



# CALL FOR ABSTRACTS

## THEME

Cultivating Resilience and Relevance: Harnessing Community Insights and Innovations for SBC Impact in Africa.

# Introduction

The African Society for Social and Behavior Change (AS-SBC) is accepting abstracts for the Africa SBC Summit in 2024. This summit aims to bring together innovative concepts and practices in Social and Behavioral Change (SBC) tailored to African people's dynamic culture and context. The Summit's central theme of "Cultivating Resilience and Relevance" focuses on adapting SBC methodologies to keep pace with the technological advancements and societal changes unique to Africa. It highlights the resilience of communities seeking to strengthen their capacity to cope with and recover from various challenges while maintaining core functions and integrity.

The emphasis on resilience has two aspects: sustaining progress and fortifying households and communities to endure and adapt. Meanwhile, the theme also focuses on culturally relevant SBC interventions - strategies carefully

designed within African contexts to ensure efficacy and acceptance. It prompts us to tailor SBC approaches through the lens of cultural nuances, recognizing the diverse traditions and values that define African societies.

The summit's goal is to foster dialogue on integrating these elements into the design and application of SBC programs. By drawing on the rich local knowledge and communal wisdom across the continent, the aim is to forge SBC frameworks that are contextually resonant with community needs and equipped to evolve with Africa's dynamic story. The Summit is a call to action for SBC practitioners and thinkers to align their work with the lived realities of African communities, ensuring their SBC strategies and approaches are relevant in this context.





**The theme sets the tone for the Africa SBC Summit and shapes the knowledge shared through abstracts and the discourses at the summit.**

1. Regarding abstracts, we are extending an invitation to submit various topics, including program results backed by research, program evaluations, and case studies. These abstracts should focus on SBC interventions rooted in African communities' social, economic, and cultural realities. We would like to receive submissions on how SBC strategies can incorporate local insights and traditional knowledge while using established and modern techniques. The submissions should showcase effective approaches that leverage existing functional structures, strong networks, social capital, and accessible resources. These elements are critical to developing interventions that can stand the test of time. We are specifically interested in abstracts that provide clear evidence of how these approaches have been sustained and scaled over time and reflect on the successes, difficulties, and lessons learned. The abstracts should cover various perspectives, including digital technology and established methods in SBC program design while considering the need to adapt to an ever-evolving African social landscape.
2. The summit's dialogue under the theme "Cultivating Resilience and Relevance" will focus on leveraging local expertise to develop robust SBC strategies. We will engage in discussions about creating adaptive strategies that are responsive to changing social and gender norms and behaviors. Special attention will be given to how proven practices and (digital) innovations can expand the reach and deepen the impact of SBC initiatives. The conversations will stress the importance of collaboration across different sectors, recognizing that sustainable and effective SBC strategies arise from diverse partnerships and shared knowledge. We will also address the imperative of building capacity within SBC frameworks to enhance skills and competencies.
3. Furthermore, the summit will delve into integrating SBC initiatives into broader policy frameworks. This step is critical for securing long-term sustainability and expanding the societal impact of these efforts. The discussions will focus on transforming social and gender norms to foster equality and inclusivity.





## Key thematic areas

### Theme A: Integrated Behavioral Science and Local Knowledge:

This theme explores the convergence of behavioral sciences—including psychology, sociology, anthropology, and behavioral economics—and indigenous knowledge systems. It welcomes submissions that showcase the fusion of academic research with community wisdom to create evidence-based SBC practices that are deeply resonant within local cultures.

### Theme B: Community Engagement and Local Narratives:


This theme emphasizes effective community programming, identifying and scaling local problem-solving, and using (e.g., digital) data for decision-making and social accountability. The theme also seeks abstracts that detail the process and impact of leveraging community narratives in SBC. Contributions should demonstrate how SBC initiatives, working with existing community structures, are informed by people's lived experiences and aspirations.

### Theme C: Innovative Financing and Sustainable Partnerships:

This theme focuses on identifying creative funding solutions and partnership models and invites discussions on mechanisms like public-private partnerships, impact investing, and community-led financing strategies. The goal is to uncover paths toward sustainability and expand the reach of SBC efforts.

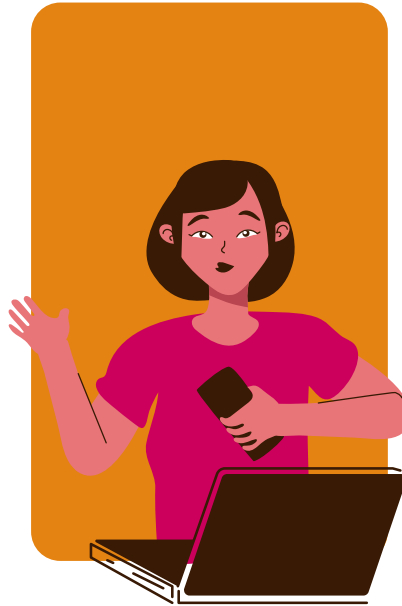
### Theme D: Digital Transformation in SBC:

This theme highlights the potential of digital innovations to revolutionize SBC and seeks insights into how technologies like mobile apps, social media, Artificial Intelligence (AI), and more are transforming the design and deployment of behavior change initiatives.



## Broader Discussion Points

It is important to note that SBC operates within an ecosystem that includes disciplines like mass communication, marketing, human-centered design, community development/engagement, and advocacy in addition to the behavioral sciences mentioned above. These contribute to the resilience and adaptability of SBC strategies; however, a new focus on designing prototypes presents challenges when implementing them at scale. The summit aims to celebrate this diversity and examine the methodologies critical capacity for scale and impact. We aim to uncover strategies that balance the depth of targeted, culturally sensitive interventions with the breadth required for wide-reaching impact.



# Submission Guidelines



**Abstract length:** Up to 300 words.



**Structure:** Objective, Methods, Results, Conclusion.



**Include keywords,** author information, and institutional affiliation.



**Demonstrate clear linkage to the theme** and relevance to evolving SBC practices.



**Structure:** Objective, Methods, Results, Conclusion.



**All abstracts must include a section detailing the evidence of program effectiveness.** This should include geographic scale and data or outcomes demonstrating the program's success, whether through metrics of behavioral change, community impact, or any other relevant indicators.



## **Abstract Selection Criteria:**

Selection will be based on the following criteria

- The abstract must align closely with the Summit's themes and contribute to the overall discourse on SBC in Africa.
- Submissions must represent original work not previously presented at other conferences or published in peer-reviewed journals.
- The potential for the work to significantly influence SBC practices, policies, or understanding.
- Submissions must include clear, verifiable evidence demonstrating the success and effectiveness of the SBC program or strategy.
- We will prioritize fresh perspectives, innovative methodologies, and new research findings that can advance the field of SBC.
- Abstracts submitted should not have been presented multiple times at similar summits or conferences to maintain the uniqueness of content at our summit.
- Research involving human subjects must adhere to ethical standards and should have necessary approvals or exemptions.
- The abstract should be well-written, with a clear structure and objectives, succinct methods, definitive results, and a concise conclusion.
- Any potential conflicts of interest must be disclosed at the time of submission.



Please note that abstracts that fail to meet these criteria are incomplete, unclear, or do not demonstrate a significant contribution to the field may be rejected.

## Presentation Formats

We invite abstracts for a variety of presentation formats to suit the diverse range of topics and styles of conveying information:

- **Oral Presentations:** For in-depth exploration of topics and interactive audience engagement.
- **Poster Sessions:** To visually summarize research or programs and facilitate one-on-one discussions.
- **Preformed Panels:** For groups who wish to present a series of interconnected presentations on a common theme.
- **Multimedia Presentations:** Use of videos, animations, or other digital media to convey SBC strategies and impacts.







## Important Dates

Abstract Submission Deadline:  
**8th May 2024**

Summit Dates:  
**2 - 4 July 2024**

For a detailed exploration of the themes  
visit

**<https://africasbcsummit.dryfta.com/71-call-for-abstracts>**

send an email to  
**[africasummitsbc@as-sbc.org](mailto:africasummitsbc@as-sbc.org)**



Integrated Behavioral Science and Local Knowledge

Theme	Sub-Theme	Abstract Strands	Description	Evidence of effectiveness
Integrated Behavioral Science and Local Knowledge	Integrated Program Design	Multidisciplinary Approaches; Multisectoral Collaboration; Scalable Models	This sub-theme recognizes the importance of incorporating a variety of disciplines and sectors into SBC program design. Abstracts should discuss strategies that have successfully integrated behavioral science with other areas of expertise to address complex social issues. Case studies on multisectoral collaboration that demonstrate scalable and sustainable models of SBC are particularly welcome.	Quantitative/Qualitative Results: Strategies should be backed by data showing impact and effectiveness in various contexts.
	Application in Diverse Contexts	Case Studies, Theory Adaptation Examples	This sub-theme focuses on how behavioral science is tested, adapted and applied within diverse African cultural, social, and economic contexts. It encourages abstracts that provide evidence or theoretical analysis on how behavioral theories and models are tailored to specific local conditions and cultural practices.	Outcome assessments: Submissions must detail how behavioral adaptations have been evaluated and validated within African communities.
	Narrative Analysis and Advocacy	Leveraging Narratives for Advocacy; Integrating Traditional and Digital Media; Institutional Change	While acknowledging the power of storytelling, this sub-theme seeks to explore how narratives and traditional media, when integrated with modern digital platforms, can catalyze community-driven advocacy and lead to institutional change. Abstracts should discuss the utilization of stories as tools for broader social and behavioral impact.	Case Studies; Outcome Evaluations: Explores the role of narratives in advocacy and media in driving institutional change, seeking abstracts that provide clear instances where storytelling has had a significant and measurable effect on social and behavioral outcomes.



Innovative Financing and Sustainable Partnerships

Theme	Sub-Theme	Abstract Strands	Description	Evidence of effectiveness
Innovative Financing and Sustainable Partnerships	New Financial Models for SBC	Analysis of DIBs/ SIGs, Case Studies on Financing Models	This sub-theme explores the use of innovative financing mechanisms such as Development Impact Bonds (DIBs) and Social Impact Guarantees (SIGs) in the context of SBC. It calls for abstracts that analyze these models, document their implementation, and evaluate their effectiveness and scalability in supporting SBC initiatives.	Evidence of Scalability and Impact: Financing models should show not just innovation but proven scalability and contribution to SBC program success.
	Cross-Sector Partnerships	Partnership Success Stories, Strategy Analysis	This area discusses the critical role of cross-sector partnerships in funding SBC projects. Abstracts should detail successful collaborations between the public sector, private entities, and non-profit organizations, analyzing strategies that led to effective SBC financing and sustainable outcomes.	Outcome assessments: Submissions must detail how behavioral adaptations have been evaluated and validated within African communities.



Digital Transformation and Technological Innovation in SBC

Theme	Sub-Theme	Abstract Strands	Description	Evidence of effectiveness
	AI, NLP, and LLMs in SBC	Applications of AI in SBC; Case Studies on NLP and LLMs; Novel Research and Evaluation Techniques Using AI	This sub-theme explores how AI, including specific technologies like NLP and LLMs, not only enhances SBC strategies but also revolutionizes SBC research, monitoring, and evaluation. It focuses on the use of advanced language processing to improve understanding, foster tailored communication within SBC initiatives, and introduce innovative methods for measuring and evaluating SBC impact.	Proven Advances in SBC: Evidence should be presented on how AI has tangibly improved SBC research or interventions.
	Tech-Driven SBC Strategies	Digital Health Case Studies; Social Media Strategies; Mobile Technology in Research and Monitoring	Delving into the impact of digital technologies and innovations like mobile health and social media on SBC, this sub-theme seeks insights into how these tools are reshaping the landscape of SBC. It also invites contributions that highlight how mobile technology is being leveraged for real-time research, monitoring, and evaluation in SBC.	Impact Evaluations: Case studies should clearly demonstrate how technology has been used effectively to achieve SBC goals.
	Data Analytics and Behavioral Insights	Data-Driven Strategy Examples; Analytical Tool Development; Innovative Monitoring and Evaluation Practices	This area explores the utilization of data analytics and the extraction of behavioral insights from big data, contributing to the development of more effective and targeted SBC strategies. It also encourages submissions that illustrate how new analytical tools and methods are transforming the monitoring and evaluation processes in the field of SBC.	Case Studies; Outcome Evaluations: Explores the role of narratives in advocacy and media in driving institutional change, seeking abstracts that provide clear instances where storytelling has had a significant and measurable effect on social and behavioral outcomes.



Theme	Sub-Theme	Abstract Strands	Description	Evidence of effectiveness
Community Engagement and Local Narratives	Effective Community Programming	Community-Based Problem-Solving; Data-Driven Decision Making; Digital Data for Social Accountability	This sub-theme focuses on the application of practical, effective community engagement strategies for problem-solving. Abstracts should highlight programs that use local and digital data to inform decisions and promote social accountability. Case studies demonstrating the institutionalization of such engagement for systemic policy changes are encouraged.	Quantitative and Qualitative Metrics: Focuses on practical, effective strategies for community engagement and problem-solving, with a strong emphasis on submissions that offer data-driven results and have led to verifiable social change.
	Scaling and Impact of Grassroots Movements	Local Champions of Change; Scalable Solutions; Long-Term Community Impact	This sub-theme emphasizes the scalability and sustainability of grassroots initiatives. We invite submissions that showcase how local change agents have driven substantial behavioral changes and the methods employed to measure and maintain the impact over time.	Scalability Studies; Longitudinal Data: Highlights grassroots initiatives' sustainability and scalability, inviting submissions that document how these movements have driven behavioral change and how their impact has been measured and sustained.



