SBCC South Asia Regional Conversation Summit
7-9 December 2021

GUIDELINES FOR SUBMISSION OF COVID RCCE ABSTRACTS

Abstracts must not exceed 350 words in Arial 11 font with space of 1.5 lines.

Theme 1: "*Catalyzing Transformational Change*"

Abstracts submitted under this theme will examine the most recent evidence and innovations from the SBCC-RCCE field, build on our diverse methodologies, debate our way forward and highlight successes and challenges. They will explore the vast potential of our collective strengths and the diversity of our field -- across disciplines, development priorities and geographies -- to address the full range of Sustainable Development Goals (SDGs), including but not limited to climate action, gender discrimination and violence, health and well-being, poverty reduction, sustainable consumption, reduced inequality, and access to justice.

Abstracts submitted under this theme may address issues such as:

- Underpinning catalysts – and barriers – for change
- Lessons learned that expand the boundaries and effectiveness of SBCC-RCCE approaches
- Linkages between SBCC-RCCE, structural and social determinants and solutions
- How SBCC-RCCE supports social movements and social justice initiatives
- Nurturing new voices for change and building participatory dialogue around transformational change, particularly among young people.
- Transformations in leadership at all levels in tackling urgent issues at scale as evidenced by the pandemic

The Program Subcommittee will prioritize the following criteria when selecting abstracts for this Theme:

1. The degree to which evidence is effectively used to support arguments, draw conclusions, and make recommendations
2. The sophistication of conceptual and/or theoretical thinking underlying the content of the proposal
3. Potential of the proposal to expand and/or advance thinking about SBCC research, practice, approaches, equity, sustainability, and engagement with respect to RCCE

Theme 2: "*Future Forward*"

Communication habits are being transformed with increased access to mobile technologies, social media,

and private messaging. Technologies such as artificial intelligence, augmented and virtual reality, and voice assistance are offering new ways to understand audiences and develop personalized and immersive content. With these transformations, what new opportunities and challenges for SBCC-RCCE emerge? How is our ability to understand and engage with people and facilitate change affected? How are social participation and democratic processes affected? And what does all this mean for the 40% of the world's population *not* connected to the Internet? How are we ensuring that we 'leave no one behind', especially marginalised and vulnerable communities? How do we deal with misinformation? How can SBCC-RCCE support people's ability to access accurate information and build the information literacy skills needed to navigate today's complex communication environments, and to identify and challenge misinformation? What challenges do we face in establishing trust and how do we address them?

Alongside these shifts, thinking about 'what works' in SBCC- RCCE is constantly evolving. Are there new understandings about 'how change happens' that are effectively shaping our work? What new methodologies can be used to understand and quantify social impact? How can we ensure that we are continually learning and adapting our practices based on evidence?

What ethics guide us? How are these challenged, and how are they evolving in a digital age? How can we ensure we are accountable to each other and the communities we work with? How does our work engage with traditional cultures and practices? What efforts are underway to develop a shared code of ethics for our field?

The Program Subcommittee will prioritize the following criteria when selecting abstracts for this Theme:

1. Ability to demonstrate the impact of (i) work that uses new platforms, technologies and digital tools (ii) programs that counter misinformation and/or build trust in information and communication or (iii) recent advances in SBCC theory, evidence and methodology.
2. Ability to share novel insights from formative studies or evaluations that can strengthen SBCC/RCCE practice.
3. Research and learning that helps inform a development of code of ethics for the SBCC-RCCE sector.
4. Showcasing convergence, importance in new information landscape such as media development, studies on misinformation/disinformation, community media, etc.

Theme 3: "*Connecting The Dots*" with respect to SBCC-RCCE

Reflecting on the strength and diversity of the SBCC community, this theme will explore ways to further increase collaboration, skills sharing and capacity building, as well as creative collective action within the field across different sectors, geographies, disciplines, stakeholder groups (donors, government, academic, practitioners, private sector, networks, etc.), and generations (adults and youth). For example, the private sector is investing billions in the development sector but not always in concert with other stakeholder groups.

Academia is cultivating some of the newest and most innovative research both in terms of methods used and data being unearthed to better understand and inform programming, but does not always collaborate on research with programs and practitioners.

Public interest and advocacy groups are building capacity to promote just and equitable livelihoods but are not always aware of what is happening beyond their own sector. Public health practitioners are exploring and implementing programs to bring about transformational change and to help marginalized

groups develop their own solutions to health and well-being, but these practitioners do not always have access to the latest evidence, methods and tools for optimizing success.

And governments, private foundations and donors are investing in and developing policies and strategies to help guide better programming for sustainable change, but do not always engage directly with the publics that benefit from those programs.

This theme addresses ways of bringing these people and practices together – connecting the dots – in order to make real and sustainable change possible. Topics might include:

- Exploring how varying disciplines in SBCC-RCCE connect, overlap and/or reinforce one another and how this can be leveraged for greater impact;
- Establishing partnerships and collaboration for those outside of the SBCC-RCCE field and the lessons learned in doing so;
- Creating tools and approaches that foster collaboration, shared agenda setting, and collective action;
- Building partnerships among SBCC-RCCE stakeholders;
- Building on, not repeating, what's already been done in the field;
- Building the capacity of practitioners working in development-related fields;
- Engaging non-traditional players/sectors;
- Bridging the gap between academics and practitioners.

The Program Subcommittee will prioritize the following criteria when selecting abstracts for this Theme:

1. Ability to showcase strong partner engagement across sectors and stakeholders
2. Degree to which the abstract highlights human-centered design approaches within programmatic structures
3. Novel approaches to formative research and evaluation that build on existing evidence and existing program integration
4. Showcase the synergy between SBCC and RCCE beyond health to include WASH, Education, Nutrition, Domestic Violence, Mental Health, Local Governance humanitarian, environment, social development, mental health, WASH, education, public policy etc.
5. Ability to engage non-traditional players/sectors and expanding interdisciplinary dialogue and collaboration

General Directions for Submissions

In selecting abstracts for the Summit program, the Program Sub-Committee will take into consideration theme-specific criteria (above), as well as the following general criteria:

1. *Relevance to SBCC programs and importance to the field*
2. *Clarity of content*
3. *Soundness of the conclusions or perspectives*
4. *Alignment with conference themes*
5. *Potential to attract large numbers of participants.*

6. *Ability of the proposal to result in new insights, perspectives and partnerships for the SBCC-RCCE field.*
7. *Appropriateness of the proposed format for the proposed content (i.e., presentation, discussion, workshop, multimedia display, etc.)*
8. *Potential for audience experience/knowledge sharing, skills building, discussion/debate*
Level of facilitation required to make the proposal successful.

SESSION FORMATS

Abstracts should be submitted for consideration under a specific session format.

<u>(1) Oral Presentations</u>

Abstracts submitted for Oral Presentation will be grouped by the Program Sub-Committee, according to theme, and organized into panel sessions with an underlying or unifying focus.
Oral Presentation abstracts should be submitted under ONE of the Summit themes:

- Theme 1: Catalyzing Transformational Change
- Theme 2: Future Forward
- Theme 3: Connecting the Dots

Abstracts for Oral Presentations may be research-oriented, program-oriented, or both. Submitters should indicate at the time of submission how they envision the research- or program-orientation of their abstract and justify that characterization.

Program-oriented abstracts will be reviewed against these additional criteria:

1. Does the abstract define clear recommendations based on the program experience?
2. Does the abstract explain how evidence was used to inform program strategy?
3. Do program activities match the strategy?
4. Is there potential for replication?
5. Was there any monitoring or evaluation?

Research-oriented abstracts will be reviewed against these criteria:

1. Does the abstract describe the direct impact of a social change, behavior change, communication for development, and/or media development strategy on a specified development issue?
2. Does the abstract describe use of an established and broadly accepted research methodology?
3. Is the research question stated in an answerable form?
4. Does literature or previous evidence provide a basis for the research?
5. Is the design rigorous and appropriate for answering the research question?

6. Is the analysis rigorous and does it address the research question?
7. Are the conclusions consistent with the analytical approach?

Following is a suggested structure for **ORAL Abstract Submissions:**
  Title of Presentation
  Authors and affiliation (highlight the author for correspondence)
  Background/Objectives
  Description of Intervention (for Program abstracts)
  Description of methods/design (for Research abstracts)
  Results/Lessons learned
  Discussion/Implications for the Field

Oral Presentation Sessions consist of 4 panelists
Grouped together and assigned to a session based on some underlying theme or sub-theme.
Each presenter has a **maximum** of 10 minutes to present with the remaining time reserved for Q&A and audience discussion.

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(2) Multimedia Showcase

The multimedia video showcase is a forum that features *listening, viewing or interacting with* multimedia products or materials used in SBCC for RCCE. Media might include film, television, social media videos, mobile platforms, music, radio, animation, comics, transmedia, virtual reality, interactive websites, or other formats. Submissions for the Multimedia Showcase should exemplify the diversity, the power, and the impact of SBCC for RCCE. Abstracts submitted that are not primarily focused on a multimedia product itself (its design, content, or use in a program) should instead be submitted under the Oral Presentation format.

Each multi-media abstract will be assigned by the program committee to a specific 60-minute multimedia-focused panel session, based on topic/content areas (to be determined). During these sessions, each presenter will be given approximately 15 minutes to introduce, screen, and briefly contextualize the product in a short presentation. The presenter will be able to showcase **up to 7 minutes of their multi-media product** during the panel discussion. If there are any multimedia products which are more than 7 minutes in length, we highly recommend that the presenter prepare/edit a shorter version of the same that can be used for screening during the panel discussion.

The abstract submission <u>must include a link to the featured media product</u>. All submissions should be dubbed or subtitled if audio is in a language other than English. Abstracts for Multimedia Video Showcase should be submitted under ONE of the Summit themes:

- Theme 1: Catalyzing Transformational Change
- Theme 2: Future Forward
- Theme 3: Connecting the Dots

Following is a suggested structure for **MULTIMEDIA SHOWCASE Abstract Submissions:**

Name of Multimedia product
Name of the presentation (if different from the multimedia product)
Authors and affiliation (highlight the author for correspondence)
Duration of the submission (if applicable)
Background/Objectives
Description of Multimedia
Results/Lessons learned
Discussion/Implications for the Field
Link to an online version of the product
Check box for submission to A) Panel Session, B) Extended Screening, or C) Both
In addition, Multimedia abstracts should be written to fulfill these criteria:

1. Degree to which they highlight the importance and elevate the visibility of SBCC for RCCE
2. Degree to which they support SBCC's contributions to positive outcomes
3. Degree to which they stand out against/rise above the overload of messages and materials in the Internet Age to draw attention and engage intended beneficiaries
4. Quality and creativity of feature

> **Multi-media**
> Involves the screening of several media products.
> The Multimedia products in each session have been chosen to complement each other in some way.
> 15 minutes to introduce, screen, and briefly contextualize the product in a short presentation.
> The presenter will be able to showcase **up to 7 minutes of their multi-media product** during the panel discussion. Each session could feature 3-4 products.

(3) Comm Talks

Structured like a [TED Talk](), Comm Talks will provide a platform to showcase well-formed ideas or share key experiences in 10 minutes or less. Your idea should be new or surprising, a challenge to the status quo, or a compelling new argument to a well-established and accepted idea. Comm Talks should be presented as a narrative rather than in a presentation format.

Abstracts for Comm Talks should be submitted under ONE of the Summit themes:

- Theme 1: Catalyzing Transformational Change
- Theme 2: Future Forward
- Theme 3: Connecting the Dots

Following is a suggested structure for **COMM TALKS Abstract Submissions:**

Title of Presentation
Authors and affiliation (highlight the speaker)
Background/Objectives

Description of the big idea/experience/innovation and its importance
Structure of the talk
Discussion/Implications for the Field
In addition, Comm Talks abstracts should be written to fulfill these criteria:
1. Compelling idea/experience
2. Clear structure to talk that includes evidence or observation and draws a larger conclusion
3. Appropriateness of approach for time limit

> **COMM TALKS**
> Short sessions with two presenters in each session
> The Comm Talks in each session will have presentations that complement each other in some way
> Each presenter has 10 minutes to deliver their talk with the remaining time reserved for audience reaction.