



INTERNATIONAL  
**SBCC**  
SUMMIT 2020

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**Strength in Diversity**

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Marrakech, Morocco  
March 30 — April 3

#SBCCSummit

# Tips for Submitting a Competitive Proposal/Abstract

2020 International Social and Behavior Change  
Communication (SBCC) Summit

Thursday, October 3, 2019 | 9-10am EDT



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# Today's Webinar

- Overview of the Summit and its overarching themes
- Tips for creating a competitive proposal/abstract
- Guidance on the submission process and key deadlines
- Questions at the end – please send questions in the chat box!



**INTERNATIONAL  
SBCC  
SUMMIT 2020**

**“Strength in Diversity”**

**Leanne Wolff**

Senior Program Officer

Johns Hopkins Center for Communication Programs



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SUMMIT 2020**

# Overview

**What:** 2020 International Social and Behavior Change Communication (SBCC) Summit – *“Strength in Diversity”*

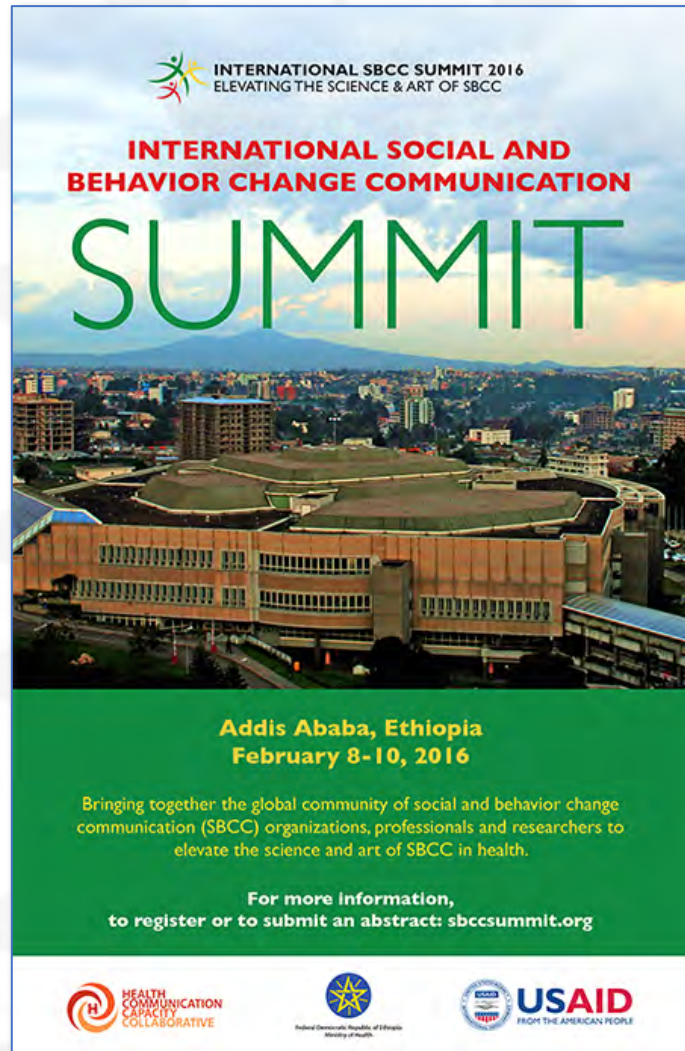
**When:** March 30 – April 3, 2020

**Where:** Marrakech, Morocco





# 2016 Inaugural SBCC Summit

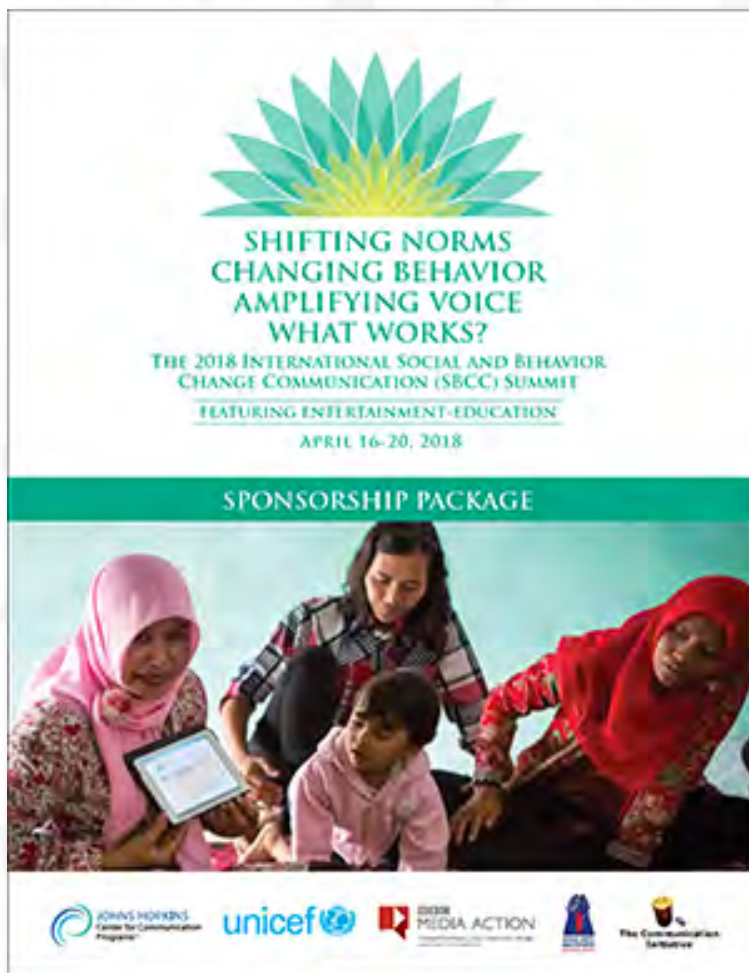


“ Never before has our community come together in such numbers, with the purpose of talking about what we do and how we do it. ... This is an opportunity. It’s the first of its kind. We want, as a community, to gel our thinking. To think together about how we collectively move forward.”

- Susan Krenn, Executive Director  
*Johns Hopkins Center for Communication Programs*



# 2018 SBCC Summit – Featuring Entertainment Education



“As an artist, I left this gathering nourished, challenged and inspired. Thank you SBCC team for the magnificent opportunity to share this experience with so many dedicated and inspiring people. I am confident that our community will continue to grow into how we connect and communicate with each other in a sustainable and consistent way.”

— Naddya Adhiambo Oluoch-Olunya, *Kenya*





# 2020 SBCC Summit Goals



“Together, we can unleash the transformational power of Social and Behavior Change Communication (SBCC) to address the challenges facing the global community today.”

<https://sbccsummit.org>





# Conference Themes

- 1) Catalyzing Transformational Change on Agendas of Urgency
- 2) Future Forward
- 3) Connecting the Dots

# Anatomy of an Abstract/Proposal (and Tips!)

Lindsey Leslie

Program Officer

Johns Hopkins Center for Communication Programs



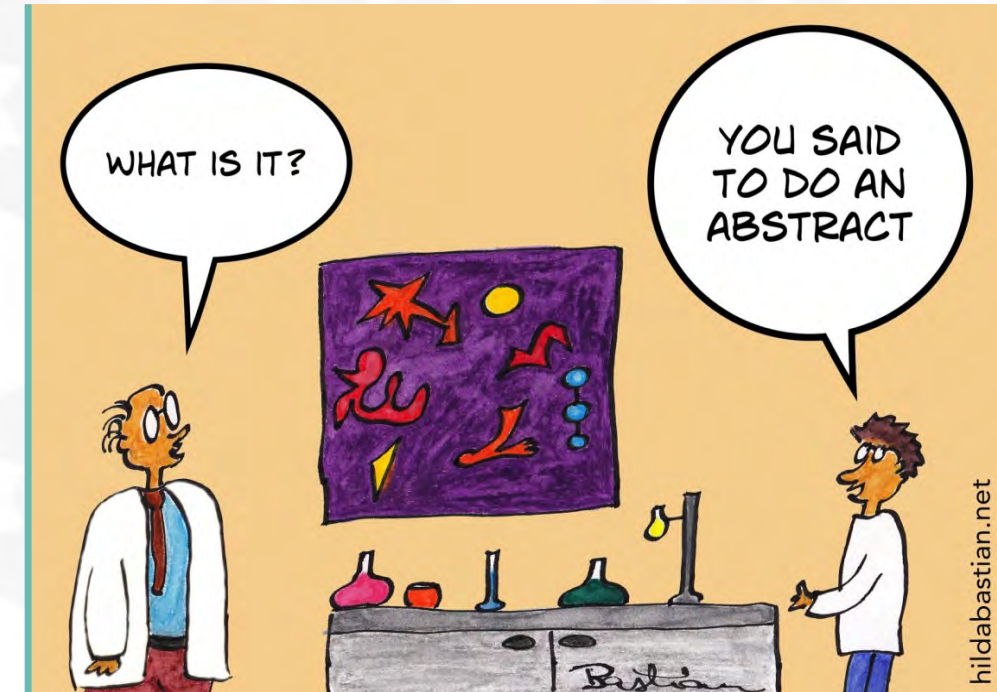
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# What is an Abstract?



For our purposes, session “abstract” and session “proposal” can be used interchangeably.

- A concise, powerful summary
- A fully self-contained description of the program or research
- A sales pitch



# Anatomy of a Abstract/Proposal

- Intro → WHAT IS IT ABOUT?
- Methods → WHAT DID YOU DO? HOW DID YOU DO IT?
- Results → WHAT DID YOU LEARN?
- Discussion and Conclusion → WHAT DOES IT MEAN AND WHY IS IT IMPORTANT?





# Session Formats

- Oral/Poster Presentations
- Pre-Formed Panel



For more details, visit: <https://sbccsummit.org/en/74-abstracts>

# Session Formats

- Comm Talks (Similar to TED talk-style)
- Skills Building Workshops



For more details, visit: <https://sbccsummit.org/en/74-abstracts>

# Session Formats

- Multimedia Showcase
- Blue Sky Session



For more details, visit: <https://sbccsummit.org/en/74-abstracts>

# Important Considerations

- Why is this work important?
- What is the purpose/objective of the program/research?
- What were the components of the intervention/study?
- What are the results?
- How does the work relate to the conference themes?

For more details, visit: <https://sbccsummit.org/en/74-abstracts>





# General Criteria for Review

- Alignment with conference themes
- Relevance to SBCC programs and importance to the field
- Clarity of content
- Soundness of the conclusions or perspectives offered
- Ability of the proposal to result in new insights, perspectives and/or partnerships for the SBCC field.
- Potential for audience experience/knowledge sharing, skills building, discussion/debate
- Appropriateness of the proposed format for the proposed content
- Level of facilitation required to make the proposal successful

For more details, visit: <https://sbccsummit.org/en/74-abstracts>



# Conference Themes

- 1) Catalyzing Transformational Change on Agendas of Urgency
- 2) Future Forward
- 3) Connecting the Dots

# Format-Specific Structure

Oral/Poster Presentation	Pre-Formed Panel	Skills Building Workshop	Multimedia Showcase	Comm Talk	Blue Sky Session
Title	Title	Title	Title	Title	Title
Summary	Summary	Summary	Summary	Summary	Summary
Background	<b>Panel Objectives</b>	<b>Learning Objectives</b>	Background	Background	
<b>Description of Intervention or Methods</b>	<b>Panel Structure</b>	<b>Description of Activity and Approach</b>	<b>Description, Duration, Online Link</b>	<b>Description of the Big Idea and Importance</b>	<b>Description of the Emerging Topic</b>
Results	Results (from each panelist)		Results	<b>Structure of the Talk</b>	<b>Description of Speakers</b>
Discussion	<b>Panel Implications</b>	Discussion	Discussion	Discussion	<b>Discussion/Justification</b>
Authors	<b>List of Panelists &amp; Contributions</b>	Authors	Authors	Authors	<b>Participants</b>

# Important!

Each session format has a set of specific criteria.

- Not relevant
- Check specific session submission guidelines
- Open up a sample abstract – word counts are specified. Get familiar with the format \*before\* you sit down to submit.

**Read the  
Submission  
Guidelines!**

For more details, visit: <https://sbccsummit.org/en/74-abstracts>



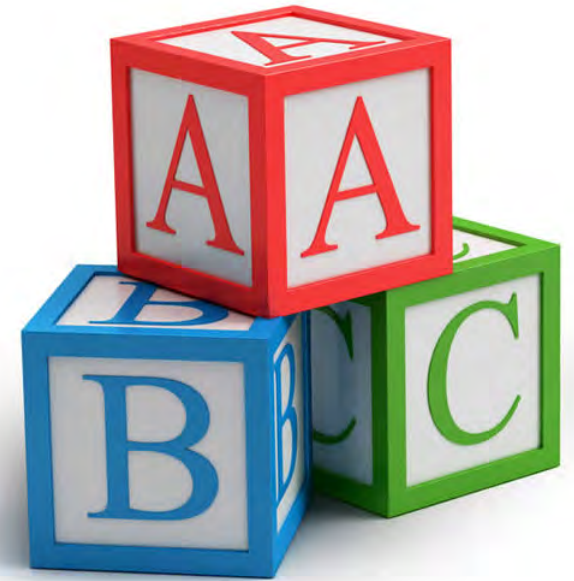


# Tips for a Competitive Abstract

- **Tip #1:** Start early. Give yourself time for several rounds of revision.
- **Tip #2:** Read the “Proposal/Abstract Submission Guidelines” thoroughly as criteria varies by session type. Highlight it, memorize it, and follow it!
- **Tip #3:** Be sure you are clear on requirements. If necessary, send your questions to summit organizers. [info@sbccsummit.org](mailto:info@sbccsummit.org)
- **Tip #4:** Consider who you are presenting to: Implementers? Researchers? Funders? Experts in the field, non-specialists or both? What do they want to know?

# Tips for a Competitive Abstract

- **Tip #5:** Follow the ABCs of a great abstract:
  - *Accuracy:* Include accurate information
  - *Brevity:* Get straight to the point
  - *Clarity:* Use simple language
- **Tip #6:** Be bold and compelling
  - Analyze both successes and failures
  - Present next steps for your work
  - Discuss the implications of your work for the field



# Tips for a Competitive Abstract/Proposal

- **Tip #7:** Be as specific as you can. The abstract should not be abstract.
- **Tip #8:** Take advantage of allotted space to give more evidence, more examples that can strengthen your submission.
- **Tip #9:** Check your grammar:
  - Use active verbs
  - Reduce abbreviations (e.g. univ., weds.)
  - Clarify acronyms
  - **Avoid** using first person pronouns (e.g I, me, our)
- **Tip #10:** Review. Refine. Reread. It is your responsibility as the author to submit a correct abstract. Ask a colleague or friend to review and edit your abstract.

# Your Checklist:

- Review conference theme(s)
  - Transformational Change
  - Future Forward
  - Connecting the Dots
- Ensure your central message fits within one of the Summit themes
- Select the appropriate session format
  - You will need to indicate whether this work is research or program or both.
- Develop a strong abstract
- Submit your abstract by Thursday, Oct 31



For more details, visit: [sbccsummit.org/abstract-submission/](https://sbccsummit.org/abstract-submission/)





# Submission Process and Deadlines

Leanne Wolff

Senior Program Officer

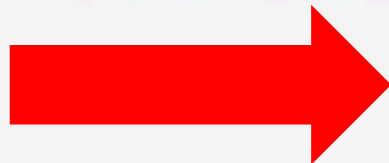
Johns Hopkins Center for Communication Programs





**Strength in Diversity**

Marrakech, Morocco  
March 30 — April 3



**REGISTER**

The Social and Behavior Change Communication community can unleash transformational change around some of the world's most pressing challenges, including poverty, gender equality, protecting the planet and ensuring that all people enjoy health, peace and prosperity.

# Registration

en español

Registration for the International Social and Behavior Change Communication Summit includes five days of programming, breakfast, lunch and tea/coffee breaks each day. Ticket prices in USD are as follows. Register before December 31, 2019 to receive an early bird discount of US\$50. There are a limited number of tickets (150) at the early bird rate, so act quickly!

## General Admission Rate

All attendees not eligible for the Low and Middle Income Country, student or young professional rate

US\$725

## Low and Middle Income Country Practitioner Rate

For attendees whose passport is issued from a country in the [World Bank's list of low and middle income countries](#)

US\$575

## Young Professional Rate

All attendees under 30 years of age are eligible, regardless of geography

US\$575

## Student Rate

Attendees currently enrolled in an accredited college or university

US\$575





All attendees under 30 years of age  
are eligible, regardless of geography

US\$575

**Student Rate**

Attendees currently enrolled in an  
accredited college or university

US\$575

Register before December 31, 2019 to receive an early bird discount of US\$50!

Please note, these tickets are non-refundable, but are transferrable to a colleague if you cannot attend. For more information, contact [info@sbccsummit.org](mailto:info@sbccsummit.org).



Ready to register?

Begin your Summit experience by creating a login. To register, you must create an account.





# Create Account

To register for the Summit or submit an abstract or other proposal, you must first create an account.

Questions? Contact [info@sbccsummit.org](mailto:info@sbccsummit.org).

(If you have already created an account, please [login here](#).)

Prefix

Select Prefix

First Name\*

Last Name (Family Name)\*

Email\*





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in

## Proposals/Abstracts

The organizers of the 2020 SBCC Summit wish to invite proposals/abstracts for innovative presentations and sessions that address the three unique but interrelated themes of the event:

1. Catalyzing Transformational Change around some of the world's most pressing challenges including poverty, gender equality, protecting the planet and ensuring that all people enjoy health, peace and prosperity
2. Future Forward to learn from programs and research that reveal new challenges, innovations and methodologies that advance the field
3. Connecting the Dots between diverse partners, across development sectors and disciplines, to create collective action and impact at various levels from individuals to whole societies

Download [proposal/abstract submission guidelines - English](#)

Descargue las pautas de presentación de propuestas / resúmenes - Español

Télécharger les directives de soumission de proposition / résumé - Français

قم بتحميل دليل تقديم المقترحات / الملخصات - النسخة العربية



The organizers of the 2020 SBCC Summit wish to invite proposals/abstracts for innovative presentations and sessions that address the three unique but interrelated themes of the event:

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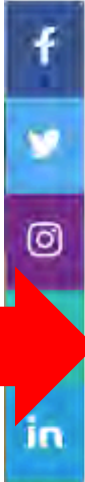
Youth, those ages 18 to 29, represent the future of our field and the world and are particularly encouraged to submit proposals. In addition to the themes, the organizing committee has identified seven session formats that submitters may consider when preparing their proposals:

1. Oral Presentation
2. Poster Presentation
3. Preformed Panel
4. Multimedia Showcase
5. Skills Building Workshop
6. Comm Talk
7. Blue Sky Session



The DEADLINE for submissions is October 31.

If you have an idea to propose for the Summit and would like additional guidance to support your submission, please send an email to [info@sbccsummit.org](mailto:info@sbccsummit.org) with a brief summary statement. The Summit organizers will work to connect you appropriately.





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**NOTE:** When you are ready to submit, the software allows you to save your work as you go. When you would like to save, click the "Save & Submit Later" button. When you log back in, you can return to where you left off in the proposal/abstract submission form.



**SUBMIT A PROPOSAL/ABSTRACT**



**MS. LEANNE WOLFF**

Johns Hopkins Center For Communication Programs

Not registered yet

Twitter page



LinkedIn page



Academia.edu page



Google Scholar page



Github page



Facebook page



ResearchGate



Update Profile

Registration and Payments

My Proposals/Abstracts

### How to use International Social and Behavior Change Communication Summit portal

#### Update Profile

Update your registration information and change password.  
Please scroll down to see your profile.

#### My Proposals/Abstracts

Access this menu to submit proposals/abstracts and manage those you have already submitted.

#### Registration and Payments

Go to this page to complete your pending payments, if any, and to download and print invoices for fees paid for registration.

# When you are ready...

The screenshot shows a web application interface for managing proposals and abstracts. At the top, there are three tabs: 'Update Profile', 'Registration and Payments', and 'My Proposals/Abstracts'. The 'My Proposals/Abstracts' tab is active. On the left side, there is a vertical sidebar with social media icons for Facebook, Twitter, Instagram, YouTube, and LinkedIn. The main content area has the title 'My Proposals/Abstracts' in large, bold, black text. Below the title, there is a row of buttons: a green button with a plus icon and the text 'Submit a Proposal/Abstract', followed by two teal buttons labeled 'Filter' and 'Reset'. To the right of these buttons are two input fields: 'Status' and 'Proposal Type (Research, Pra)'. Below this row is a table with five columns. The first column is partially visible and contains the text 'n..'. The other columns are 'Proposal/Abstract ID', 'Proposal/Abstract Title', 'Proposal Type (Research, Practice, or Both):', 'Proposal/Abstract Status', and 'Created On'. Two red arrows are overlaid on the image: one points from the right towards the 'Submit a Proposal/Abstract' button, and another points from the left towards the first column of the table.

Update Profile | Registration and Payments | **My Proposals/Abstracts**

## My Proposals/Abstracts

[+ Submit a Proposal/Abstract](#) [Filter](#) [Reset](#)

n..	Proposal/Abstract ID	Proposal/Abstract Title	Proposal Type (Research, Practice, or Both):	Proposal/Abstract Status	Created On
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# Submit a Proposal/Abstract

Please begin by selecting the type of session you are submitting a proposal/abstract. After you select the type, click the **Next** button below the types to access the form or select 'Save and Submit Later' if you'd like to come back to work on your proposal/abstract.

## Submission Type\*

Oral Presentation (Submission open till Oct 31, 2019)

Poster Presentation (Submission open till Oct 31, 2019)

Preformed Panel Presentation (Submission open till Oct 31, 2019)

Skills-Building Workshop (Submission open till Oct 31, 2019)

Multimedia Showcase (Submission open till Oct 31, 2019)

Comm Talk (Submission open till Oct 31, 2019)

Blue Sky Session (Submission open till Oct 31, 2019)

The page will reload itself to display fields associated with the selected Submission type.

Save & Submit Later

Next



# Submit your abstract.

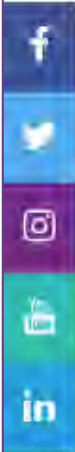
Proposal/Abstract Title:\*

Summary (if your presentation, panel, workshop, etc. is accepted, this is what will be published in the 2020 International SBCC Summit Abstract Book - exactly as typed here) If you are submitting a preformed panel, enter the panel summary here.\* (Up to 250 Words)



Theme\*

Background/Objectives\* (Up to 100 Words)



Theme\*

Please Select

Please indicate if your proposal/abstract is research-oriented, practice-oriented or both. (For multimedia, please select practice-oriented)\*

Select a value

Description of Intervention and/or Methods/Design\*

For research-oriented proposals/abstracts, please enter a description of the methods/design. For practice-oriented proposals/abstracts, please enter a description of the intervention. For proposals/abstracts that are both, please enter a description of the methods/design.

(Up to 150 Words)

A large red arrow points from the right towards the text area of the 'Description of Intervention and/or Methods/Design' section.

Learning Objectives for Participants:\* (Up to 100 Words)

Description of skills building activity method:\*

Examples include hands-on practice, experiential learning, learning by doing, group work, etc.

(Up to 350 Words)

Discussion/Implications for the Field\* (Up to 100 Words)



Discussion/Implications for the Field\* (Up to 100 Words)

Are you interested in reviewing proposals/abstracts?\* ⓘ

Yes

No

## Primary Author\*, Presenting Author & Co-Author Details

Add co-authors for this proposal/abstract

Primary Presenter Presenting Author First Name Last Name Email Address ⓘ



Your Name Here

Add Co-Author +


On adding a co-author, an email would be sent to the co-author's email address with automatically generated login credentials so the co-author can log in and update his/her profile. If a co-author has an existing profile in the system, the details won't be updated to prevent any unauthorized update.

Prev

Save & Submit Later

Submit

Discussion/Implications for the Field\* (Up to 100 Words)

Are you interested in reviewing proposals/abstracts?\* 

Yes

No



## Primary Author\*, Presenting Author & Co-Author Details

Add co-authors for this proposal/abstract

Primary Presenter	Presenting Author	First Name	Last Name	Email Address 
<input type="radio"/>	<input checked="" type="checkbox"/>	Your Name Here		



Add Co-Author +

On adding a co-author, an email would be sent to the co-author's email address with automatically generated login details. The co-author can log in and update his/her profile. If a co-author has an existing profile in the system, the details won't be updated to prevent any unauthorized update.

Prev

Save & Submit Later

Submit



[Update Profile](#)[Registration and Payments](#)[My Proposals/Abstracts](#)

# My Proposals/Abstracts

[+ Submit a Proposal/Abstract](#)[Filter](#)[Reset](#)

Proposal/Abstract ID	Proposal/Abstract Title	Proposal Type (Research, Practice, or Both):	Proposal/Abstract Status	Created On
----------------------	-------------------------	--	--------------------------	------------

No proposal(s)/abstract(s) submitted yet.



Dryden Environmental & Earth Sciences

# Submission Process Details

- Create your abstract ahead of time (using earlier tips!).
- Use the criteria and guidelines the site provides. These will vary slightly depending on the format you choose but the details are in the guideline document.
- Save your work as you go.
- Abstracts will be reviewed on a rolling basis.
- Once you have submitted your proposal/abstract, you will receive an email confirming receipt.

## Accepted Languages:

Submissions must be in English, Spanish or French.

Submission software cannot accommodate Arabic. Please email [info@sbccsummit.org](mailto:info@sbccsummit.org) if you need support for a submission in Arabic.

Submissions will be acknowledged on receipt.

Deadline for Abstract Submission:  
**Thursday, October 31, 11:59 PM, EDT**

Anticipated Notification of Decisions:  
**Friday, January 10, 2020**



# Interested in Reviewing Abstracts?

- Seeking additional reviewers for abstracts – a great way to learn about the field!
- Review period is October – December 2019
- Guidance will be provided about how to review abstracts

Please use this link to submit your information:

<https://sbccsummit.org/en/87-registration/reviewer-registration>



# Questions?

Please reach out to Summit organizers via  
[info@sbccsummit.org](mailto:info@sbccsummit.org)

You can also learn more and help spread the word via  
Springboard!

[Springboardforsbc.org](http://Springboardforsbc.org)



## Key Links:

- To Register: <https://sbccsummit.org/en/87-registration>
- Proposals/Abstracts Page:  
<https://sbccsummit.org/en/74-abstracts>
- A few Comm Talk examples from 2018
  - <https://public.3.basecamp.com/p/aZGJK9hrvax9jRhL1Z9EsudF>
  - <https://public.3.basecamp.com/p/L7NgWBSZuR2JbpuUXoSoT7z1>
  - <https://public.3.basecamp.com/p/Nd8z43AH8ZeCq6WoBacPj7ti>

# Thank You & Good Luck!

Special thanks to all the Steering Committee members:

Johns Hopkins Center for Communication Programs

*Susan Krenn*

*Jane Brown*

*Leanne Wolff*

UNICEF, Communication for Development

*Charlotte Lapsansky*

*Rafael Obregon*

Soul City Institute for Social Justice

*Susan Goldstein*

Social Change Factory

*Sobel Aziz Ngom*

American University of Beirut, Center for Health Practice

*Joumana Kalot,*

*Martine Najem Ktelly,*

**Puntos de Encuentro**

*Amy Bank*

*Fernando Carache*

Digital Green

*Ritika Pandey*

*Namita Singh*

