

# Appreciative Inquiry

*Positive Approach to Change*

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*with support from*

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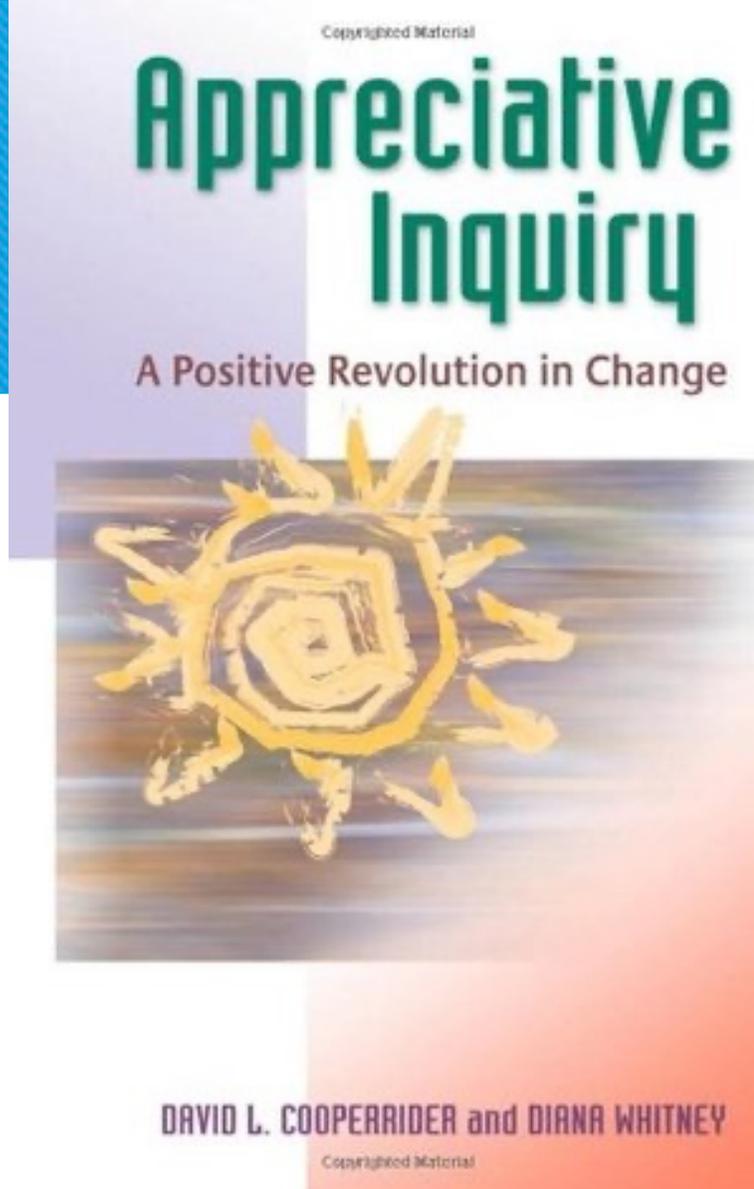
National **MCH** Workforce  
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# POLL

- **Demographics:** Student? Professional MCHer? Other?
- **Current knowledge:** Did you look at the Appreciative Inquiry pre-work module? Are you experienced with the tool? Or coming to it fresh?

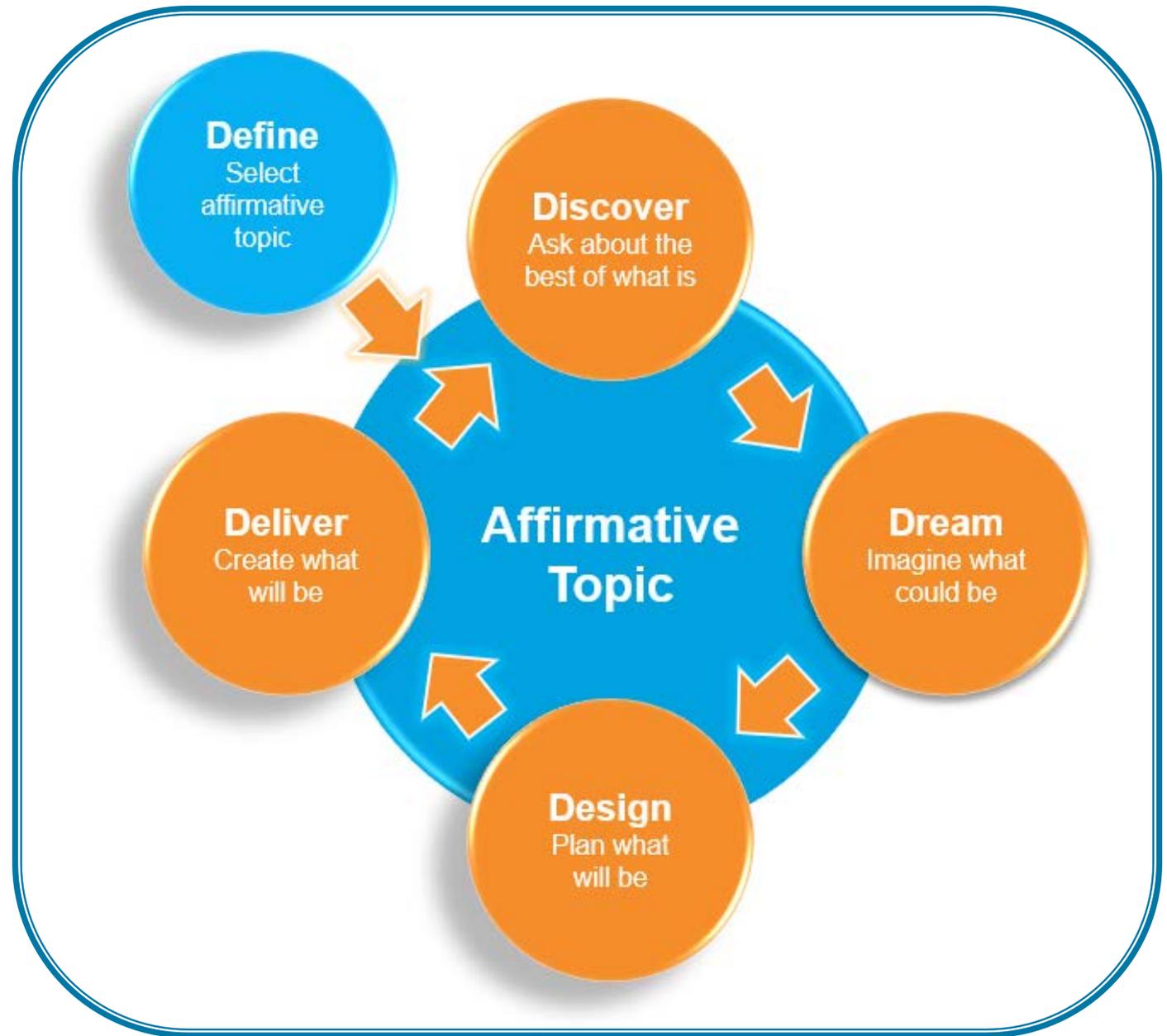
# Underlying Assumptions

- Human systems grow in the direction of what they persistently ask questions about
- When individuals share personal perspectives, powerful bonds form
- Dreams and wishes are powerful engagers and draw out creative energy
- If we do more of the things that are working well already, outcomes will improve
- Action follows attention



# AI Process

[define]  
discover  
dream  
design  
deliver



# Define: Example



- Reduce a bad thing
- Address a problem

“Identify and manage lost luggage promptly”

- Increase a good thing
- Name a successful future state

“Maximize the passenger’s Arrival Experience”



# Define: Example



Wait,  
WHAT?

Wait, What?

Are you saying we shouldn't have "ELIMINATE RACISM" as a goal?

We had "ELIMINATE SMALLPOX" as a goal, and we did it. That's one of the signal achievements of the 21<sup>st</sup> century in public health!

Those are great examples of Big Hairy Audacious Goals, and we know how important visionary BHAG's are to drive strategy, attention and energy.

At the less-visionary, more strategic and operational level, AI works to keep a POSITIVE goal in front of people... and focuses attention on what we CAN do and what we WANT to see.

Note that the smallpox strategy was framed in the positive: vaccinate kids around the world. It told people what to go do: deliver vaccine (recognizing the deep complexities to those two words).

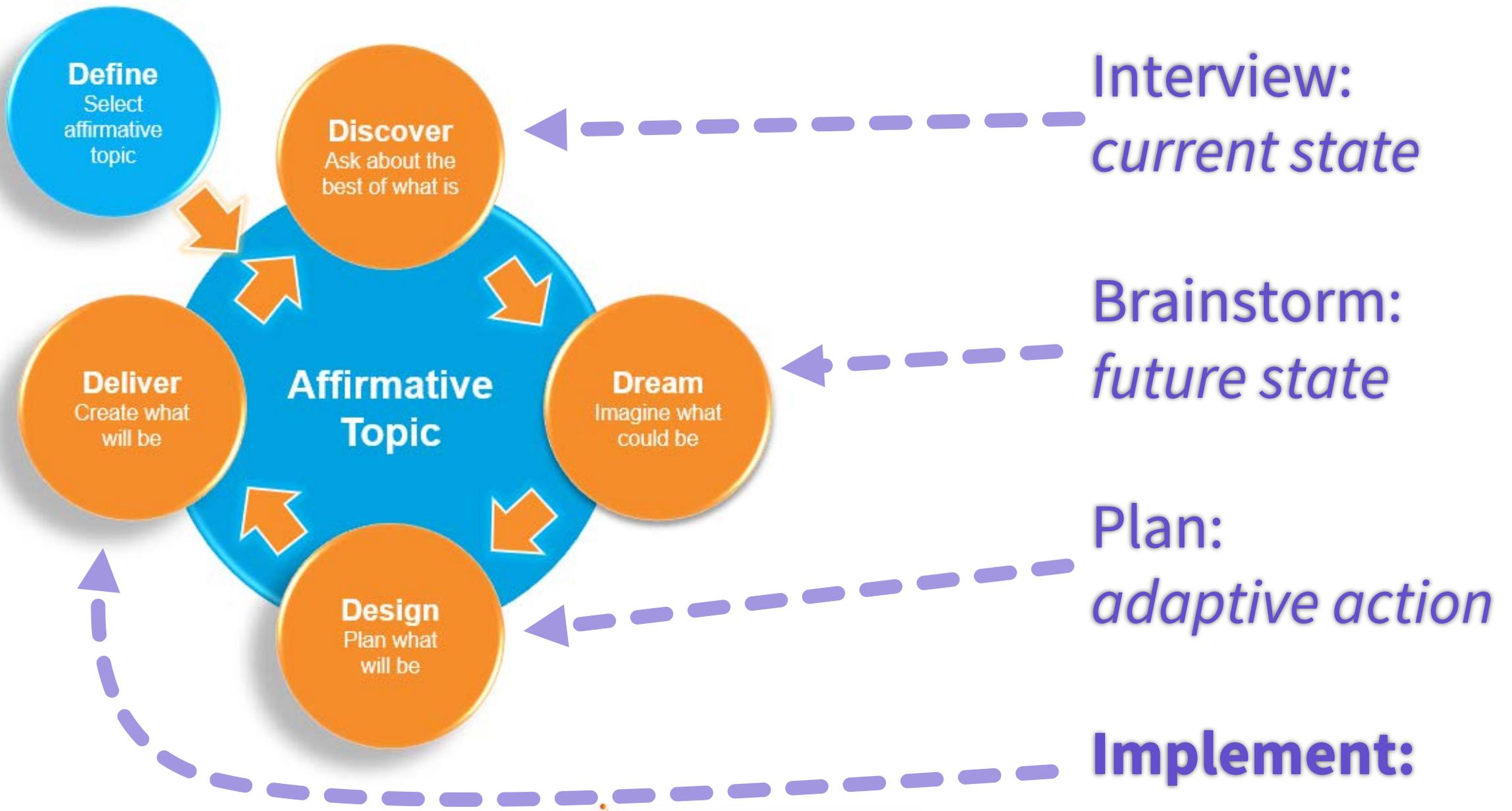
So what's our strategy for eliminating racism, in positive terms?

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# American Samoa

## *2017 – Appreciative Inquiry in action*

- Rheumatic Heart Disease
- Preparing for the session
- Facilitating the session – 4D process
- Outputs and Outcomes

# Context

## *American Samoa*

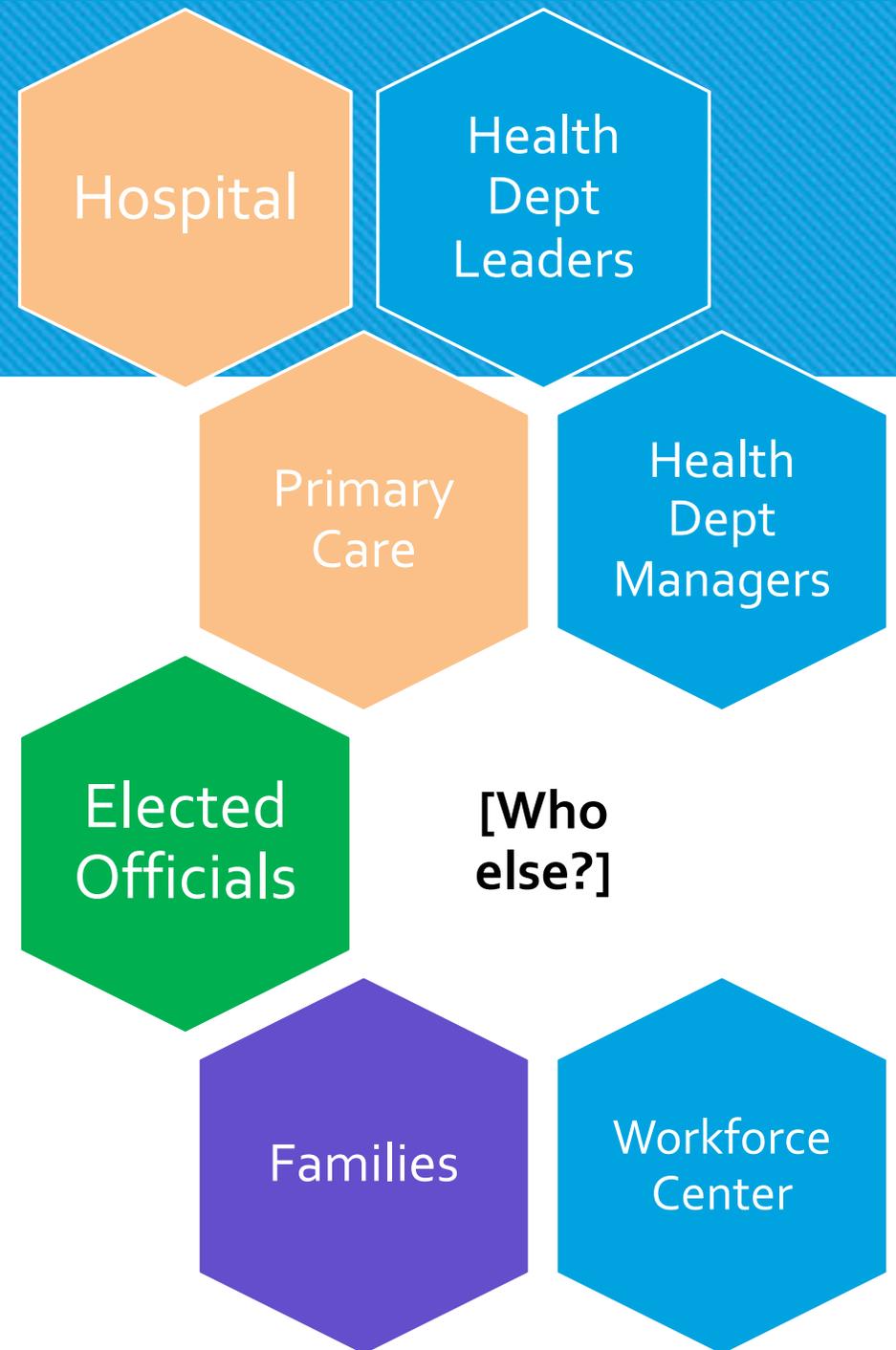
- American Samoa is a US territory... funded by MCHB... five islands with total population of 55,000, concentrated on Tutuila... #1 in the US for military recruits per capita... tuna is the other major industry... per capita income \$6,300... 58% of individuals under poverty level
- **Rheumatic Heart Disease**--virtually eliminated in the US--is a major problem... starts with untreated strep... prevention is challenging...



# Context

*American Samoa Example*

- Hospital leaders (CMO, Data, Pharmacy)
- Clinical leaders from primary care clinics
- Public Health leaders in MCH
- Elected Officials
- Family Reps
- (Who else has a stake?)



# Pre-Session Preparation

*American Samoa Example*

- Who was at the table
- **Goals**
- Define

- Uncover perspectives
- Understand what's working, what resources are available
- Create curiosity and connection
- Align hopes, dreams, wishes
- Co-create a path forward
- Build a sustainable action plan



# AI Steps: Define

## *American Samoa Example*

- Before:  
"Reduce morbidity and mortality due to rheumatic heart disease"
- **AFTER:**  
"Every Child Protected and Safe"

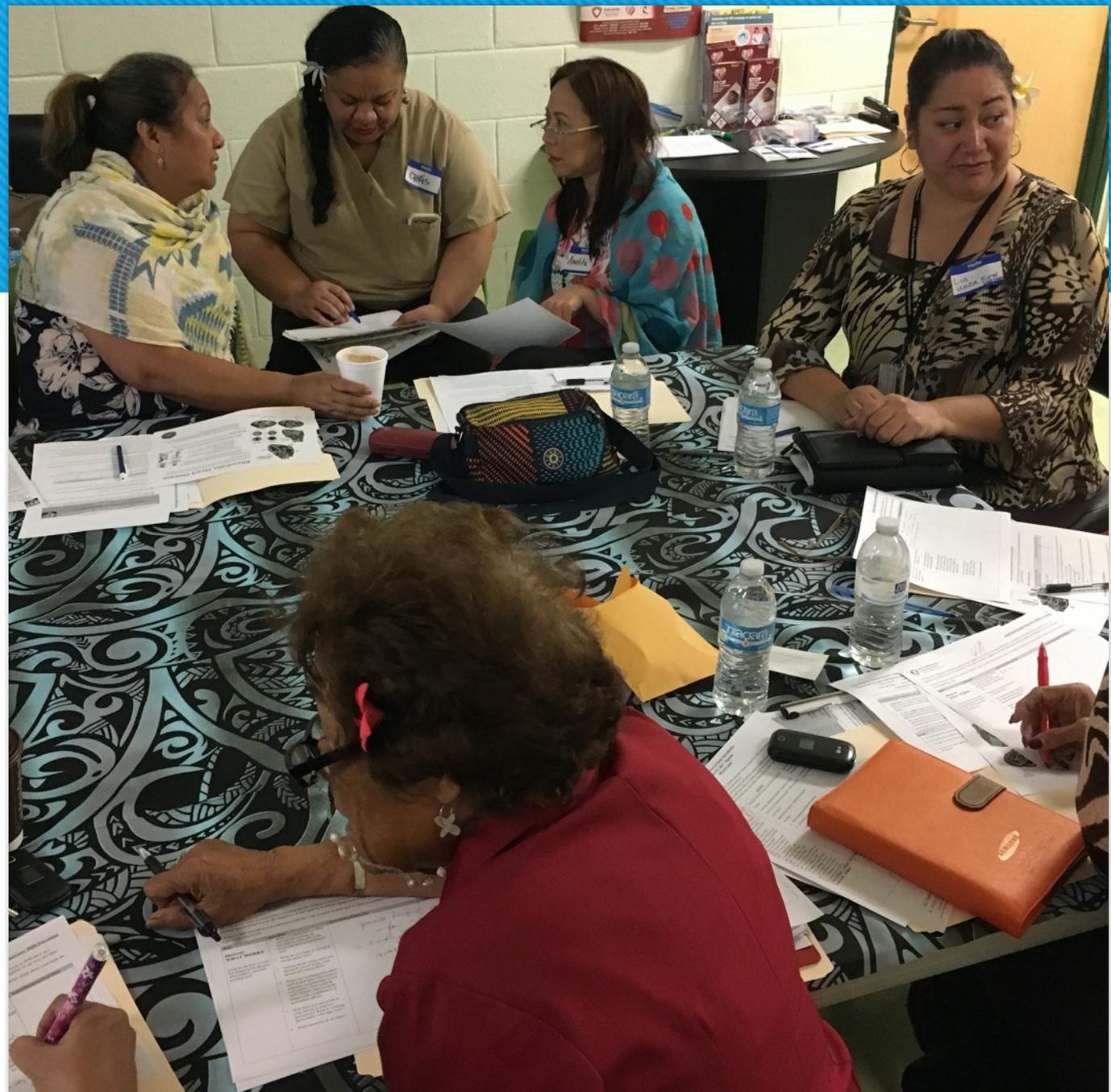


# AI Steps: Discover

## *American Samoa Example*

### Discover: What's Working?

- Pair / Trio "interviews" using Interview Guide
- Prompt for successes and resources
- Might be RHD-specific or not...  
"What about successes in related areas like Zika?"



# AI Steps: Dream

## American Samoa Example

### Dream

- What is possible?
- What do you wish you had?
- Prompt for both realistic hopes and wild dreams
- Flip "We can't..." statements to "I wish I had \_\_\_\_\_."

**DREAMS**

- 1) RHD Territorial Policy to gain funding.
- 2) RHD Clinic Free & Fully Equipped (Echo machines) Adults & Children
- 3) Local Specialists (Cardiologists, Sonographers, Pedodontists, etc.)
- 4) Incorporate funding to educate/train for local Specialists **+ PLAN**
- 5) Have echo machines on island to use
- 6) Start a Screening Program - through Schools islandwide - as part of Annual Phys. Exam
- 7) Territorial Registry for all health sectors to access and use.
- 8) Establish BURDEN of Disease by making RHD reportable.

**DREAMS**

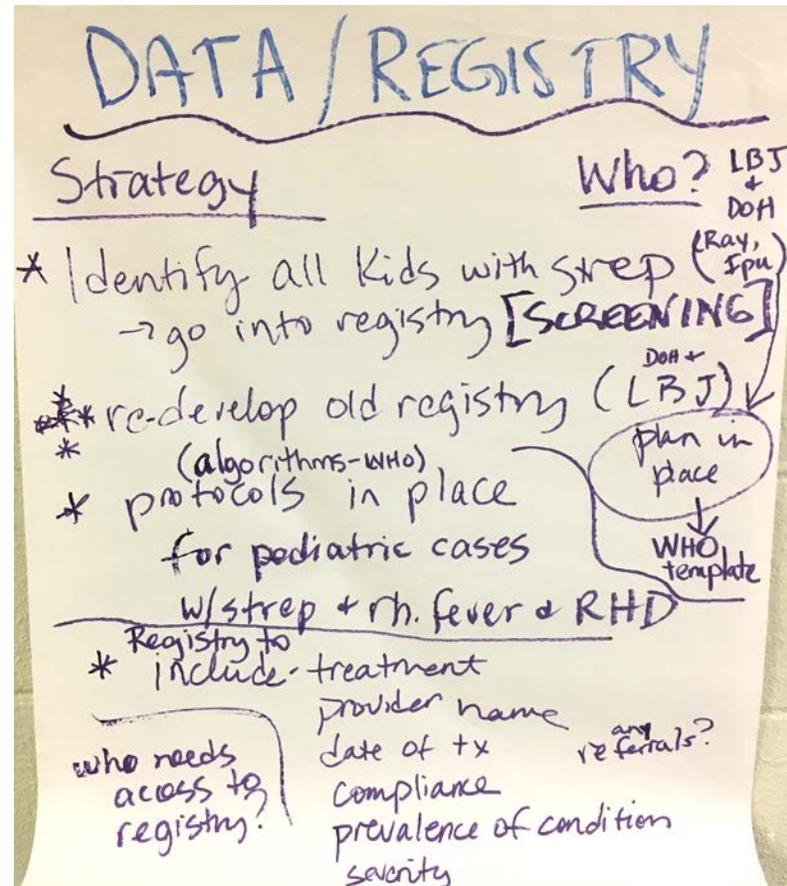
9. Every household is aware of RF/RHD
10. Include RHD in School curriculum/Health courses
11. Update all Health Policies (include amendments)
12. Establish a Territorial Health Plan.
13. Improve/Integrate a healthcare workforce plan
14. FREE BICILLIN shots for all RHD clients
15. ↑ ADVOCACY for Legislators on RHD issues

# AI Steps: Design

## American Samoa Example

### DESIGN

- Design stage includes specific strategies to achieve dreams
- Subdivide as appropriate
- Prompt for adaptive actions that support existing strengths (training, coaching, capacity building, equipment, funding, big policy change, small policy change, processes, alliances)

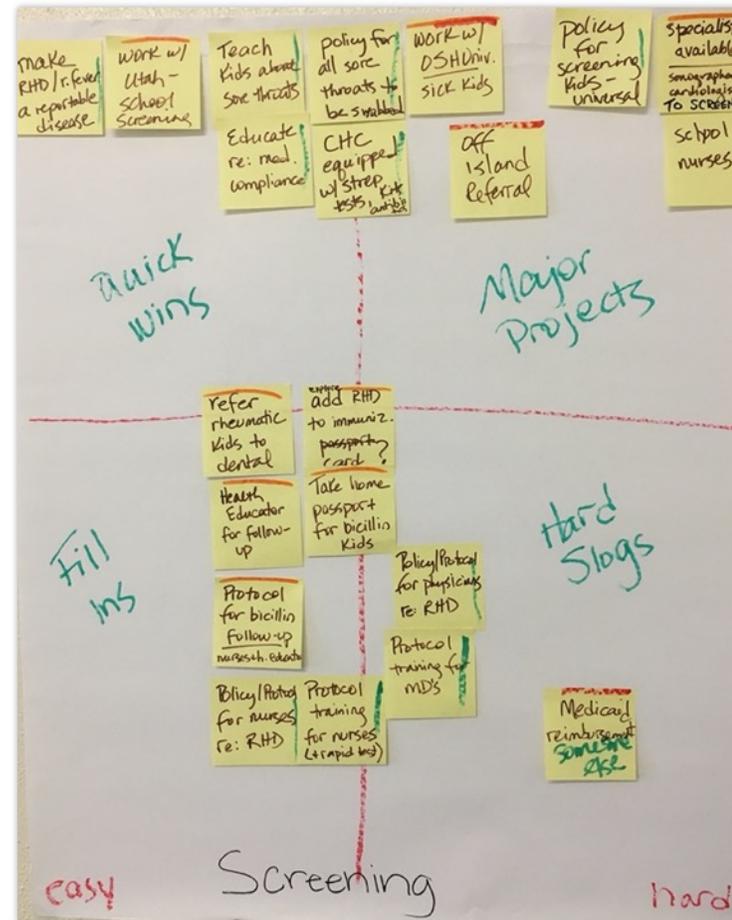


# AI Steps: Deliver

## American Samoa Example

### Deliver

- Prioritize using Priority Matrix
- Develop action plan
- Assign names and dates





# RESULTS

## American Samoa Example

- Free clinic (adults & children)
- 200+ kids being tracked
- Echo machines and trained techs
- Screening program in schools
- CDC established burden
- Reportable disease
- Media messaging
- Public Awareness & System partner awareness



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# Reflection

- Why did that work?
- What are you wondering about?
- **What are the applications for you?**



# POLL

## Application

Students: How can you apply this at your internship / for your project?

MCH Professionals: How can you apply this in your work?

*What do you want to have happen?*

# Thank you!

*For more information on Appreciative Inquiry and the National MCH Workforce Development Center, please contact:*



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