

AGENTS OF CHANGE SUMMIT ABSTRACT SUBMISSION GUIDELINES

The Agents of Change Summit (AOCS) brings together social change and behavior change professionals to unify and expand the community of change agents using marketing and technology to change people's health behaviors. Held on February 12-13, 2018, in San Diego, CA, the Summit aims to break down the silos between professionals from the various public health behavior change pathways, explore the most effective science and technological approaches to creating change, and equip every professional with the tools, resources and network necessary to positively change behavior.

At the Summit, breakout sessions will feature short presentations that discuss the implementation of behavior change programs that change health behaviors.

KEY DATES

- **August 24, 2017:** Release of Call for Abstracts
- **October 2, 2017:** Deadline for all Case Study and Academic Abstract Submissions
- **October 27, 2017:** Notification for all Case Study and Academic Abstract Submissions
- **January 5, 2018:** Final deadline for Sponsored Breakout Abstract Submissions

Authors will be provided a presentation template when notified of acceptance. Final presentations will be due in January. Presenters should also plan to participate in one call in December to discuss the presentation with conference organizers.

SELECTION CRITERIA

The following selection criteria will be applied:

1. Abstract must reflect the conference theme of behavior change and be based on an evidence-based behavior change approach (see list of sample approaches below).
2. Abstracts must be within one of the health topic focus areas (see list of topics below).
3. Abstract must demonstrate implementation of behavior change strategies through a program or campaign and report on behavioral change outcomes.
4. Abstract must comply with the required format.
5. Preference will be given to abstracts that include innovative or advanced use of technology such as innovations in digital media, social media, big data, wearables, and/or mobile.

ABSTRACT TOPIC AREAS

Abstracts must focus on a behavior change program that improves one of the following four public health topics:

1. **Obesity Prevention (Nutrition & Physical Activity)**
2. **Substance Abuse & Misuse**
3. **Sexual Health**
4. **Tobacco Prevention & Cessation**

Submissions addressing public health issues outside these four topics may be considered based on space available, relevance of the content to the four primary topics, and/or use of a new technological tool and/or an innovative digital application for causing behavior change.

Abstracts must also use one or more evidence-based approaches to behavior change, such as:

- **Social Marketing** – Developing and integrating marketing concepts with other approaches to influence behaviors.
- **Culture/Norm Change** – Changing the actual or perceived behavioral norms of a population to increase the social support for behavior and/or decrease its social stigma.
- **Health Education** – Expanding or enhancing a population’s knowledge about the consequences or benefits of a behavior in way that leads to behavior change.
- **Policy Change** – Using voluntary or legislative change in health-related policies to increase the benefits of healthy behaviors or increase the cost of unhealthy behaviors.
- **Behavioral Economics** – The use of psychological insights into human behavior to modify one or more of the variables that lead to a behavioral decision.
- **Community Engagement** - Using community insights and assets to enable, empower and encourage behavior change.
- **Social Enterprise** – Creating products or services that cause or facilitate behavior change, typically in a self-sustaining manner.
- **Other** – Any other evidence-based behavior change approach that has been established in literature as an effective behavior change strategy.

ABSTRACT TYPES

Abstracts may be submitted for case study, academic, or sponsored breakout presentations, as described below:

Case Study Presentations: Abstracts should focus on completed behavior change campaigns or programs with appropriate evaluation metrics. Abstracts **MUST** measure

a behavioral outcome. Abstracts that ONLY measure awareness, brand sentiment, impressions or other similar advertising metrics will not be accepted. The lead author and all presenters must be from a local, state or federal government agency, university, foundation, or nonprofit organization. All presenters from for-profit organizations must submit abstracts in the Sponsored Breakout Presentations.

Academic Presentations: Abstracts should focus on scholarly research that involves specific campaigns, programs and/or strategies with appropriate empirical evidence. General conceptual or theoretical submissions will not be considered. Proposed abstracts MUST measure a behavioral outcome. The lead author and all presenters must be from a local, state or federal government agency, university, foundation, or nonprofit organization. All presenters from for-profit organizations must submit abstracts in the Sponsored Breakout Presentations.

Sponsored Breakout Presentations: Abstracts must follow the Case Study Presentation format with presenters from a for-profit company. All abstracts must measure a behavior change outcome. The presentation must focus on presenting a relevant case study with lessons that will benefit participants and should not be a promotion for the sponsoring agency. This track is open to technology, media, and/or marketing agencies that have case studies to present and a sponsorship fee will apply to those accepted for presentation.

All submissions will be peer reviewed.

ABSTRACT FORMAT

- Abstracts must be in English.
- Abstracts should describe original work.
- An individual may submit more than one abstract. Abstracts may have several authors but only one presenter.
- In total, **the abstract text must contain no more than 500 words.**
- The abstract may contain **up to two** images, uploaded separately during the submission process.
- Abstracts must be submitted via the online form. Emailed abstracts will not be accepted. (Content will need to be pasted into a form, strict word limit will apply)
- Abstracts must conform to the abstract guidelines.
- Check spelling, word count, and conformance with the guidelines given.
- Presenting authors will be asked to list previous speaking engagements and are strongly encouraged to submit a video link from a previous presentation.
- Accepted abstract Presenting Authors must register to attend the conference. Failure to register will result in removal of the presentation from the conference program and not being permitted to present at future conferences.

ABSTRACT CONTENT GUIDELINES

Abstracts may be submitted in the following three categories.

Category 1: Case Study Presentations – 500 Word Limit

Abstracts that include case studies of health behavior change programs/campaigns with innovations, new solutions to common challenges, and/or unique/advanced applications of technology must contain the following required headings (headings will not be included in the word count):

- Learning Objectives
- Background
- Program/Campaign Overview
- Evidence-Based Approach
- Evaluation Methods and Results
- Discussion/Conclusion

Category 2: Academic Presentations – 500 Word Limit

Abstracts that include quantitative or qualitative data, and/or systematic review, must contain the following required headings (headings will not be included in the word count):

- Learning Objectives
- Introduction/Problem
- Theoretical background and research questions/hypothesis (Please include which evidence-based approach you based your study on)
- Methods
- Results
- Implications/Discussion/Conclusions
- Citations

Citations as Footnotes

- All citations should be footnotes at the bottom of the submission and include author names and year of publication; where possible they should be followed by a punctuation mark. [for example “Mary had a little lamb” (Fox and Brown, 2012); its fleece was white as snow (French and Wise, 2014).]
- For three or more authors, use the first author’s name followed by “et al.” (in italics).

- A series of citations should be listed in alphabetical order and separated by semicolons. [for example (Fox and Brown, 2012; French and Wise, 2014).]
- Citations will not be included in the final word count

Category 3: Sponsored Breakout Presentations – 500 Word Limit

Abstracts by for-profit companies that include case studies of health behavior change programs/campaigns with innovations, new solutions to common challenges, and/or unique/advanced applications of technology must contain the following required headings (headings will not be included in the word count):

- Learning Objectives
- Background
- Program/Campaign Overview
- Evidence-Based Approach
- Evaluation Methods and Results
- Discussion/Conclusion

Abstract FAQs

How is an evidence-based approach defined?

We consider any behavior change approach that is peer reviewed and has been established in literature as an effective behavior change strategy to be evidence-based. Emerging and promising strategies are acceptable as long as they are based on empirical evidence.

Why are you focused on four topics? Will other topics be accepted?

For the 2018 Summit, we are prioritizing abstracts that focus on one of the four health topics. While we know there are many more important health topics out there, we selected these four to give focus and allow attendees to dig deeper into subjects. We are open to reviewing abstracts that might not fit into these four categories if they have a remarkable use of technology to change behavior and/or are directly applicable to the four topics.

Should I provide examples of individual or community change?

We are open to abstracts that drive behavior change at any level so long as behavior change has been documented.

Do I have to be part of a health department to present?

No, we strongly encourage state, local, and federal government agencies to submit case study and academic abstracts but we also welcome abstract submissions from professors, research professionals, graduate students, nonprofits, foundations, and more to submit case study or academic submissions. For-profit media and marketing companies are also welcome to submit sponsored breakout abstracts.

Can I be an academic (professor, researcher, graduate student) to present?

Yes, we welcome abstract submissions by professors, research professionals, graduate students and more to submit academic or case study papers.

Can media and technology experts present?

Yes, we welcome abstract submissions from media, digital agencies, technology companies, marketing firms, social enterprise and more. If your organization is for-profit, however, you must submit a Sponsored Breakout Proposal.

What does sponsored breakout mean?

Due to the high cost of operating the Summit, for-profit organizations that wish to present at the Summit are asked to help cover these costs. One of the available levels of sponsorship includes the opportunity to lead a Sponsored Breakout Session. To do so, the abstract process outlined above must be followed and if selected, a sponsorship fee applies. Many public health conferences offer this type of sponsorship opportunity. For additional sponsorship opportunities or questions please contact Carrie@AgentsOfChangeSummit.org.

Do you offer stipends, scholarships, or honorariums?

No, we are not able to provide any financial assistance to presenters but we encourage you to speak to your employer about supporting this professional development opportunity. The lead presenter for each accepted breakout session will receive a registration discount.

How many abstracts will you accept?

The number of abstracts accepted will be based on multiple factors. As the final selection will cover a broad range of topics and approaches, not every high quality abstract will be accepted. If your abstract is not accepted, it may be due to the need for diversity of abstracts rather than the quality of your abstract.