



Poster Submission: Guidance Notes

The guidance document will give you an overview of who should make a poster submission, a more detailed overview of the conference themes and tracks and run-through of things to consider when making your submission.

Poster submissions for the conference are for academic and non-academic case study reports, campaigns and other work which is intended for display at the event in poster format. Posters will be displayed within the main refreshment and networking areas at the event.

Posters should be focused on Social Marketing research, strategy, projects, campaigns, interventions, policy, systems design, and/or products; however, they may also be focused on the development of new concepts, ideas or theories related to Social Marketing. The area of application may be large in scale such as national or international interventions or smaller local, pilot, developmental projects concerning smaller or more targeted groups.

1. First please create an EasyChair account for your submission. Note that all author names and contact details will be gathered in EasyChair and should not be included in your submission document to allow for blind reviewing.
2. Please select the 'Poster' submission type within the first stage of your EasyChair submission.
3. Indicate which of the 9 conference tracks your poster is submitted under (see below).
4. Complete all requested information about submitting authors.
5. Enter your poster title and an abstract (brief summary of your project) into EasyChair
6. Upload your poster submission template to EasyChair (see below for instructions) so reviewers have a sense of what information your poster will cover. Note that final designed posters do not need to be submitted for review only the completed submission template. However you may also upload a graphic version of your poster as a supporting asset if you wish.

Your final poster should be printed with a font size that is easy to read e.g. no smaller than 18 point.

If your poster is selected for display, you will be responsible for bringing a high-quality printed version of your poster to the event. The conference organisers are not able to print posters on behalf of authors.

Poster submission

Your poster should include as a minimum:

Poster title	Please give a title that will help delegates understand the focus of the work described.
Conference track most relevant to the poster	Please indicate which of the 12 conferences track the poster best fits with.
Aims and objectives	Set out the aims and objectives of the programme or research.
Target group / focus	Indicate the group or groups of people who are the focus of the work.
Project / Research focus	Indicate the issue being investigated and or the focus of the intervention.
Method / approach	Set out in short form the methods used.
Relevant data and graphics	Graphics a picture to illustrate the work and findings
Findings / evaluation	Summary of Key findings
Conclusions and recommendations	Summary of key conclusions
Links for further information	Include links to more information and advice re the programme.

Conference Track	Description / Focus
<p>1. Promoting Health – Global and Local</p>	<p><i>Non-communicable and communicable disease research, implementation, and evaluation. Action at policy, strategy and operational programme delivery levels in Africa using Social Marketing, SBCC or other change tools.</i></p> <p><i>Examples of work to submit to this track could include:</i></p> <p><i>Disease prevention and treatment</i> - including encouraging testing and treatment, reducing stigmatisation (HIV/AIDS, Malaria, childhood vaccination, male and female health, breastfeeding, etc)</p> <p><i>Obesity-related initiatives</i> - including healthy eating, nutritional literacy and physical activity initiatives</p> <p><i>Pandemics</i> – including COVID-19, but also potentially Ebola, Monkeypox etc - lessons learned and challenges ahead.</p> <p><i>Addiction</i> - including substance or alcohol misuse, tobacco and gambling; Prevention, treatment detection and harm reduction programmes. Research and evaluations across sectors, regions, cultures and level of economic development.</p> <p><i>Mental health</i> - Research and interventions aimed at promoting positive mental health, dealing with mental illness, stigmatisation, community well-being promotion, social capital development and community resilience and tolerance.</p>

<p>2. Combating mis- and disinformation</p>	<p><i>Interventions, research and strategies for dealing with growing mis- and disinformation and other influencing strategies designed to subvert positive social programmes. Information literacy, media regulation, reducing cyber bullying and online safeguarding.</i></p> <p><i>Citizen insight and engagement in the deployment, implementation and evaluation of social marketing interventions. The use of design thinking, co-creation and prototyping in social marketing. Cross cultural issues. Individual, group, community, and/or organisational wellbeing from across Africa.</i></p>
<p>3. Reducing crime, addressing Inter-personal violence (IPV), people trafficking, promoting safety, security and social cohesion</p>	<p><i>Action on understanding and combating crime and other forms of anti-social behaviour. Safety promotion, fostering safer communities and social cohesion. National security, anti-radicalisation, people trafficking, migration and supporting refugees. Prevention, treatment detection and harm reduction programmes.</i></p>
<p>4. Promoting equity and equality</p>	<p><i>Strategies to increase equity and equality in terms of gender, age, race, disability, sexual orientation, nationality and geography (such as rural vs urban and the global north vs south). Examples may include efforts to reduce poverty and encouraging rural development, working with LGBTQ+ communities on health, equality or other issues or combatting xenophobia and racism.</i></p>
<p>5. Global climate change, environment protection, over consumption and sustainability</p>	<p><i>Prevention and problem-solving research and programme implementation, sustainable production and consumption (e.g. sustainable, farming and fishing). Environmental safeguarding, species protection and ecological campaigning. Resource conservation. Links between environment, consumption, consumer behaviour and health.</i></p>
<p>6. Digital and technological impact on social behaviour. New platforms and techniques, programme implementation and government policy</p>	<p><i>Impact of new technology on human behaviour and influence. The use of technology, social media, and other forms of digital / online community action. Technology applied to problem solving and collective action to address social issues. Research and evaluations across sectors, regions cultures and level of economic development.</i></p>

<p>7. Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being</p>	<p><i>Cross disciplinary, cross sector partnerships and coalitions to reduce social problems and promote sustainable intervention programmes.</i></p> <p><i>Action on promoting community empowerment and development.</i></p> <p><i>Partnership management, stakeholder engagement and evaluation.</i></p> <p><i>Skills integration.</i></p>
<p>8. Learning from Africa on advancing theory, research and practice in social marketing and behavioural influence</p>	<p><i>Examples of work to submit to this track could include:</i></p> <p><i>Innovation and New Theories</i></p> <p><i>Advancing theory through innovative practice and application including citizen focused design thinking, participative design, actor engagement and co-creation.</i></p> <p><i>Systems Thinking</i></p> <p><i>Systems approaches to theory and research focused on systems analysis and developing systemic critical response to complex social challenges. Policy integration and upstream social marketing.</i></p> <p><i>Transformative services delivery, midstream social marketing social marketing management and planning.</i></p> <p><i>Critical Social Marketing</i></p> <p><i>Critical social marketing examines the impact of commercial marketing and business on society and/or critically analyzes social marketing theories, concepts, discourses, and practice, to generate critique, conflict, and change that facilitates social good. This track encourages submissions that engage with critical theory and critical approaches to examining the impact of commercial marketing and institutions on society (e.g.alcohol/tobacco/food/neoliberalism); and encourages work advancing critical debate and reflexivity in social marketing such as critiques of current social marketing principles and practice.</i></p>

<p>9. General / Other</p>	<p><i>If you have a case study, research project or other initiative you would like to submit for review which doesn't fit into any of the tracks above we still want to hear from you. The conference is keen to showcase any project using social change techniques in Africa on any positive social issue. This could include work on;</i></p> <p>Education and improving desire to learn, access, retention and quality of education and lifelong learning</p> <p>Financial literacy and well-being and the promotion of financial independence</p> <p>Social Enterprise and Social Entrepreneurship which creates a positive social impact on communities or creates meaningful social change</p> <p>Social Marketing which informs of social issues from a marketing perspective.</p>