The 1st Africa Social & Behaviour Change Conference
19 – 21 February 2019 Nairobi, Kenya

Call for Abstracts
Submission Guidelines
ABSTRACT SUBMISSION GUIDE

Abstract submissions are welcome from Social and Behaviour Change practitioners, scientists, researchers, policy-makers, students and trainees. We are accepting entries from all sectors including but not limited to: (health) promotion, water and sanitation, agriculture, environmental conservation, conflict resolution and peace, justice and human rights, behavioural economics, education, retirement savings, governance, social marketing and road safety.

Abstracts will be considered either for oral or poster presentations.

Abstract Submission

- To submit your abstract, log on to www.asbc-conference.org/abstracts and follow the instructions.
- Please indicate if you would be interested in being a reviewer.
- Abstract submission closes on 30th September 2018, at 23:59 hrs, EAT.
- In case of difficulty, please contact abstract@asbc-conference.org

Abstract Standard

Prospective authors should submit an abstract of 2 pages in length, excluding appendices and references. The abstract should summarize the scope of the paper and the primary results and findings, emphasizing new advances, theories and/or applications, so that the Scientific Committee and reviewers will be able to understand the originality and the value of the work. Writers should adhere to the following guidelines:

1. Format

   - **Language**: Abstracts must be in English, Swahili, French or Portuguese.
   - **Length**: The main body should not be more than two pages Paper size: A4
   - **Margins**: 1 inch (2.5 cm) on top, bottom, left and right sides
   - **Font**: Calibri Font size 12; single line space.

2. Structure

   - **Title**: Must be in English, Swahili, French or Portuguese
   - **Author(s)**: one Presenting Author, up to 8 co-authors
   - **Affiliation(s)**
   - **Keywords**
   - **Introduction**: an explanation of why the topic is important, and its value to African Social Behaviour Change advancement. It should also include a background of the work, and a brief literature review with specific reference to the Theory of Change.
   - **Program description and methodology**: specifics about the techniques or methodology used to address the topic.
   - **Results/Evidence**: a summary of the innovative results/impact, and a brief comparison with the literature. This section must deal primarily with achieved findings, not projections. Novelty and innovation should be emphasized. Projected future results may be submitted as Late Breaker abstracts. M&E should also be included.
• Lessons learnt: an outcome that was not anticipated that can inform programming. Include challenges encountered, and what should be done differently.

• Recommendations and way forward
• References: the key references should be given, mainly including relevant papers available in the literature (not just the list of previous publications of the authors). Appendices/References not part of the 2 pages.
• Tables and figures can be included in the abstract as long as they are within the 2 pages.

3. Pre-formed Panels
A group of 3-4 abstracts may be submitted as a proposed pre-formed panel presentation. Submissions should include a description of the panel and outline how the individual abstracts harmonise to highlight the significance of the topic to the conference theme: Disruptive SBC Strategies for the future of Africa. The panel description and all proposed abstracts should be submitted together by a panel coordinator under one of the themes or tracks.

PLEASE NOTE:
The panel coordinator will need to submit the information for all presenters/abstracts in the proposed panel. Following is a structure for preformed panel abstract submissions

a) Panel Overview
   • Title
   • List of presenters and affiliations
   • Panel objectives: Main issue/theme addressed across multiple presenters
   • Panel structure: How do multiple perspectives develop the theme? How will harmony be achieved?
   • Panel significance: How will the panel, overall, advance the practice of SBC in Africa?

b) Individual Presentations within the Panel
   • Title
   • Author(s) and affiliation(s)
   • Background/objectives related to panel theme
   • Approaches/methods/Theory of change
   • Results
   • Conclusion/contributions to panel theme

4. Writers should also adhere to the following guidelines:

   • Only abstracts submitted online at www.asbc-conference.org/abstracts will be considered.
   • Any error in spelling or scientific fact shall be the sole responsibility of the author(s).
   • Each abstract will have only one presenter. However, co-authors are encouraged to register and attend the conference.

NB: Promotion of a commercial product or service is not permitted.
Abstract Submission Tracks

Each oral or poster abstract will indicate a Track from the list below in which the abstract will be reviewed.

### Theme 1: The intersection between culture and SBC in Africa: myth or reality?
- Track 1: Leveraging on the youth to reap the demographics dividends (health, social and economic)
- Track 2: The role of different influencers in driving SBC
- Track 3: New approaches to SBC in the African Context
- Track 4: Harnessing existing African culture and practices to enhance SBC
- Track 5: Impact of external culture on SBC in Africa
- Track 6: SBC in hard to reach, marginalized areas

### Theme 2: Leveraging on technology in transforming SBC in Africa
- Track 1: The role of technology in transforming SBC in Africa
- Track 2: Emerging technologies driving SBC in Africa
- Track 3: Measuring the impact of the use of technology

### Theme 3: Breaking the silos: Working across sectors
- Track 1: Evidence of SBC implementation beyond health
- Track 2: Impact of multi-sectorial SBC interventions on policy changes
- Track 3: Shifting the donor funding landscape in light of a multi-sectoral approach
- Track 4: Young people and culture at the heart of SBC in communities

### Theme 4: Role of SBC towards achieving universal healthcare
- Track 1: Embracing a multi-sectoral approach towards universal health coverage
- Track 2: Catalyzing Universal Health Coverage through innovative SBC approaches
- Track 3: Ensuring UHC sustainability through SBC

### Theme 5: Beyond donor funding, how do we sustain SBC? Entrenching the practice
- Track 1: Sustainable resourcing for SBC
- Track 2: Building and transferring skills for efficient SBC practice
- Track 3: Stories for practice and policy change
- Track 4: The role of SBC towards achieving universal coverage

### Theme 6: Taking stock of SBC: demonstrating SBC impact
- Track 1: From pilots to scale ups
- Track 2: Tracking behaviour change:
  - Measurement, rigour and progress
  - Tools & Approaches
- Track 3: Striking while the iron is hot: Timing SBC interventions for maximum impact
Please Note

Prior to submitting an abstract please familiarize yourself with the details specified below:

1. All oral and poster presenters are required to register for the meeting when abstract acceptance is notified
2. Abstract evaluations determine eligibility for presentation awards and travel stipends
3. Abstracts will be peer-reviewed. Those that meet the conference requirements for oral presentations will be printed in the abstract book. Those that meet the requirements for poster presentations will be displayed and presented during the conference. They will also be uploaded onto the conference website as e-posters.
4. Abstract submissions are open to 30 September 2018 at 23:59 hrs, EAT
5. The Scientific Committee will review all abstracts submitted and notice of acceptance will be sent to the corresponding author on 15 October 2018.

Posters Presentation Submissions

To submit a proposal for a poster, the corresponding author is asked to provide the following information:

• Title of the proposed poster
• Name(s) and affiliation(s) of the author(s)
• Abstract of the proposed poster: a concise and clear description of goals, methods, results, and conclusions (with a maximum of 300 words)
• Presenters scheduled in poster sessions will be assigned a board to display text and other illustrative material (graphs, charts and tables) at a specific poster session during one day of the meeting.
• Accepted posters will be included in the poster sessions.

Submission Acknowledgment

When a submission is complete and has been properly received, the Secretariat will assign a paper identification number and will acknowledge the receipt by email to the contact author only. The paper identification number will be used to identify and track the abstract and, if accepted, the final paper in every further communication. The Secretariat will contact the author directly by email if any correction is necessary.

Accepted abstracts will be published in the conference program.

IMPORTANT! Submission of abstracts implies the author’s willingness to register for the conference and present the paper(s). An accepted paper will be published in the proceedings only if the presenting author registers for the conference.
Presentation Agreement

Acceptance of the terms of the Abstract Submission Agreement is required of all those who submit an abstract for consideration for presentation at the ASBC Conference.

Presenting Author:

Each abstract may indicate only one presenting author. Presenting authors will receive all communication from ASBC 2019 regarding the outcome of the submission and are expected to share that information with the co-authors.

Data required: First name, last name, affiliation / institution / company, city state, country, email address, and career status (select from the options below):

- Trainee: post-doctoral fellow, graduate, undergraduate, or medical student
- Early career investigator: Independent group leader for 7 years or less
- Senior investigator: Independent group leader for greater than 7 years

Co-author(s)

Each abstract may include a maximum of 8 co-authors. Data required: first name, last name, email address, company/institution, city, state, country.

Enquiries

Contact: abstract@asbc-conference.org
www.asbc-conference.org

The Conference organizers, sponsors and committees look forward to welcoming you to Nairobi, Kenya in February 2019!