



INTERNATIONAL
SBCC
SUMMIT 2022

Tips for Submitting Competitive Proposal/Abstract

February 23, 2022, 8:00 EST



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Stephanie Desmon

Director, Public Relations and Marketing,
Johns Hopkins Center for Communication Programs


Today's Webinar

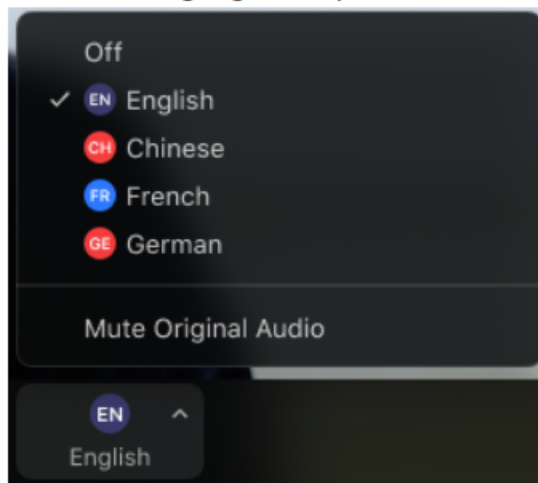
- Overview of the Summit and overarching themes
- Tips for creating a competitive abstract/proposal
- Guidance on the submission process and key deadlines
- Questions at the end – please submit questions in the Q&A section!
- Webinar recording and slide will be sent to all participants.



Select Your Preferred Language

Windows | macOS

1. In your meeting/webinar controls, click **Interpretation** .
2. Click the language that you would like to hear.



3. (Optional) To hear the interpreted language only, click **Mute Original Audio**.

- English
- Arabic/عربي
- French/français
- Spanish/español



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Mireille "Mimi" Umutoni Sekamana

International SBCC Summit Youth Champion

Overview

What:

2022 International Social and Behavior Change Communication (SBCC) Summit – Strength in Diversity

When:

December 5 - 9, 2022

Where:

Marrakech, Morocco



Youth-focused

- Importance of Youth Voices
- Encouraging young people to submit abstracts and attend





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J. Douglas Storey, PhD

What Reviewers Want to See

Associate Professor, Johns Hopkins Center for Communication Programs

Conference Themes

- Catalyzing Transformational Change on Agendas of Urgency
- Future Forward
- Connecting the Dots

For more information:

<https://sbccsummit.org/about/themes/>



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Session Formats

- Oral/Poster Presentations
- Pre-formed Panel Presentations
- Comm Talks (Similar to TED talk-style)
- Skills Building Workshops
- Multimedia Showcase
- Blue Sky



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



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Lisa Folda

Elements of an SBCC Summit Proposal/Abstract

Senior Research Coordinator
Johns Hopkins Center for Communication Programs

I submitted an abstract in 2020. Do I have to submit again for 2022?

Yes. If you submitted an abstract in 2019/2020, you **MUST** submit again. There is a new call for abstracts. You are welcome to resubmit your abstract, but you should include current and up-to-date information.

Accepted Languages

Submissions via the online platform must be in **English, Spanish or French.**

Submission software cannot accommodate Arabic.

Please email info@sbccsummit.org if you would like to request to submit in Arabic.

Submissions will be acknowledged on receipt.

Submission due date is the same for all submissions. **March 14, 2022**

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



Elements of an SBCC Summit Proposal/Abstract

- Introduction – what is it about?
- Methods – what did you do?
- Results – what did you learn?
- Discussion and Conclusion – what does it mean and why is it important?



Considerations:

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

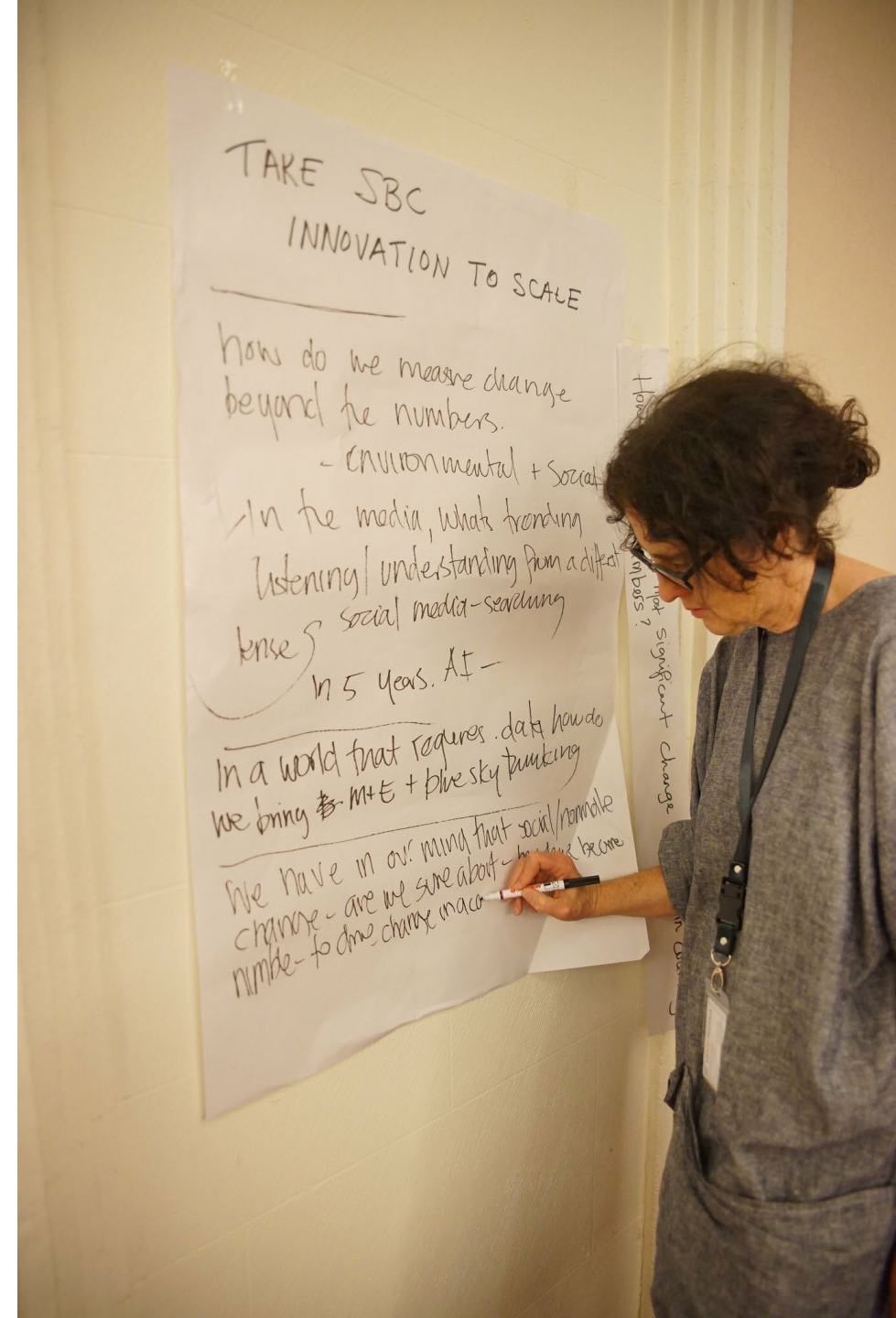


Writing the Abstract/ Proposal

Arrange the information in the following order:

- Introduction (purpose, program/research design)
- Methods (procedures, techniques used)
- Results (major findings)
- Discussion/Conclusions (summary of your interpretations and important implications)

Rework, refine and revise!



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 and for each format 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
- Tip #4: Consider your audience: 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

- Tip #7: Be specific about results and findings. The abstract should not be abstract.
- Tip #8: Take advantage of allotted space to give more evidence, more data, more examples that can strengthen your abstract.



Tips for a Competitive Abstract

- 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. Review. Review. It is your responsibility as the author to submit a correct abstract. Ask a colleague or friend to review and ask questions to ensure clarity.



Submission Process Details



Create your abstract ahead of time.



Use the criteria and guidelines the site provides. These will vary slightly depending on the format you choose but the details are listed on the website.



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.



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Leanne Wolff

Johns Hopkins Center for Communication Programs
Co-Chair, SBCC Summit Secretariat

Next Steps for You, the Writer

- Review conference theme(s)
- Ensure your central message fits within one of the Summit themes
- Select the appropriate session format
- Develop a strong abstract
- Submit your abstract on time



Interested in Reviewing Abstracts?



Seeking additional reviewers for abstracts – a great way to learn about the field!



Review period is March – May 2022



Guidance will be provided about how to review abstracts



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Deadline for Abstract Submission:

March 14, 2022, 11:59 PM, EDT
March 15, 2022, 3:59AM GMT/UTC

Anticipated Notification of Decisions:
June 2022

Thank You & Good Luck!

Special thanks to all the Secretariat members!



Faculty of Health Sciences
Center for Public Health Practice



Questions?