



**NORTH AMERICAN
SOCIAL
MARKETING
CONFERENCE**



2026 | CALL FOR ABSTRACTS

Submit at: <https://proposalspace.com/calls/d/1948>

Abstract Submission Deadline – 15 June 2026

BIG IDEAS | SUSTAINABLE SOLUTIONS

- Pre-Conference Training Workshops will run from 9 am through 5 pm Thursday October 1.
- The two-day conference takes place Friday and Saturday, October 2 and 3.

The North American Social Marketing Conference—Ignited by SPARKS (NASMC) 2026 will bring together researchers, practitioners, policymakers, and changemakers from across North America and beyond to get inspired and explore how social marketing can address some of the most pressing challenges facing our communities today.

Taking place at the Delta Hotel in Victoria, Canada, and delivered in partnership between the Social Marketing Association of North America (SMANA) and the Northwest Social Marketing Association (NWSMA), the conference will combine the best elements from the NASMC and SPARKS events to inspire, connect, and refine the work of social marketing practitioners and allied professionals.

NASMC will provide a collaborative space to share evidence, showcase innovation, and strengthen the application of social marketing to real-world problems.

We invite submissions that demonstrate the application of social marketing principles, approaches, and tools to influence behaviours that benefit individuals, communities, and society across health, safety, and environmental sectors. Contributions may include research, case studies, evaluations, theoretical advancements, or practical insights that advance the field.





Photo by [Vlad D](#) on [Unsplash](#)

CONFERENCE TRACKS

Submissions should align with one or more of the conference tracks outlined below.

Health

This track focuses on the role of social marketing in improving health outcomes, enhancing wellbeing, and addressing the broader determinants of health. We welcome submissions that explore how behaviour change approaches can support healthier individuals and communities across diverse contexts.

Topics may include, but are not limited to, disease prevention, mental health and wellbeing, health equity, healthcare access, patient adherence, and interventions addressing the social, environmental, and commercial determinants of health. Contributions that demonstrate measurable impact, innovative approaches, or transferable learning are particularly encouraged.

Environment

This track explores how social marketing can contribute to environmental sustainability and support behaviour change in response to climate and ecological challenges. Submissions should consider the interconnected relationship between human behaviour, environmental systems, and long-term sustainability.

Relevant topics may include sustainable consumption, waste reduction and reuse, conservation, climate action, biodiversity protection, ecosystem recovery, clean energy and decarbonization, environmental justice, and the application of behaviour change in emergency or resource-constrained settings. Work that reflects systems thinking, cross-sector collaboration, or the integration of environmental and human health perspectives is especially welcome.

Safety

This track examines how social marketing can be applied to improve safety outcomes across a range of settings and populations. It focuses on preventing harm, reducing risk, and promoting behaviours that protect individuals and communities.

Submissions may address areas such as injury prevention, road safety, workplace safety, community safety, violence prevention, and emergency preparedness. We also welcome work that explores issues of equity, inclusion, and access in relation to safety, as well as interventions that address stigma, structural barriers, or vulnerable populations.

PROPOSAL SPACE SUBMISSION GUIDANCE

The section below provides an overview of what you will require to complete your submission to NASMC 2026.

The Submission Portal, Proposal Space, will require input for each of the items below:

1. Abstract Title
2. Proposed Conference Track (see above)
3. Submission Tags (please select the top three tags which best match the focus of your abstract)
4. Oral Presentation (20-45 minutes), Poster, or Either (These preferences are subject to change pending NASMC organizers' determination.)
5. Indicate which steps in the social marketing process your abstract will address
6. Abstract Details (500 words)
Submit an abstract describing the work that inspired your presentation idea. Your abstract should explain the key insight or lesson you hope the NASMC audience will take away from your presentation.

Your abstracts may also address the following:

- A succinct background to include brief description of priority audience, purpose/problem statement, and location/geography of initiative.
 - A description about how you have used the social marketing framework or behavior change methodology in your work?
 - If you haven't, what were the obstacles?
 - If you have, what stage(s) of the social marketing process will the presentation address?
 - An explanation about how you have cantered community in your work.
 - If you haven't, what were the obstacles?
 - A brief discussion about the implications of these findings for Social Marketing as a field.
 - A description of any new technologies or other innovative strategies used in your work.
 - A description of the study design, methods, and approaches.
 - Highlighted results (outcomes/impact).
7. Programme Information (100 words)
Provide a succinct description of your presentation for use in the conference program. This can be an abbreviated version of your abstract or a compelling promotion of your poster or presentation. This should briefly explain to the audience the heart of your work and what they can expect to gain from your presence at the conference.

CONT.

You will also be asked to answer the following questions / provide the following information:

- Funding and Financial Support Disclosure
- Two to Three Learner Objectives to complete the sentence, “At the end of this session the learner will be able to:”
- Authors in the order to be portrayed in the final agenda.
- References and supporting documents (optional)
- Additional opportunities for your submission – iSMA Global Case Study Portal consent
- Delivery Format
 - a. Indicate if you wish to be considered for a virtual presentation and complete the provided space for a support statement
Note: NASMC organizers strongly encourage speakers with oral presentations attend in-person but will seek to accommodate virtual presentations on a limited basis. Poster presentations must attend in-person.
- Understandings
 - a. Acknowledge that registration fees and travel/hotel costs are your responsibility
 - b. Acknowledge limitation on presenting multiple sessions at NASMC
 - c. Copyright acknowledgement

The next section asks for more contact details for the Primary Author, and following your information, it asks for the details for the abstract Authors and Presenters.

Primary Contact Information

- Full name
- Organization
- Job Title
- Email address
- Phone number
- Address

Author Information

- Full name
- Organization
- Email address

Presenter Information

- Full name
- Organization
- Job title
- Email address

Learn more about how to use Proposal Space and how to obtain your free account at <https://proposalspace.com/>

Watch for updates on the conference website <https://wsconference.com/victoria-2026>