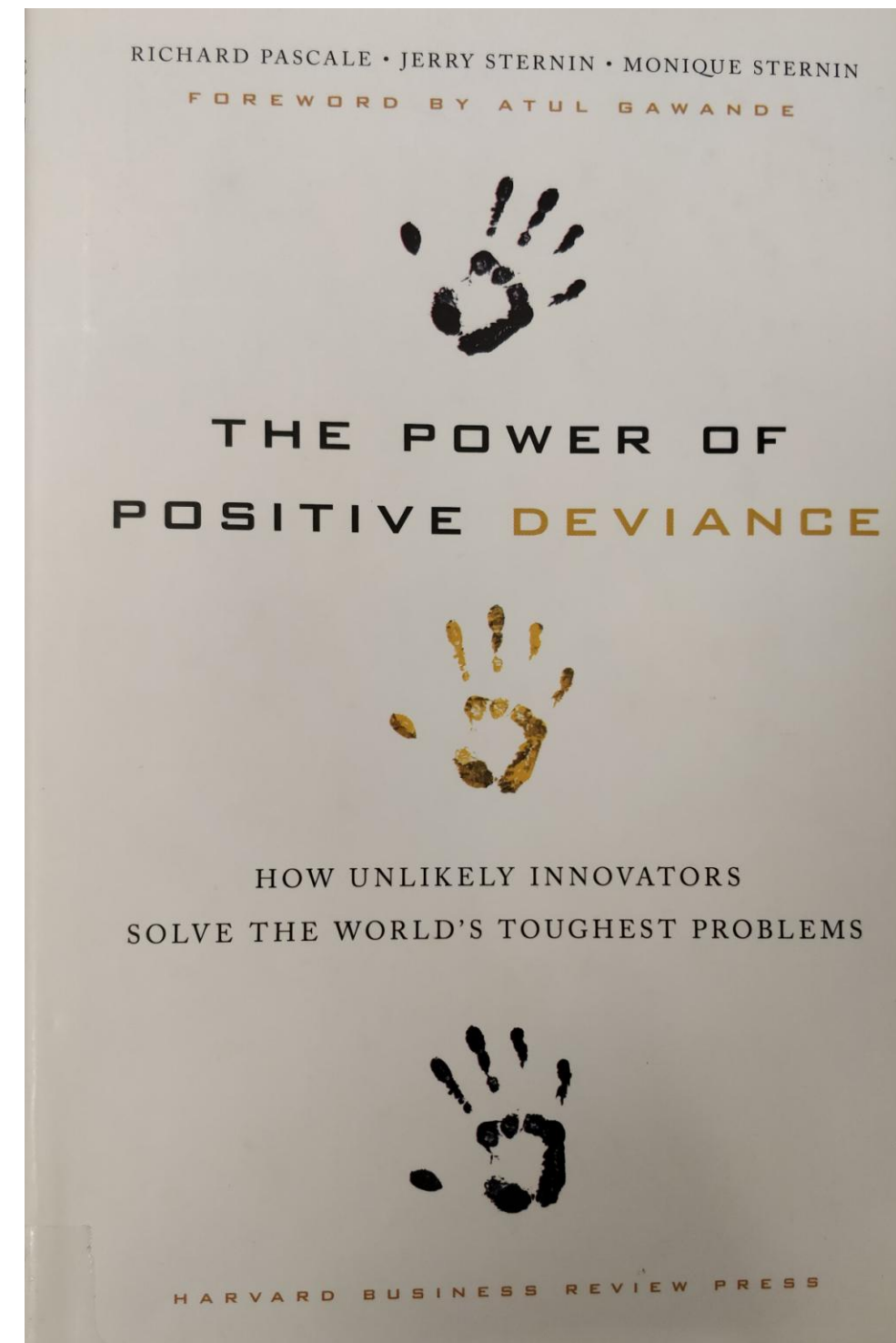


Abela Noel - Mater Dei Hospital - Malta

Introduction

The Positive Deviance approach assumes that every community has individuals or groups whose uncommon behaviours and strategies enable them to find better solutions to problems than their peers although everyone has access to the same resources and challenges (Pascale, Sternin, & Sternin 2010).



Background

When it comes to healthcare associated infections we all know what to do i.e. Hand hygiene, environmental cleaning, standard precautions, surveillance and practice the infection control bundles. Positive deviance approach will help to identify the positive deviants in healthcare and sharing their best practices. This results in “social immune response” in the same way that our body triggers an immune defence response. In other words we need a behavioral change.

Positive Deviance applications to date

Health (physical & behavioural)

- Nutrition
- Infection control
- Female Genital Mutilation
- Diabetes
- Newborn survival
- Palliative care
- Social isolation

Education

- Student retention
- Student performance

Child protection

- Girl soldiers
- Girl trafficking

Prison Reform

Positive deviants characteristics

- Open
- Curious
- Intrinsically motivated
- Willing to try new ideas
- Adventurous
- Receptive to feedback
- Quick and agile minds

- Highly creative
- Passionate & Energetic
- High morals & Ethics

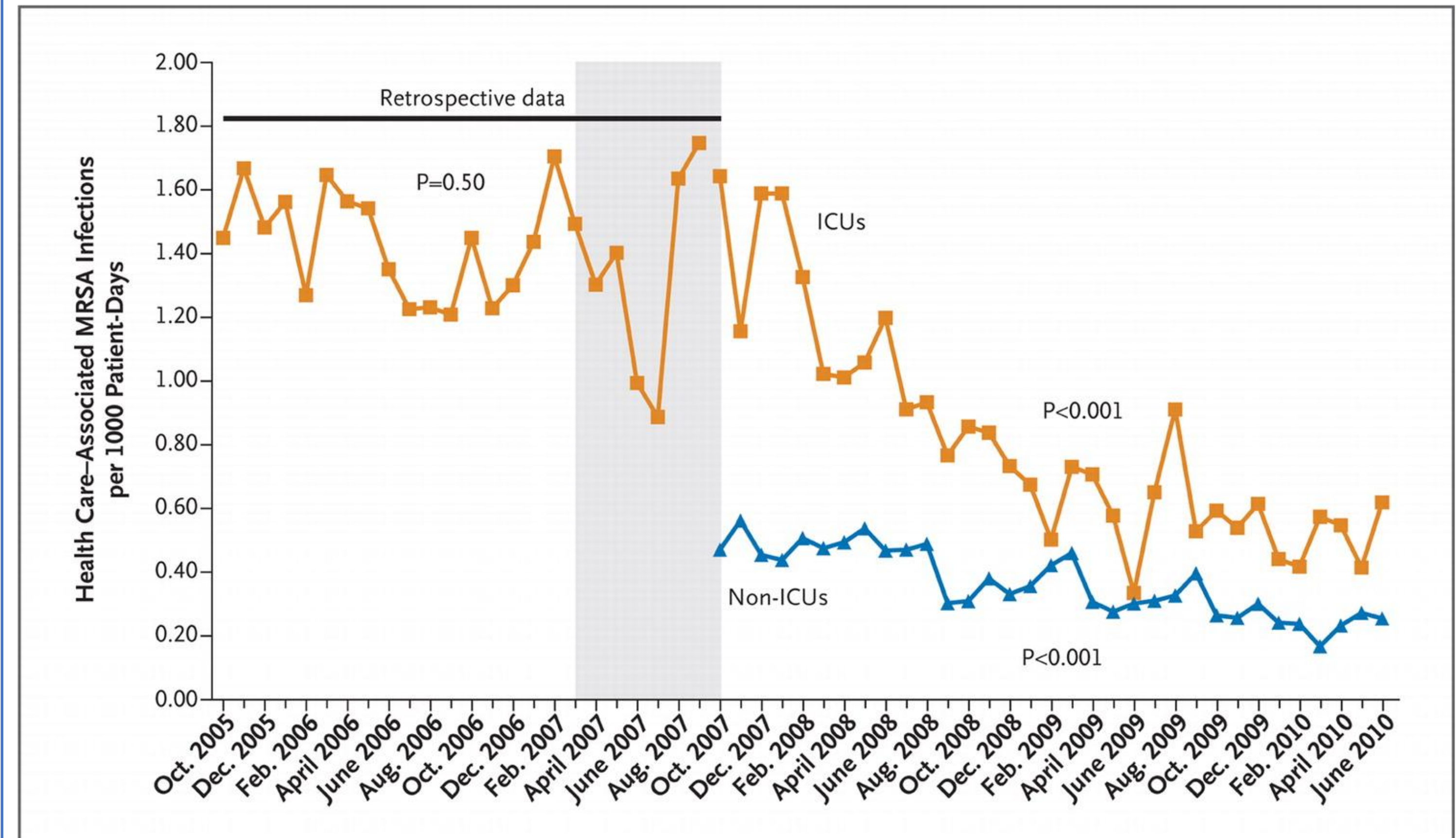


When to use Positive Deviance

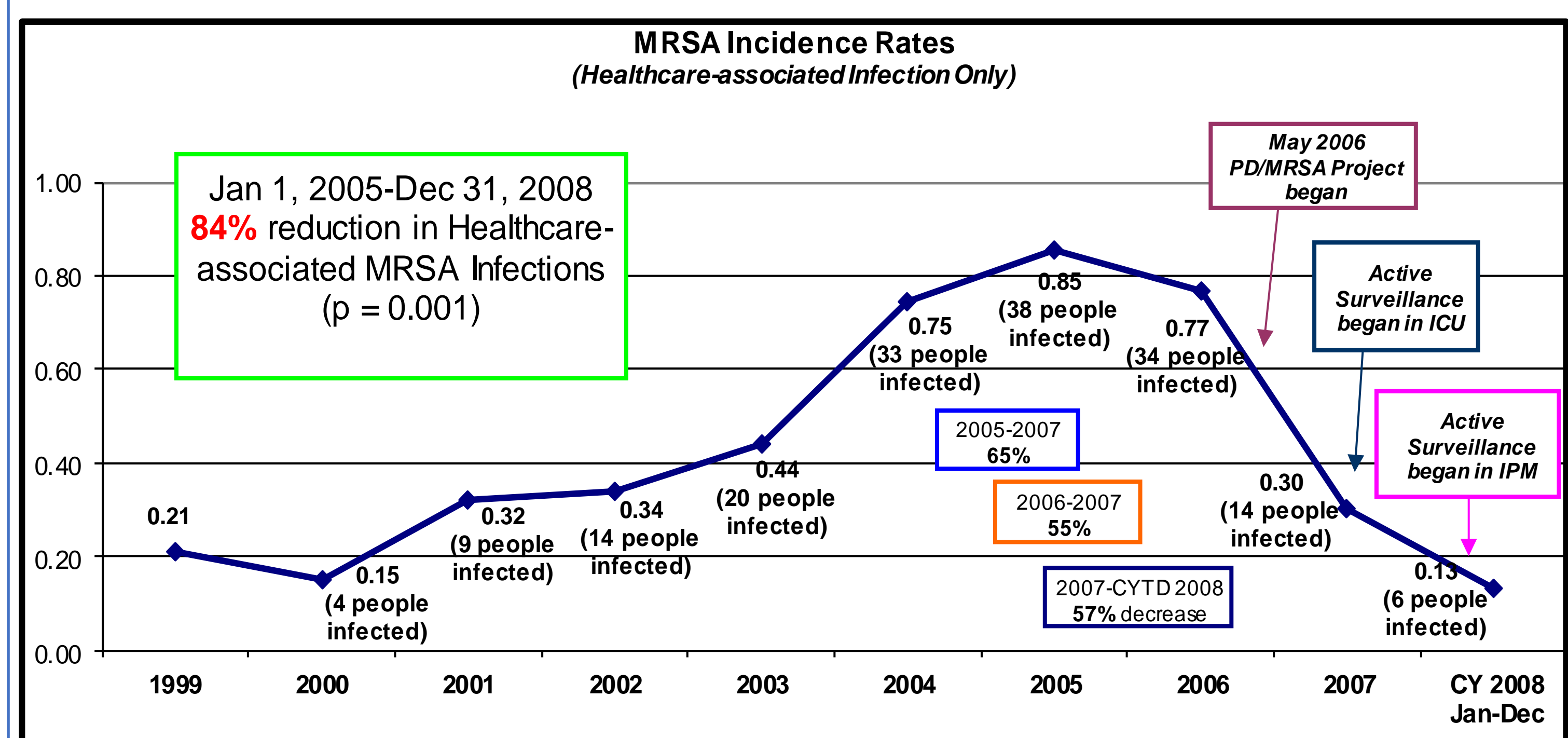
- Requires behavioural or/and social change
- Has not responded to technical solutions
- Greatest need – when things are not working
- Big enough problem – widespread; affects many people
- Leadership commitment and trust

Examples of Positive Deviance approach used to reduce healthcare associated infections

Veterans Affairs Initiative to Prevent Methicillin-Resistant *Staphylococcus aureus* Infections Pittsburgh Healthcare System

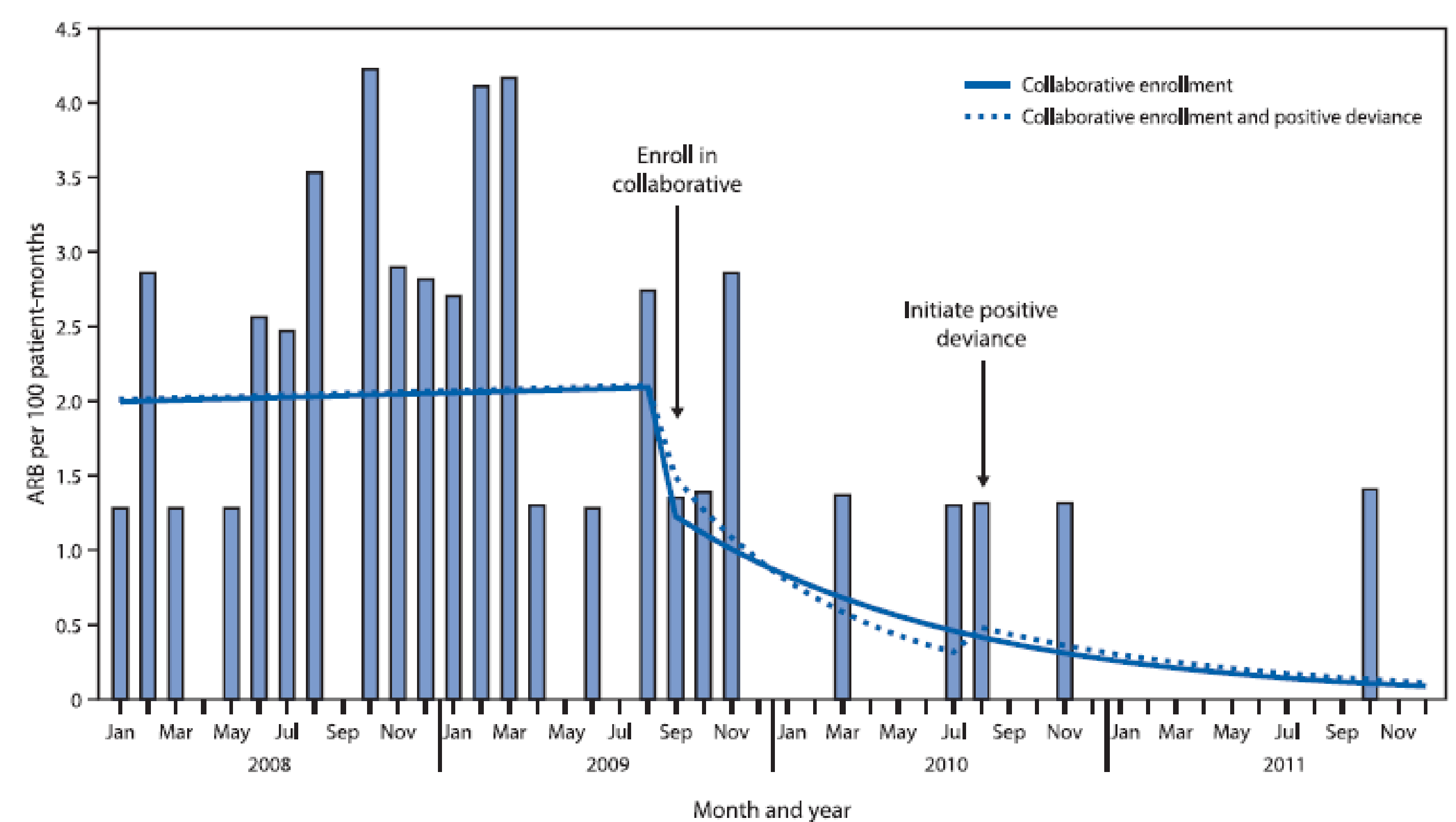


Using positive deviance to reduce MRSA infections – Billings Clinic USA



$$\text{Incidence Rate} = \frac{\# \text{ cases}}{\text{patient days}} \times 1,000$$

Reducing Bloodstream Infections in Outpatient Hemodialysis Centre New Jersey, 2008-2011



Conclusion

Positive deviance is a bottom to top approach where the front-line staff do and decide how to do it and the leaders managing the hospital will make it happen. We need to identify and analyze the positive deviants, let them discover and adopt their own solutions and track and publish results.