



Power of Connection:

Reimagining Knowledge, Action and Equity in a Changing SBCC Landscape

Tips for a Successful Abstract Submission



AGENDA



- **SBCC Summit Overview**
- Tips for a Competitive Abstract
- Submission Process and Key Deadlines
- **Questions and Answers**



2026 International Social and Behavior Change Communication (SBCC) Summit

 Theme: The Power of Connection – Reimagining Knowledge, Action, and Equity in a Changing SBCC Landscape

• When: June 22 – 26, 2026

Where: Panama City, Panama

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Calling on All Voices

- Diverse voices representing the global majority
 - Young people (aged 18 to 35)
 - People with disabilities
 - Local leaders
 - Communities historically left out of decision making
- Lived experiences are crucial to a successful conference







Connection and Relationships

- Localization in Action
- Storytelling and Representation
- Trust and Accountability
- Social Movements and Advocacy
- Youth Leaders

Liberating the Narrative



Knowledge and Evidence

- Whose Knowledge Matters?
- Participatory Evidence Generation
- Ethics and Equity in Data
- Innovations in Evidence
- Knowledge into Action

Decolonizing Evidence



Action and Impact

- SBC in Crisis Contexts
- Intersectionality in Practice
- Youth-Driven Innovations
- Systems Strengthening
- The Next Generation

Planetary
Health and
Collective
Response



Inclusion and Equity

- Communication for Equity
- Media Manipulation
- Digital Equity and Control
- Dialogue and Storytelling
- Embracing Traditional Practices for Social Change

Ethical Technology





- Oral and poster presentations
- Preformed panels presentations
- Multimedia showcase
- Skills building workshops
- 10-minute stories that flip the script
- Failing better: From Oops to Aha!

Accepted Languages

- Spanish
- Portuguese
- French
- English



- Alignment with conference theme and sub-themes
- Relevance and importance to the field
- Clarity of content
- Results in new insights, perspectives, and/or opportunities for the SBC field
- Potential for audience learning, sharing lived experiences and knowledge, skills building, discussion, and debate
- Effects measured and/or a monitoring/evaluation component included
- Appropriateness of the content for the abstract format





What is an Abstract?

 A concise, powerful summary

 A fully self-contained description of the program or research

A sales pitch

Elements of an SBCC Summit Abstract*

- *Dependent upon submission type
- Abstract Summary
- Background/Objective or Problem Statement or Learning Objectives or Context/Challenge
- Intervention/Methods or Description of Multimedia or Skills Building Activity Approach/Methods or Description of the Big Idea or Description of the Failure
- Results/Lessons Learned or Discussion/Context or Recommendations
- Discussion/Implications for the Field

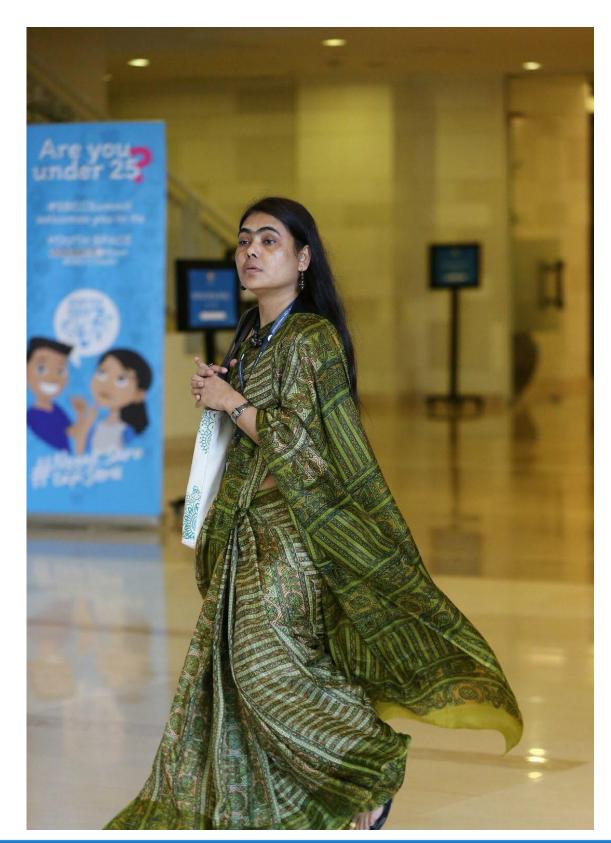
Considerations

- How does the work relate to the conference theme?
- 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?



Start early. Give yourself time for several rounds of revision.

Read the Call for Abstracts thoroughly.



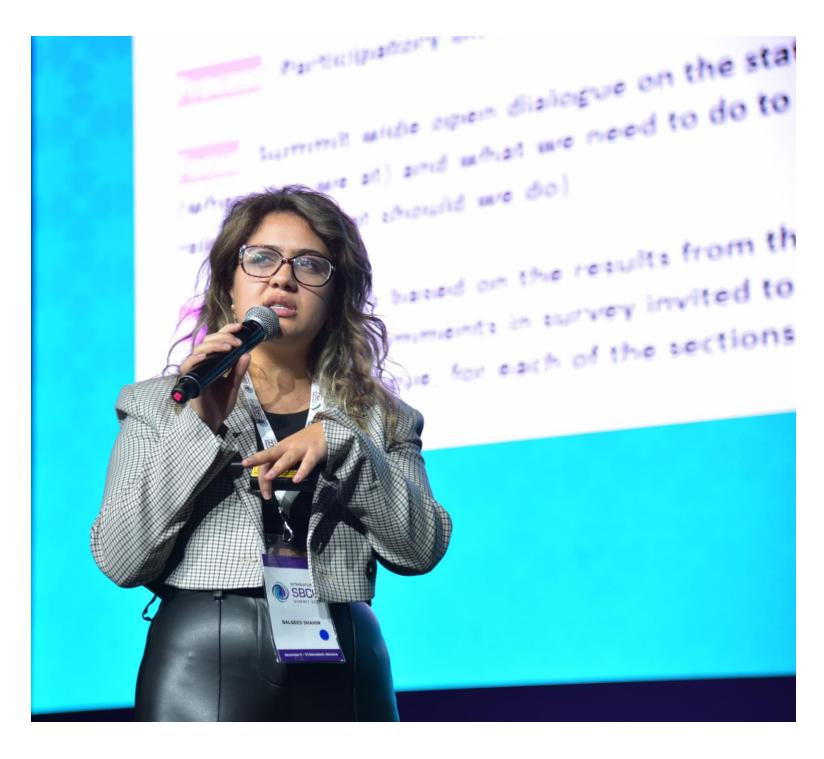
sbccsummit.org



Be sure you are clear on requirements. If necessary, send your questions to info@sbccsummit.org.

Consider your audience.
What do they want to know?

- 5
- Follow the ABCs:
 - Accuracy
 - Brevity
 - Clarity
- Be bold and compelling





Be specific about results and findings.

Take advantage of allotted space to give *more*:

- Evidence
- Data
- Examples



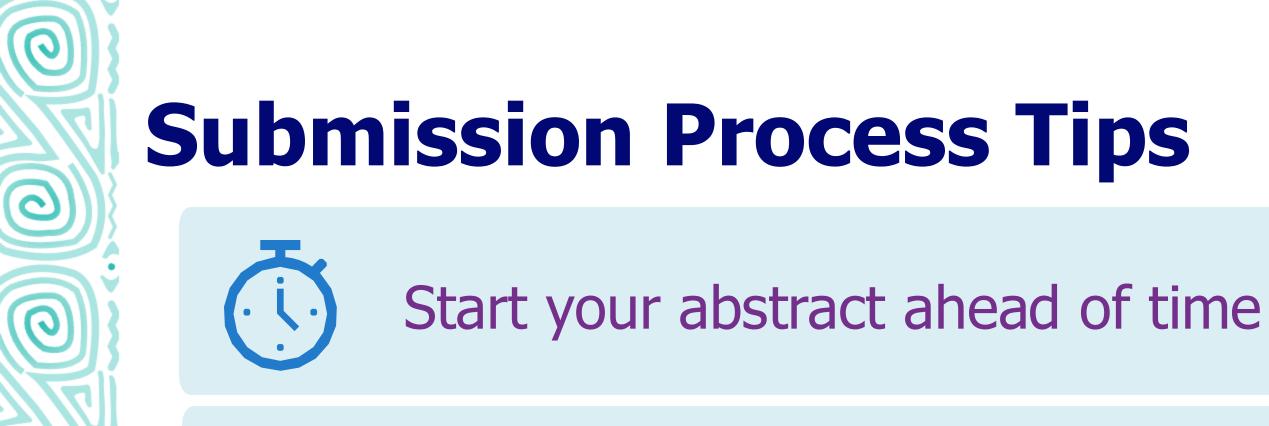
Check grammar:

- Use active verbs
- Reduce abbreviations and clarify acronyms
- Apart from the '10-minute story' format, avoid using first-person pronouns (I, our)



Review. Review. Review.







Use criteria and guidelines provided



Save your work as you go

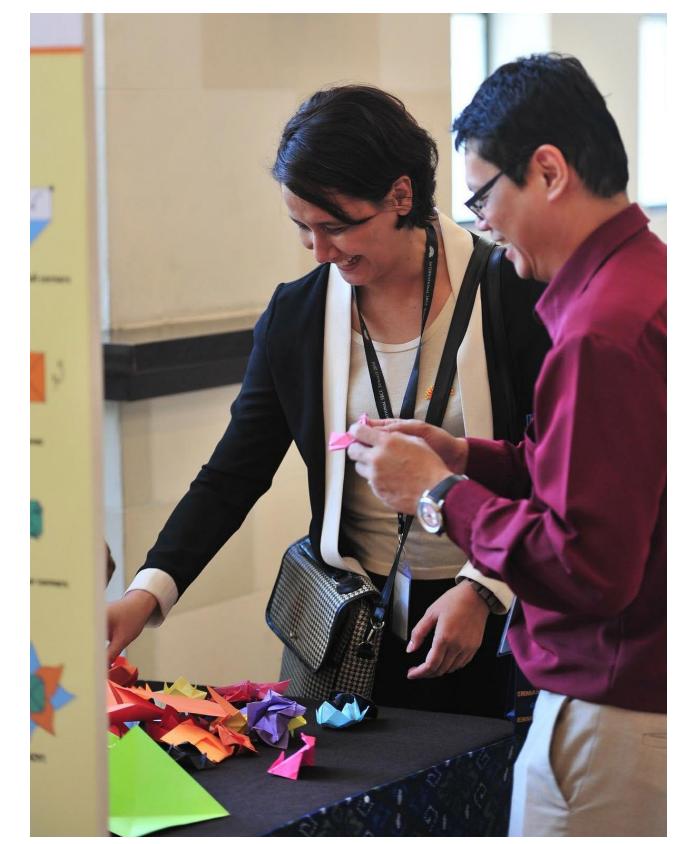


You will receive an email confirming submission



Next Steps for You, the Writer

- Review conference theme(s)
- Ensure your central message fits within one of the Summit themes/sub-themes
- Select appropriate session format
- Develop a strong abstract
- Submit your abstract by October 3





Interested in Reviewing Abstracts?



A great way to learn about the field



Late October/Early November 2025



Review guidance will be provided



Volunteer in your online Summit profile







Deadline for Abstract Submission

October 3, 2025, 11:59 p.m. EST (GMT-5) October 4, 2025, 4:59 a.m. GMT/UTC

Anticipated Notification of Decisions:

December 2025

