



Postural Care
Positive Deviance Initiative

"The Power of Positive Deviance"
R. Pascale, J. Sternin, M. Sternin

This presentation sets out the structure to develop an online

"Living University of Postural Care"

a platform to celebrate and learn from improved outcomes

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(CIPOLD 2013) Recommendation 9:-

"CCGs must ensure they are commissioning sufficient and sufficiently expert, preventative services for people with learning disabilities regarding their high risk of respiratory illness.

This would include expert, proactive postural care support"

Diverse achievements and experience amongst the Living University of Postural Care editorial board provides sufficiently expert peer review of contributions when

"The problem is not exclusively technical but also relational and requires behavioural or/and social change" (Positive Deviance approach)

Postural Care CIC is registered as a Positive Deviance Initiative with Tufts University, Boston

"Positive Deviance is based on the observation that in every community there are certain individuals or groups whose uncommon behaviours and strategies enable them to find better solutions to problems than their peers, while having access to the same resources and facing similar or worse challenges"



"The Positive Deviance approach is

- asset-based,*
- problem-solving,*
- and community-driven,*

it enables the community to discover successful behaviours and strategies and develop a plan of action to promote their adoption by all concerned by establishing a Living University"



"Positive deviance should be considered as a possible approach when a concrete problem meets the following criteria:

- There is sponsorship and local leadership commitment to address the issue"*



"Positive deviance should be considered as a possible approach when a concrete problem meets the following criteria:

- The problem is not exclusively technical but also relational and requires behavioural or/and social change"*



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"Positive deviance should be considered as a possible approach when a concrete problem meets the following criteria:

- The problem is complex, seemingly intractable, and other solutions haven't worked"*



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"Positive deviance should be considered as a possible approach when a concrete problem meets the following criteria:

- *Positive deviant individuals or groups exist.....*

solutions are possible"



For example in Wakefield, UK hip dislocations have been dramatically reduced...

GMFCS Gross Motor Function Classificatio n Scale	1 Children who can walk, run, jump and climb stairs but who have some impairment of speed, balance and/or coordination	2 Children who can walk in and outdoors and climb stairs but have some difficulties with such things as uneven ground or crowds 3 Children who use walking aids but use wheelchairs for long distances	4 Children who use walking aids for short distances but use wheelchairs most of the time 5 Children who use wheelchairs for all mobility and need postural support in order to be able to sit comfortably	Number of children supported by the service	75% Migration over 75% of femoral head uncovered by acetabulum
Wakefield	122	106	46	274	0
Pontefract	48	79	50	177	2

Postural Care Tutors facilitate the Positive Deviance approach in the same way as Save the Children workers

They initiate the project and provide education but their role is to help local heroes take centre stage





Local heroes find their own solutions





Local heroes find their own solutions



Local heroes find their own solutions



Debbie Ann's Story

Age 32



Age
34



Michael's Story

Age 29



Age 34

Age 19



Coleen's Story



Age
22

The invitation to Participate

If you have been inspired by any of these stories and would like to get involved to support others we would love to hear about your achievements, either through your work, your change of your own positioning behaviour or as a result of your care for another individual.

The questions we all need to consider in relation to postural care are
what and *how*?

What are the outcomes that we need to consider and compare?
How do people that have improved outcomes do it?

Postural Care Pathway – “It’s My Life!”

Available to download at:

[https://www.dropbox.com/s/dgnvbo8e5d6gvx9/
It%27s%20My%20Life%202014.pdf](https://www.dropbox.com/s/dgnvbo8e5d6gvx9/It%27s%20My%20Life%202014.pdf)

“Unless someone like you
cares a whole awful lot,
nothing is going to get better.

It's not.”

Dr Seuss, The Lorax

Thank you for your time

Sarah Clayton

Sarah@posturalcareskills.com

@posturalcare

07729 552626