



**NORTH AMERICAN
SOCIAL
MARKETING
CONFERENCE**

2024 | CALL FOR ABSTRACTS

Submit at: <https://bit.ly/NASMC4P>

Abstract Submission Deadline – 22 January 2024

A Dose of Hope: Fostering Unity, Inspiring Change

- The Social Marketing Conference and Training Academies will take place at the Sheraton Sand Key, Clearwater Beach, Florida. May 15-18, 2024.
- Pre-Conference Training Academies run from 9 am Wednesday through 5 pm Thursday May 15 and 16.
- The two-day conference takes place Friday and Saturday, May 17 and 18.

**This call for is for the main Conference May 17 and 18, 2023, not the Training Academy*

The Social Marketing Conference welcomes abstracts for oral and poster presentations that demonstrate original work that **“integrate(s) marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good,”** (iSMA, 2013). Successful abstracts will demonstrate the application of social marketing strategies to behavior change, service marketing or improvements to practice. Abstracts should provide insight to social marketing theory and practice and may describe the use of innovative methods for understanding the consumer needs and wants, process/ outcome evaluation. Submissions may fit into one or more conference tracks, described below.

We particularly welcome submissions from social marketing graduate students who can contribute valuable insights from literature reviews related to their theses or dissertations.



SMANA | SOCIAL MARKETING
ASSOCIATION OF
NORTH AMERICA
Advancing Behavior Change for Social Good



**UNIVERSITY of
SOUTH FLORIDA**



CONFERENCE TRACKS

1. Public Health, Healthcare, and Determinants of Health

Enhancing health protective behaviors, patient recovery from illness/disease, and overall quality of life, well-being, food security and the social or commercial determinants of health. This track invites contributions that address the critical intersection of public health and healthcare with broader determinants that impact individuals and communities. Examples include but are not limited to:

Food Security Initiatives: Research and interventions aimed at ensuring access to safe, nutritious, and sufficient food for all, particularly in vulnerable populations.

Determinants of Health: Exploring the social, economic, and commercial factors that significantly influence health outcomes, including income disparities, employment conditions, housing, and environmental factors.

Chronic Disease Prevention: Strategies to prevent and manage chronic diseases, considering the influence of food security and determinants of health on disease prevalence.

Infectious Disease Control: Programs and evaluations addressing infectious diseases while recognizing the impact of social and commercial factors on transmission and prevention.

Mental and Emotional Health: Promoting emotional and mental well-being with an awareness of how socio-economic determinants can affect mental health.

Workplace Health: Exploring the role of healthy worksites and employment conditions in overall health and well-being.

Patient Adherence and Recovery: Research on patient adherence to treatment plans and recovery from illnesses, acknowledging the influence of social and commercial determinants.

2. Environmental Sustainability, One Health, and Emergency Settings

Exploring the multifaceted realm of environmental sustainability, with a focus on reducing the impact of human activity on the planet while addressing the interconnectedness of One Health. This track invites contributions that delve into a wide spectrum of environmental issues. Examples include:

One Health and Biodiversity Preservation: Examining how the One Health concept is applied to the preservation of Earth's biodiversity.

Programs for Environmental Sustainability: Investigating the design and impact of programs that promote environmental sustainability.

Waste Reduction and Sustainable Packaging: Evaluating efforts to reduce human consumption, manage waste, and incorporate sustainable packaging, especially when adapting these strategies to emergency settings where resource conservation is vital.

Mitigating Environmental Toxins in Crises: Assessing initiatives to eliminate environmental toxins, including chemicals and plastics.

Emergency Ecosystem Protection: Exploring strategies to safeguard fragile ecosystems and protect endangered species during and after natural disasters, recognizing the pivotal role of environmental conservation in emergency settings.

3. Social Justice, Equity, Diversity, Inclusion (SJEDI), and Stigma

Exploring the critical intersection of social justice, equity, diversity, inclusion, and the profound impact of stigma. This track invites contributions that delve into a wide spectrum of issues related to empowerment, reducing discrimination, and fostering inclusion. Examples include:

Promoting Inclusivity and Tackling Stigma: Creating programs or initiatives that promote SJEDI while actively addressing and combating the stigma associated with marginalized communities, health conditions, or identities.

Evaluating Anti-Stigma Programs: Process and outcome evaluations of programs focused on empowering populations negatively impacted by structural racism, discrimination, or social exclusion, with a particular focus on their success in reducing stigma.

Policy and Advocacy for Stigma Reduction: Policy and advocacy initiatives designed to improve SJEDI in communities and organizations of all sizes, with a specific emphasis on addressing and dismantling the stigmatization of underrepresented and marginalized groups.

4. Business for Social Good, Innovative Partnerships, and Commercial Determinants of Health

Exploring the intersection of private sector-led initiatives aimed at creating positive impacts on People, the Planet, and Profit, with a particular focus on innovative partnerships and the influence of commercial determinants of health. This track invites contributions that delve into a wide spectrum of business practices, strategies that promote societal well-being and examples successful corporate social marketing campaigns and the work of social enterprises that prioritize social and environmental good alongside profitability. Examples include:

Public-Private Partnerships for Health and Sustainability: Case studies and evaluations of partnerships between public and private sectors that aim to achieve specific health or environmental outcomes while considering the commercial determinants of health.

Corporate Social Responsibility (CSR) in Action: Examination of large-scale and sustained Corporate Social Responsibility (CSR) programs that create social good while ensuring profitability.

Total Worker Health Initiatives: The role of businesses in promoting total worker health, which includes physical, mental, and social well-being, and how such initiatives can drive a positive societal impact.

5. Research Methodologies

Exploring cutting-edge approaches to enhance design, conduct research or evaluate social marketing interventions. Abstracts must provide comprehensive descriptions of study design, methods, data, and results, emphasizing practical application. Examples include:

Leveraging Big Data: Presentations on the acquisition and analysis of big data for a deeper understanding of consumer behavior and the effectiveness of social marketing initiatives.

Digital Data Collection: Showcasing the use of digital data collection techniques, such as social listening, synchronous or asynchronous online interviews and focus groups, to gather real-time consumer feedback.

Neuromarketing Insights: Exploring the application of neuromarketing techniques, like eye-tracking, to uncover the subconscious reactions of consumers to marketing strategies.

Quantitative Audience Segmentation: Discussing emerging quantitative strategies for audience segmentation that offer precise targeting and tailored social marketing campaigns.

Innovative Data Tools and Applications: Presenting new data collection and analysis tools or applications with tested results, demonstrating their effectiveness in informing social marketing practices.

6. Advancing Social Marketing Theory & Thought

This track focuses on concepts, theories, or areas of discussion directly relevant to social marketing and the development of effective behavior change programs. The proposed content should offer fresh insights into the field of social marketing and align well with the conference theme. Examples of topics include:

History of Social Marketing Thought: A retrospective look at the evolution of social marketing concepts and theories.

Marketing's Evolving Social Role: Exploring the changing roles of marketing in addressing social issues and promoting positive behavior change.

Consumers, Consumerism, and Social Marketing: Examining the relationships between consumer behavior, consumerism, and social marketing strategies.

Ethical Responsibilities in Social Marketing: Discussing the ethical considerations and obligations in social marketing campaigns.

Evaluating Social Marketing Benchmarks: Analyzing the advantages and disadvantages of using benchmarks in social marketing.

Language in Social Marketing: Exploring the impact of language choice, such as "customers" vs. "consumers" vs. "clients," on the effectiveness of social marketing messages.

Theory Application in Social Marketing: Discussing the utilization of behavioral theories and models in designing and implementing social marketing campaigns.

Sustainability of the Social Marketing Discipline: Considering the long-term viability and growth of the field of social marketing.

CONT.

PROPOSAL SPACE SUBMISSION GUIDANCE

The section below provides an overview of what you will require to complete your submission to NASMC 2024.

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

1. Abstract Title
2. Oral Presentation, Poster, or Either
3. Proposed Conference Track (see above)

Each of the following sections allow for a maximum of 150 words further explanation in addition to your abstract.

4. Describe the Priority Audience
5. Background & purpose: problem statement, location/geography of program
6. Awareness, Knowledge or Behavioral focus
7. Study Design, Methods and Approaches
8. Results – Outcomes/Impact
9. Discussion/Implications for Social Marketing as a Field
10. Sponsor or Funding Agency (include exact language if pertinent to include in program
11. description; if not applicable use N/A)Two to Three Learner Objectives to complete the sentence, “At the end of this session the learner will be able to:”
12. Authors in the order to be portrayed in the final agenda.
13. **ABSTRACT**
 - a. Upload your Abstract in Word, please use 11 pt ARIAL font, and a 500-word limit.
14. **Understandings**
 - a. Acknowledge that registration fees and travel/hotel costs are your responsibility
 - b. Copyright acknowledgement
15. The next section asks for more contact details for you, the Corresponding Author, and following your information, it asks for the same contact details for your Co-Authors.
 - a. Full Name
 - b. Degrees and Credentials
 - c. Organization/Institution
 - d. Job Title
 - e. Department
 - f. Email (for secondary authors use only their email, so we can contact them directly if needed)
 - g. Phone (for secondary authors use only, their own phone number, so we can contact them directly if needed)
 - h. Address: City, State Postal Code, Country

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

Watch for updates on the conference website <https://wsconference.com/florida-2024>