



United Nations Activity Report

“Soccer Before Marriage: A Positive Deviance Case Study” was a parallel event presented by PCI Media on Tuesday, 12 March 2019 at the United Nations Church Center.

The purpose of this event was to network and share knowledge to empower women on the topic issues, in this case introducing a strategy of positive deviance to change the perceptions of girls and communities that girls can have ambition beyond early marriage and motherhood to reach their potential with sports and education.

Report Submitted by Connie Sobon Sensor, Sigma United Nations Liaison

By participating in the meetings, Sigma expands its reputation and presence at prestigious United Nations events. Positive deviance is based on the observation that in every community there are certain individuals or groups whose uncommon behaviors 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.

This was an interactive workshop that provided an opportunity to share positive deviance strategies to resolve an issue relevant to the participants in the group. I was able to work with a group of high school students from Mexico and their teacher, as well as a woman from Ohio who stated that child marriage is an issue in her community. It was enlightening to use this exercise to provide probable solutions to challenges, and it provided me with transferrable knowledge to apply to other situations and to share in a classroom with nursing students. PCI Media has many innovative ideas, and I always learn something new that can apply from a social media/digital storytelling perspective. I am inspired to share these stories outside of the event and continue the conversation among nurses.

You can find out more about using this technique to solve community health challenges at <https://positivedeviance.org>.