

**COMPAN  
YPROFILE**

# **Positive Deviance Resource Centre (PDRC)**

Faculty of Public Health - Universitas Indonesia



FAKULTAS  
KESEHATAN  
MASYARAKAT



**PDRC**  
Positive Deviance Resource Centre

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# About PDRC



Positive Deviance Resource Centre (PDRC) is a centre under the Faculty of Public Health University of Indonesia, that is addressing issues on nutrition and health and beyond, using positive deviance approach.

PDRC's vision is to become a centre of excellence in Positive Deviance Approach in the region. In achieving the stated vision three missions will be strengthened namely education and training, research, community service and information dissemination.

## Get to know us through:



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[www.pdrc.or.id](http://www.pdrc.or.id)



[pdrc fkmui](https://www.youtube.com/pdrc_fkmui)

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# Background



Positive Deviance is one of the approaches to combat malnutrition which began in the 1960's (in Haiti) and recently has received more global attention as an effective approach.

In 1980s, Professor Marian Zeitlin used concept of PD for focusing on why some children in poor communities were better nourished than other. She is identifying what's going right in a community in order to amplify it, as opposed to focusing on what's going wrong in community and fix it.

Jerry Sternin (1938-2008) and his wife Monique Sternin, beginning used PD with the childhood malnutrition project in Vietnam in 1990s. Over the past two decades, the Sternin continued to refine and develop the PD approach with various agencies, organizations, and individuals to address problem as childhood malnutrition and anemia, the trafficking of girls, HIV/AIDS among commercial sex worker, the tradition of female genital cutting and the spread of hospital – acquired infections.

## Positive Deviance Approach

was introduced in Indonesia since 2002. It's has been adopted by several national and international NGOs in about 31 Districts in Indonesia. The approach was mainly used in to solve nutritional problems in the area. Currently PD approach is not only applied in nutrition but also in other fields as well, such as maternal and newborn health, breastfeeding, communicable diseases, etc.

To strengthen their program using the approach, and to share lessons that can be learned by each implementer, a PD network has been established. The network members consist of Ministry of health, district health offices, national and international NGOs, and other interest parties or individual.

It is considered important to have a center that will provide some coordinating role as well as the center for resources in Positive Deviance.

**November 2006, PDRC was established at Public Health Universitas Indonesia, supported by Public Health UI, Save the Children and USAID.**

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# Vision

To become A Center of Excellence  
of Positive Deviance Approach and  
Early Life Nutrition in Indonesia

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# Mission

In achieving the stated vision, Positive  
Deviance Resource Centre (PDRC)  
Faculty of Public Health Universitas  
Indonesia offers the following services:

- 01 Education and Training Program
- 02 Research
- 03 Community Services
- 04 Information Dissemination  
(Forum, Seminar, Workshop, etc)

# Team

Chair

Dr. Ir. Asih Setiarini, MSc

Reserachers/Team

Prof. dr. Endang L. Achadi, MPH, Dr.PH

Prof. Dr. dr. Kusharisupeni, MSc

Dr. Ir. Diah Mulyawati Utari, MKes

Ir. Siti Arifah Pujonarti, MPH

Wahyu Kurnia Yusrin Putra, MKM

Latifah, SGz





# Activities

*(in the last 5 years)*



## **Digital Campaign "Hidup Sehat Yuk!"**

July 2018 – 2022

Implementing Partners:

PT Indofood Sukses Makmur Tbk.

PT Ruang Raya Indonesia (Ruangguru)

- Target: Teenagers/Junior & High School Students
- Output/Product: 55 animated videos and quiz (about 1000 days of life, Anemia, Balanced Nutrition, Teenage Health, Healthy Diet, and Wellness)
- Outreach: more than 1,8 Million students in Indonesia

## **Mother & Child Health Program "Membangun Generasi Emas Melalui Gerakan 1000 HPK"**

December 2016 – 2022

Implementing Partners:

Archie Indonesia

PT Meares Soputan Mining – Tambang Tondano Nusajaya

- District Target: Minahasa Utara District & Bitung City
- Beneficiaries Target: Mothers and Children from 23 Villages
- Output/Product: 30 Master Trainers (Health workers) from 23 Villages & Silver Award (SDGs 3: Good Health and wellbeing) from National Development Agency (BAPPENAS/Kementerian PPN), and 6 modules about 1000 days of life, posyandu management, anthropometric measurement, balanced nutrition, communication and motivation, and Training of Trainer Guideline.

## **Positive Deviance Training for Nutritionist**

October 2018

Implementing Partners:

District Health Office – Depok, West Java

- Target: 24 Nutritionist from Primary Health Care in Depok City and 4 Staff from DHO – Depok



# Positive Deviance Training for Nutritionist and Community

July 2018

Implementing Partners:

Yayasan Nurani Luhur Masyarakat (YNLM)

- District Target: Lombok Utara, Nusa Tenggara Barat
- Output: 22 Master Trainers (nutritionist and community leader)

# Mother & Child Health Program "Peningkatan Kapasitas Kader Posyandu"

December 2017 – 2019

Implementing Partners:

PT Bogasari Flour Mills Tbk.

- District Target: Lagoa & Kalibaru Villages
- Output/product: 21 Master Trainers from health volunteer cadres (kader) and 6 modules about 1000 days of life, posyandu management, anthropometric measurement, balanced nutrition, communication and motivation, and Training of Trainer Guideline.



# Partners





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