify the purpose of this activity (e.g., to provide a powerful learning experience, helping everyone notice, amplify, and develop behaviors that fulfill your aim)
 - Create a response form so ALL participants can suggest specifically **how** each scene can be more full of learning and better fit their local context or unit
 - Convene fast-feedback exchanges immediately after each scene (2 minutes in pairs or threesomes... then full group conversations work well)
 - Try to document *everything* with video, photos, words (helps with prototyping)
 - Thank everyone for “**acting their way into new thinking!**”
- **Rules for the Creative Director**
 - Recruit players with interest in and enthusiasm for resolving the challenges at hand (acting experience not required)
 - Start and stop the action using your intuition
 - Offer side-coaching as needed at any time (keep it fun and light)
 - Create opportunities for post-performance feedback to the players
 - Specify the minimum to get the action started (see “Setting the Stage”)
- **Rules for the Players**
 - Trust and accept all offers (“Yes, and...”)
 - Make action-filled choices, giving and taking
 - Engage in one conversation at a time
 - Listen, watch, concentrate (Look, don’t think!)
 - Work to the top of your intelligence

Now that ALL the rules are clear, GO WILD.

More details available @ www.socialinvention.net

Thank-You!

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