

The Canadian PD Project

Background

Methicillin resistant *Staphylococcus aureus* (MRSA) and *Clostridium difficile* (CD) are two types of bacteria that harm patients in our hospitals.

Controlling the spread of MRSA and CD is theoretically simple. For example, scrupulous environmental and equipment cleaning and near perfect compliance with hand hygiene practices should significantly limit transmission.¹ Unfortunately, we know that compliance with these and other control measures is generally quite poor.

What is Positive Deviance (PD)?

Positive deviance (PD) is an improvement and social change methodology that has been used to tackle some of the most intractable behavior-based problems around the world such as childhood malnutrition in developing countries.² Of relevance to this project, PD has been shown to be an effective tool to engage healthcare staff and reduce MRSA rates in a recent project involving some US hospitals.

The Project:

- We are recruiting 4 Canadian hospitals to act as PD pilot sites over the next 18 months. These hospitals will go through the process together.
- We will provide PD coaching, local training, and close mentoring throughout the process.
- Via the PD process, these hospitals will empower staff to apply their knowledge and unique experiences to address ongoing infection control issues within their own facilities and nursing units to bring about sustainable culture change and decreases in MRSA and CD.
- This project also aims to help develop local expertise in PD in order to enable future PD projects in the Canadian healthcare system.

Key Expectations for Pilot Sites

Successful hospitals chosen for pilot sites will:

- Need to be excited about PD! You will need to show us you want to be part of this, including demonstrated commitment from your organization including a letter of support from your CEO.
- Provide data on MRSA and CD rates using definitions established by CPSI and CNISP. This will be non-nominal data.
- Be required to cover some travel costs.
- Document the PD process over 18 months.

How your facility can get involved:

Interested in being a part of the Canadian PD initiative for healthcare? We will be **hosting two free webinars** which will be held June 29th at 12 p.m. EST and July 8th at 12 p.m. EST in order to provide more detailed information about PD and this project. This will be the same presentation on both dates. Follow the link below on the appropriate date to participate:

Monday June 29, 2009
Time: 12:00 - 13:00 EST
[Click here to connect to the WebEx Call](#)

Wednesday July 8, 2009
Time: 12:00 - 13:00 EST
[Click here to connect to the WebEx Call](#)

Find more information on this project and PD on our website:

www.positivedeviance.ca

For more information on PD, see the following links:

www.plexusinstitute.org

www.positivedeviance.org

www.fastcompany.com/magazine/41/sternin.html

If you have any questions about this project, please contact **Paige Reason** at paige.reason@oahpp.ca

¹ Public Health Agency of Canada. Routine Practices and Additional Precautions for Preventing the Transmission of Infection in Health Care. Can Commun Dis Rep. 1999;25 Suppl 4:1-142.

² The Plexus Institute. Available at www.plexusinstitute.org/complexity.

This demonstration project is supported by

