

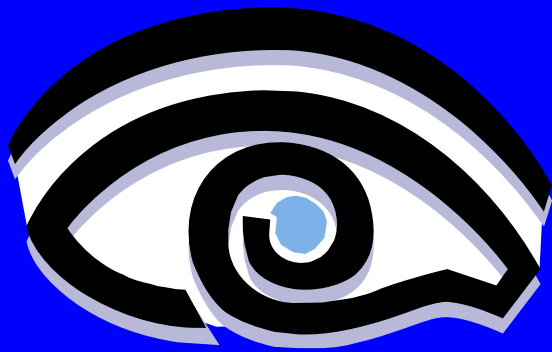


POSITIVE
DEVIANCE
INITIATIVE

Positive Deviance
A New Approach
For Behavior & Social Change

Funded by the Ford Foundation
through
Tufts University

The Power of Positive Deviance



Solutions before our very eyes!!

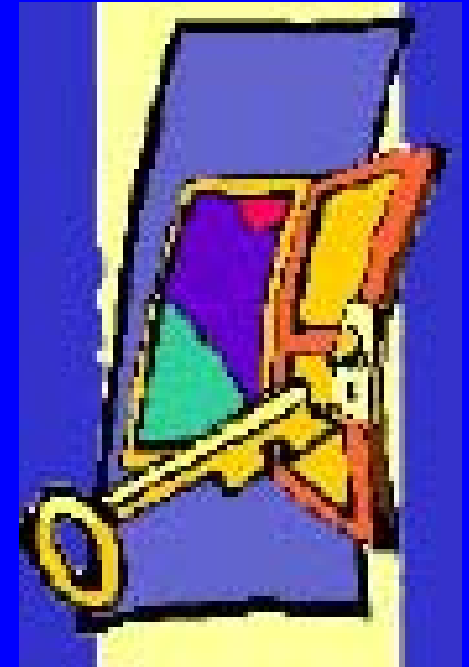
The Premise:

In every community there are certain individuals whose **uncommon practices/behaviors** enable them to find **better solutions** to problems than their neighbors who have access to the **same resources**

Positive Deviance (PD) Approach

- Identifying Solutions to Community Problems Within the Community Today

The Key Question?



What enables some members of the community (the “Positive Deviants”) to find better solutions to pervasive problems than their neighbors who have access to the same resources?

Positive Deviance Inquiry

Establishes community behavioral **norms** related to the problem to be addressed

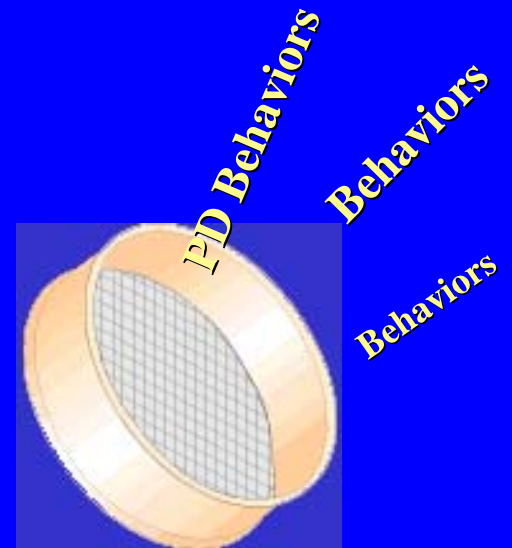


Enables community to discover successful **uncommon behaviors/ strategies** practiced by the Positive Deviants



Analyzing PD Findings

PD findings are passed through a conceptual “accessibility sieve”



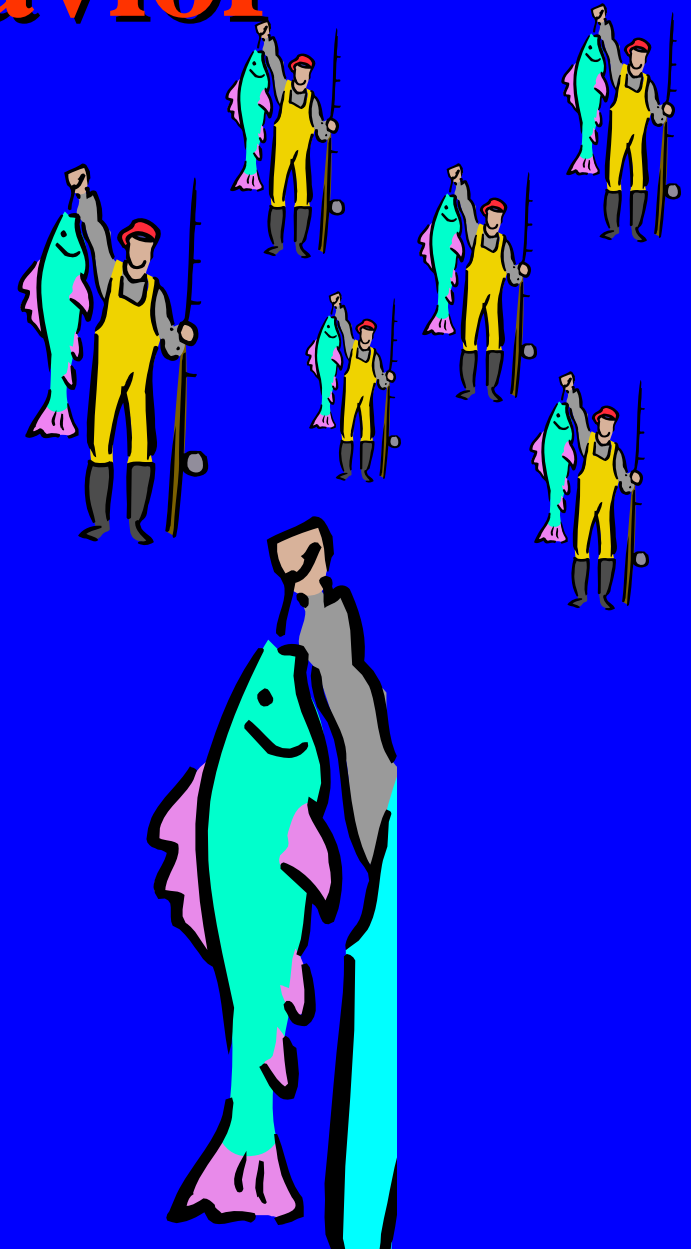
Only those behaviors/strategies
accessible to all are kept

The rest are “TBU,” True but Useless (i.e. not
accessible to all) and are discarded

Accessible to All

Focus on PD Behavior

- We can't (yet) clone people
- But we can adopt their successful behaviors/strategies



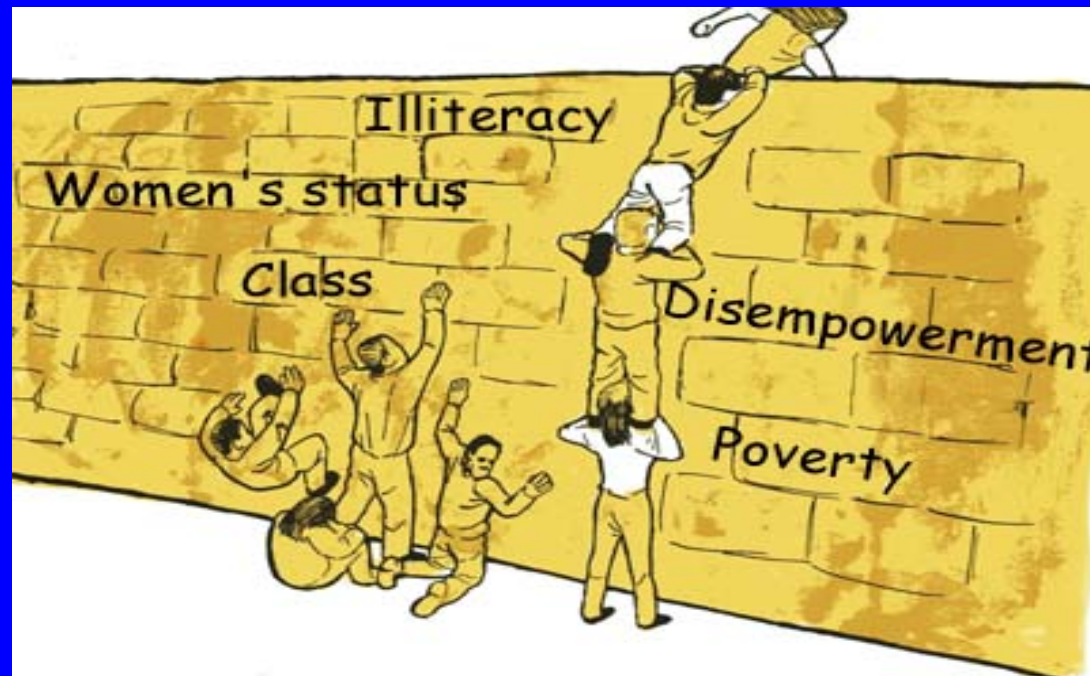
PD Focus on Practice Rather than Knowledge



“It’s easier to **ACT** your way into a new way of THINKING, than to THINK your way into a new way of ACTING”

PD Enables us to Act TODAY

Although most problems have complex, interlinked underlying causes . . .

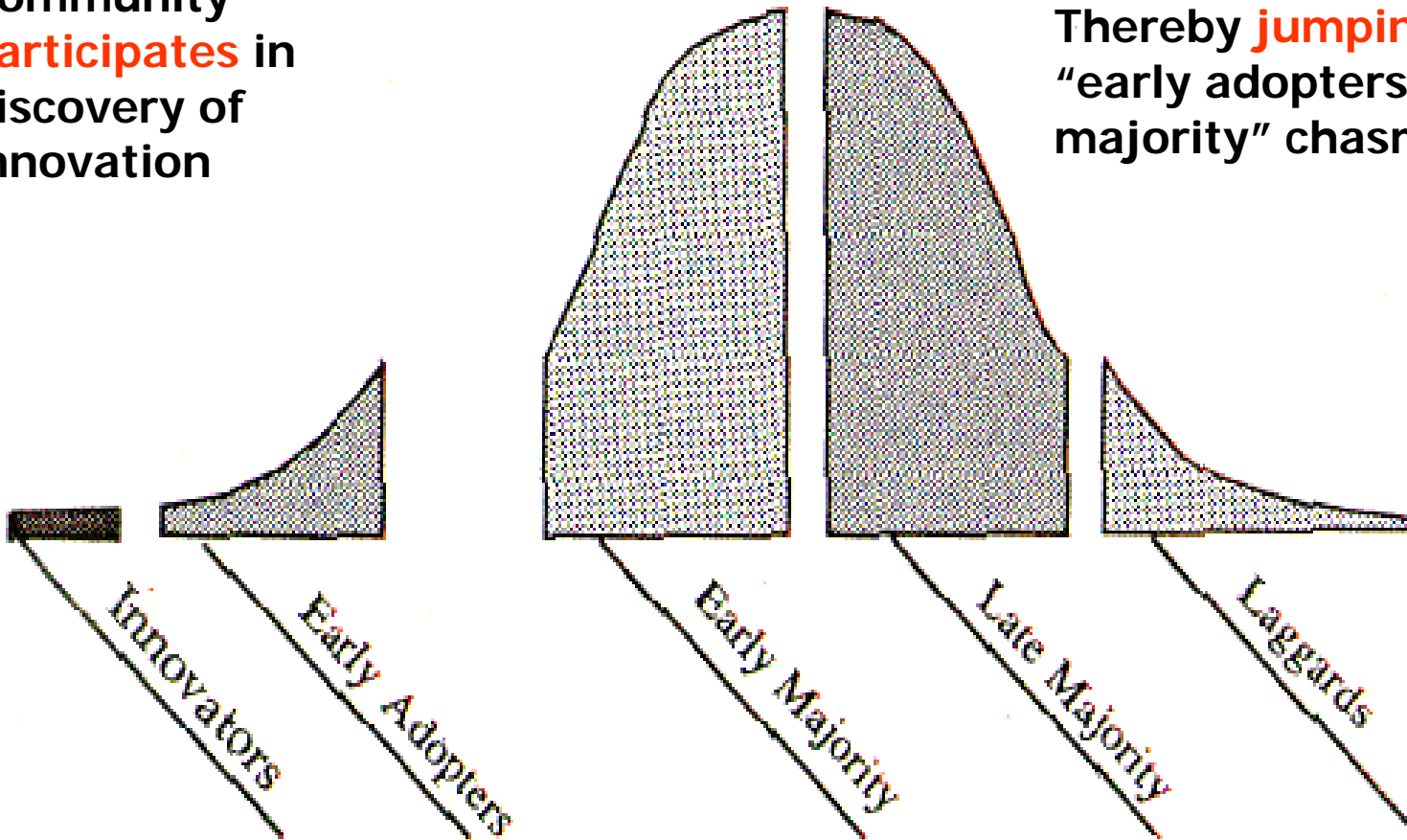


The presence of Positive Deviants demonstrates that it is possible to find successful solutions TODAY before all the underlying causes are addressed!

PD & The Diffusion of Innovation Life-Cycle

Community
participates in
discovery of
innovation

Thereby **jumping** the
"early adopters/early
majority" chasm



D

The Four **D**s of Positive Deviance Approach

D

D

Define

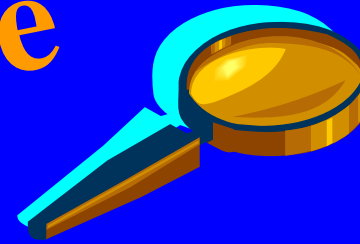
Define

Define

- Define the problem, its perceived causes and related current practices (situation analysis)
- Define what a successful solution/outcome would look like (described as a behavioral or status outcome)



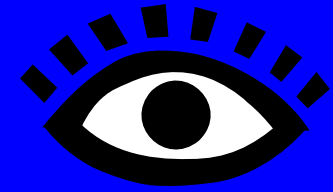
Determine



- Determine if there are any individuals/entities in community who **ALREADY** exhibit desired behavior or status (PD identification)



Discover



- Discover uncommon practices/behaviors enabling the PDs to outperform/find better solutions to the problem than others in their “community”



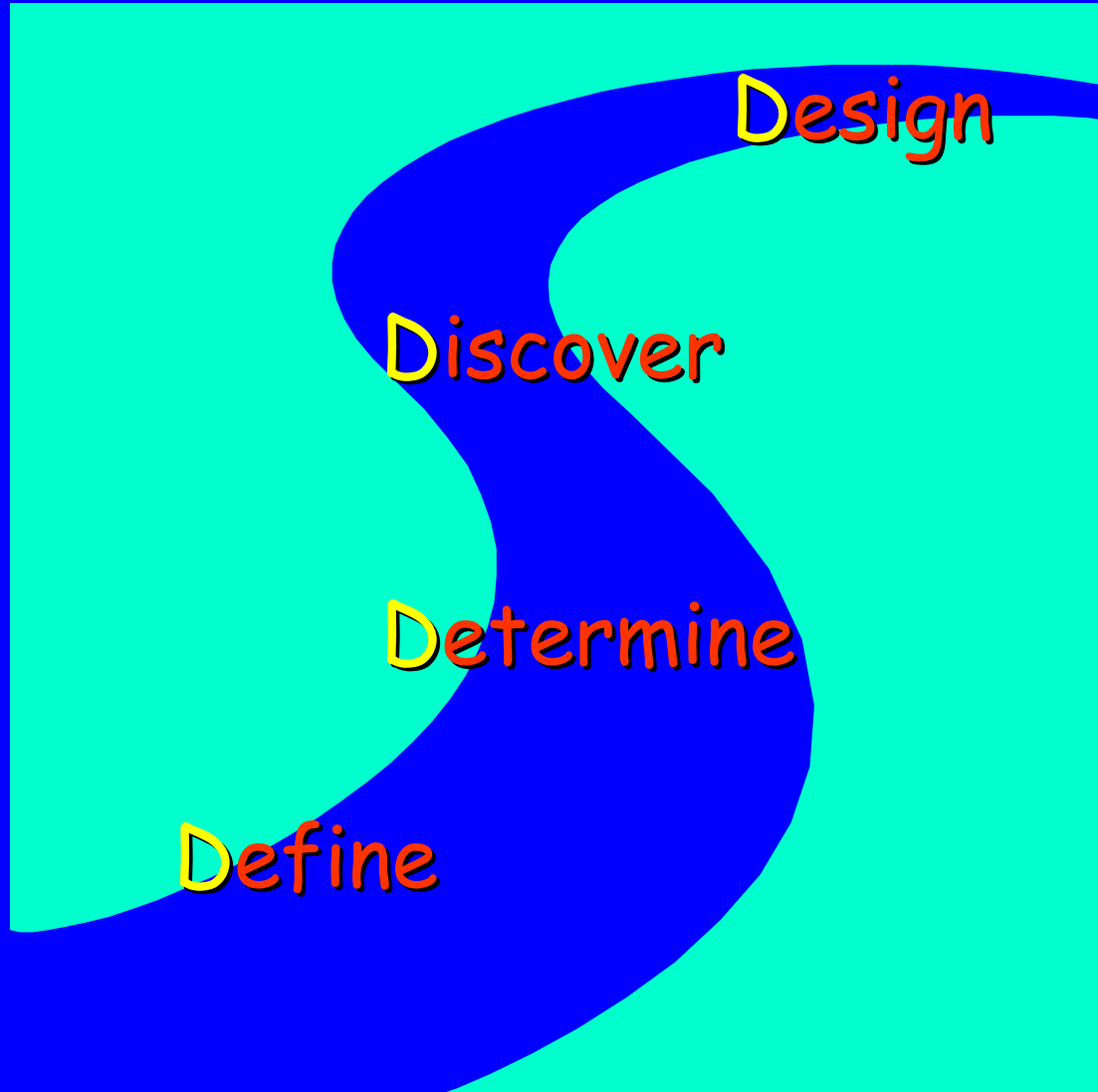


D *esign*

- Design and implement intervention enabling others in “community” to access and PRACTICE new behaviors (focus on “doing” rather than transfer of knowledge)



Positive Deviance



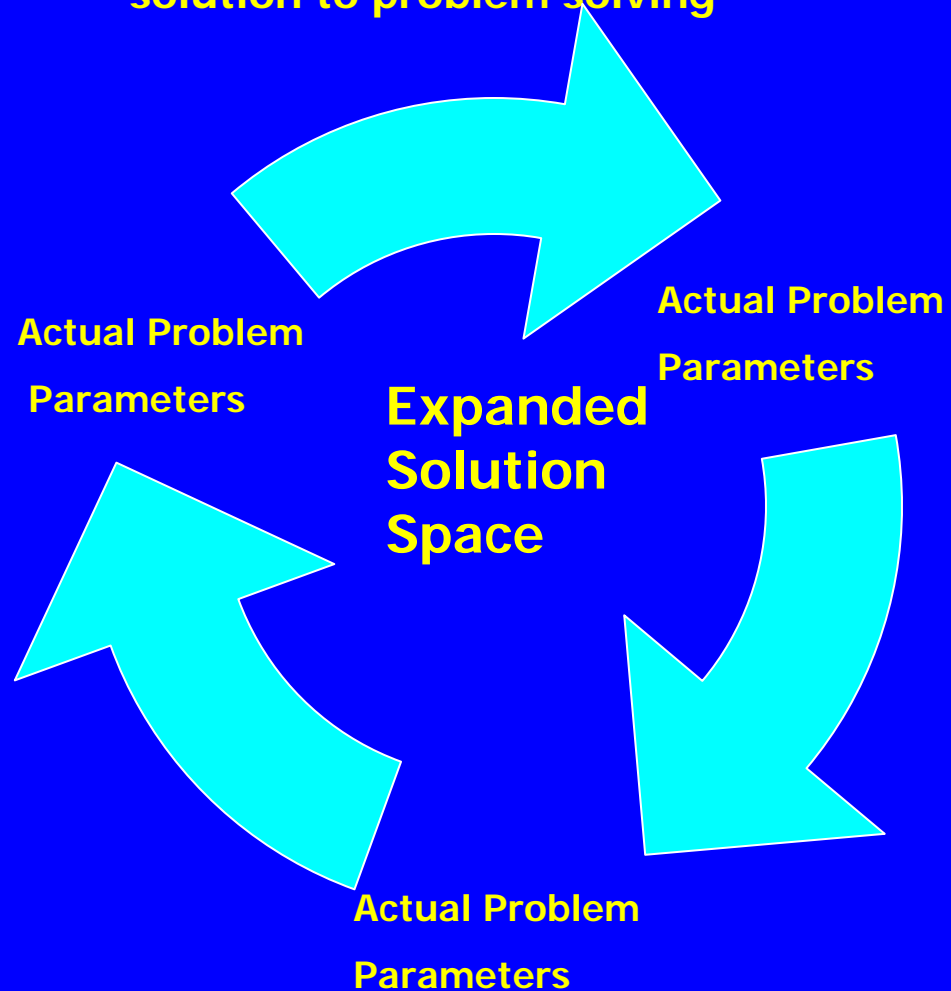
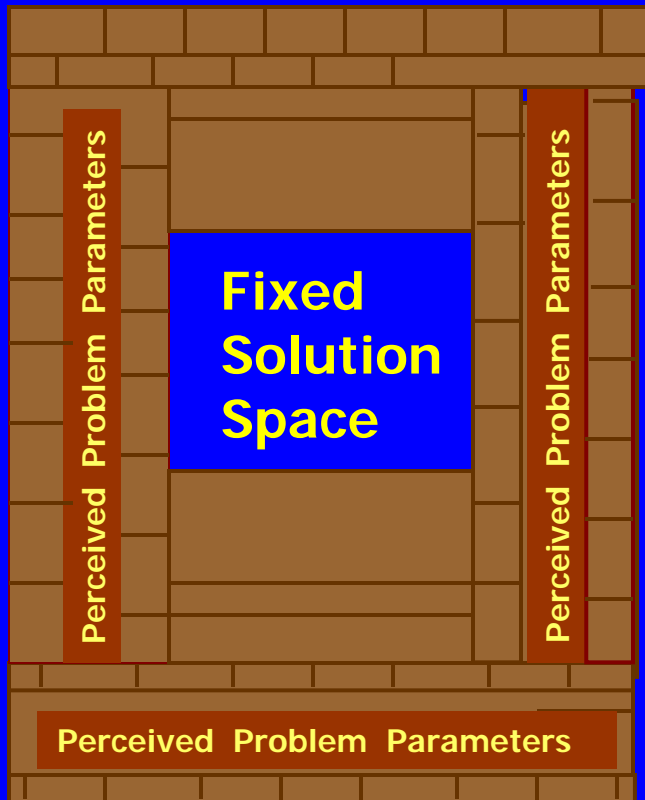
Traditional vs PD Problem Solving Approach

Traditional 

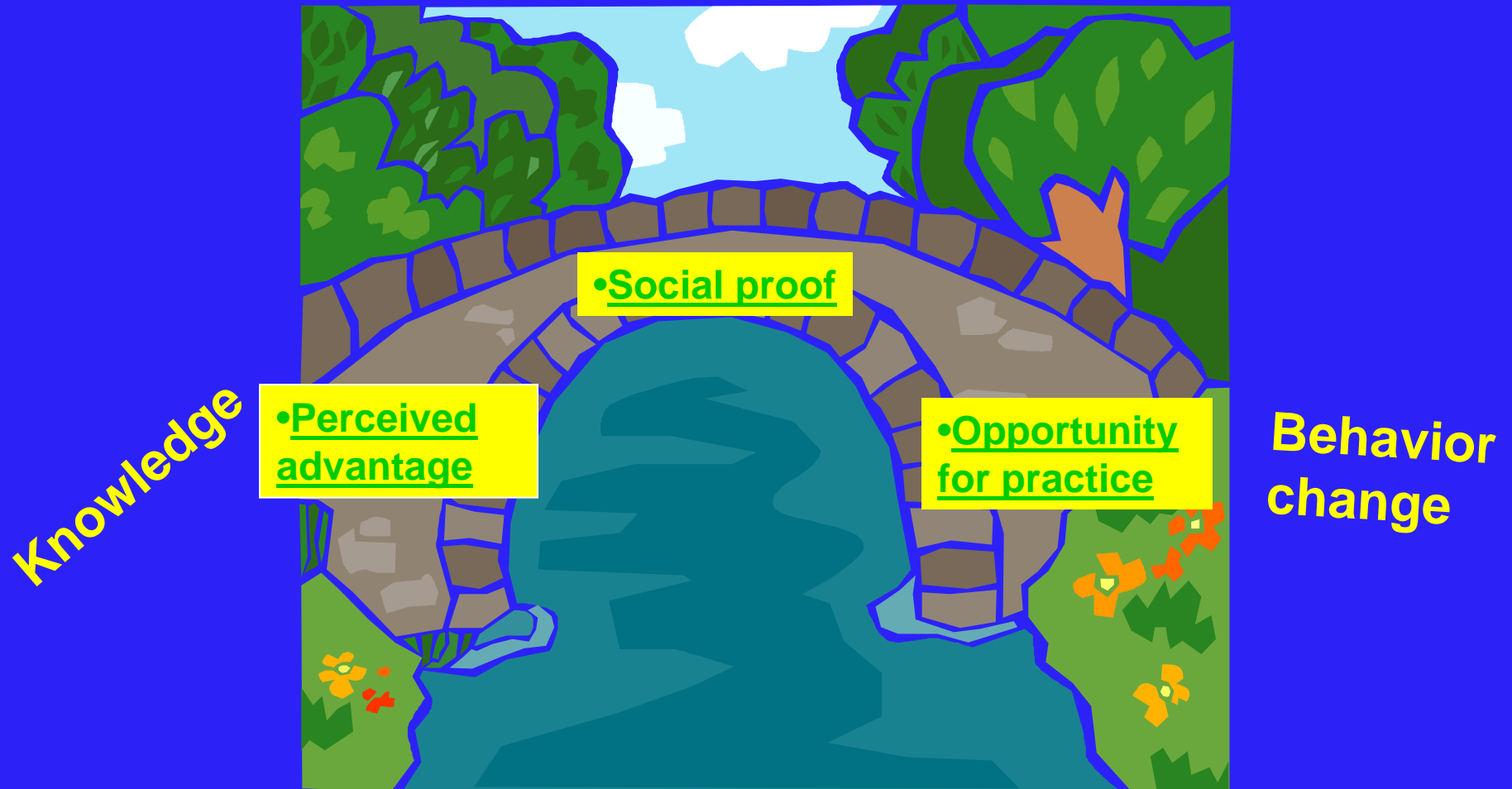
Flows from problem analysis towards solution

PD 

Flows from identification and analysis of successful solution to problem solving



PD: Crossing The “Knowledge/Behavior Change Gap”



TRADITIONAL VS POSITIVE DEVIANCE PROBLEM SOLVING APPROACH

TRADITIONAL

Externally Fueled (by “experts” or internal authority)

Top-down, Outside-in

Deficit Based “What’s wrong here?”

Begins with analysis of underlying causes of **PROBLEM**

Solution Space **limited** by *perceived* problem parameters

Triggers Immune System “defense response”

POSITIVE DEVIANCE

Internally Fueled (by “people like us”, same culture and resources)

Down-up, Inside-out

Asset Based “What’s right here?”

Begins with analysis of demonstrably successful **SOLUTIONS**

Solution Space **enlarged** through discovery of *actual* parameters

Bypasses Immune System (solution shares same “DNA” as host)

Current Applications of Positive Deviance

Programmatic context	Countries
Childhood development & Malnutrition (PD/Hearth)	More than 40 countries throughout the world
HIV/AIDS risk reduction	Myanmar, Indonesia, Viet Nam
Antenatal care, Maternal & Newborn Care, Breastfeeding	Egypt, Pakistan Viet Nam
Female Genital Cutting	Egypt
Girl Trafficking	Indonesia, Nepal
Education Issues	Argentina, US (NSDC)