



INTERNATIONAL
SBCC
SUMMIT 2026

Power of Connection:

Reimagining Knowledge, Action and Equity
in a Changing SBCC Landscape

Tips for a Successful Abstract Submission

AGENDA



1

SBCC Summit Overview

2

Tips for a Competitive Abstract

3

Submission Process and Key Deadlines

4

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



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





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Conference Subthemes

SUBTHEME #1

Connection and Relationships

Connection and Relationships

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



**Liberating
the Narrative**


SUBTHEME #2

Knowledge and Evidence



Knowledge and Evidence

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



**Decolonizing
Evidence**

SUBTHEME #3

Action and Impact

Action and Impact

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



**Planetary
Health and
Collective
Response**



SUBTHEME #4

Inclusion and Equity

Inclusion and Equity

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



**Ethical
Technology**



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What Reviewers Want to See



Session Formats

- 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

General Criteria for Review

- 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



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Elements of an SBCC Summit Abstract

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?



Tips for a Competitive Abstract

1

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

2

Read the Call for Abstracts thoroughly.



Tips for a Competitive Abstract



3

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

4

Consider your audience. What do they want to know?

Tips for a Competitive Abstract

5

Follow the ABCs:

- Accuracy
- Brevity
- Clarity

6

Be bold and compelling



Tips for a Competitive Abstract



7

Be specific about results and findings.

8

Take advantage of allotted space to give *more* :

- Evidence
- Data
- Examples

Tips for a Competitive Abstract

9

Check grammar:

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

10

Review. Review. Review.



Submission Process Tips



Start your abstract ahead of time



Use criteria and guidelines provided



Save your work as you go



You will receive an email confirming submission



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What now?

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



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Questions?



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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



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THANK YOU!