**<Paper Title >**

**<Author(s) name(s) and affiliation(s)>**

**<Track Title >**

**Delete where appropriate <Submission type: Academic / Student / Practice>**

**Abstract**

Summarise the paper, including the findings/conclusions - max 1000 words

The Abstract should use the following subheadings and address:

* **Introduction/Background**
* **Objectives**
  + Please include clear mention of the behavioural goals / objectives which your project aims to take and how these were established
  + If you are proposing an interactive / how-to session please make clear what behaviours or area of behaviour change theory your session is most relevant to
* **Methods** 
  + If outlining a case study or other live programme please include mention of intervention mix used
  + If outlining a practical how-to / other interactive session please outline how you intend to deliver the session
* **Results**
  + If outlining a case study or other live programme please reference results relevant to this study
  + If outlining a practical how-to / other interactive session please outline what results or lessons people will take away from taking part in the session
* **Discussion/Conclusion**

**References**

* no page limit and word count not included within abstract maximum
* Please follow the referencing conventions as used by the Journal of Social Marketing