Interactive Session / Workshop Submissions: Guidance Notes

These notes are to help you complete the Interactive session / workshop session template that is available from the conference website. The aim of the Interactive session / workshop sessions at conference is to give people an opportunity to take part in an interactive, creative or problem solving session related to a practical, research or theoretical issue of relevance to social marketing. All applications will be peer reviewed and applicants may be asked to provide additional information about the proposed session if the original application is not clear.

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 'Interactive session / workshop' 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. Please complete the provided template and upload it as the 'paper' part of your submission within the EasyChair Submission portal. The page limit is five (5) A4 sides (inclusive to the abstract, figures, tables, etc.). PLUS two pages of references if required.

6. Supporting assets may also be uploaded with your submission if desired such as video or poster content.

7. Further notes against the submission template are presented below.

Interactive session / workshop submissions Template Completion Guidance	
Title of the session	Please include an explanatory title that will aid delegates in identifying the focus of the session
Conference track	Indicate which or the 13 conference tracks the sessions fits with. See notes below.
Aim of the session	Set out what he session will cover and or aim to achieve in terms of experience, problems solving or exploration.
Focus of the session	Include details of focus, topic, issue, technique, methodology, setting or population group that will be the focus of the sessions
Method / approach	Include details of how the session will be organised and delivered, including methods and the nature of the interactive element of the session. Accepted interactive sessions will be granted 45 minute time slots in the programme, please also include a breakdown of how you intend to use this time.
Other notes	Use this section of the template to advise e potential participants about any other issues or elements of the session that do not easily fit under any of the other elements of the template.

Conference Track	Description / Focus
1. Promoting Health – Global and Local	*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.* *Examples of work to submit to this track could include:* ***Disease prevention and treatment -** including encouraging testing and treatment, reducing sigmatism (HIV/AIDS, Malaria, childhood vaccination, male and female health, breastfeeding, etc)* ***Obesity-related initiatives -** including healthy eating, nutritional literacy and physical activity initiatives* ***Pandemics –** including COVID-19, but also potentially Ebola, Monkeypox etc - lessons learned and challenges ahead.* ***Addiction -** 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.* ***Mental health -** 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.*

2.	Combating mis- and disinformation	*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.* *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.*
3.	Reducing crime, addressing Inter-personal violence (IPV), people trafficking, promoting safety, security and social cohesion	*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.*
4.	Promoting equity and equality	*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.*
5.	Global climate change, environment protection, over consumption and sustainability	*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.*
6.	Digital and technological impact on social behaviour. New platforms and techniques, programme implementation and government policy	*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.*
7.	Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being	*Cross disciplinary, cross sector partnerships and coalitions to reduce social problems and promote sustainable intervention programmes. Action on promoting community empowerment and development. Partnership management, stakeholder engagement and evaluation. Skills integration.*

8.	Learning from Africa on advancing theory, research and practice in social marketing and behavioural influence	*Examples of work to submit to this track could include:* ***Innovation and New Theories*** *Advancing theory through innovative practice and application including citizen focused design thinking, participative design, actor engagement and co-creation.* ***Systems Thinking*** *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. Transformative services delivery, midstream social marketing social marketing management and planning.* ***Critical Social Marketing*** *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.*
9.	General / Other	*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;* ***Education*** *and improving desire to learn, access, retention and quality of education and lifelong learning* ***Financial literacy and well-being*** *and the promotion of financial independence* ***Social Enterprise and Social Entrepreneurship*** *which creatives a positive social impact on communities or creates meaningful social change* ***Social Marketing*** *which informs of social issues from a marketing perspective.*