

University of South Florida, College of Public Health

## Social Marketing Conference 2022

### Call for Abstracts

Submit at: <https://proposalspace.com/calls/d/1370>

**Abstract Submission Deadline – January 15, 2022**

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- *The Social Marketing Conference will be held at the Sheraton Sand Key, Clearwater Beach, Florida. May 25-28, 2022.*
  - *Training Academies take place on Wednesday and Thursday May 25 and 26.*
  - *The two-day main conference takes place Friday and Saturday, May 27 and 28. **This call for is for the main Conference May 27 and 28, 2022, not the Training Academy***
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The Social Marketing Conference welcomes abstracts for podium 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).

**Submissions may fit into one or more conference tracks, described below.** The most successful abstracts will describe the formative research, process, and/or outcome evaluation of social marketing work to influence behavior change.

#### **Conference Tracks: Social marketing programs of any size focused on...**

1. **Public health and Healthcare:** improving health protective behaviors, patient recovery from illness/disease, and/or overall quality of life and well-being. [Examples include formative research to create programs/interventions, process and/or outcome evaluations of programs developed to prevent chronic disease, infectious disease, substance abuse, unintentional injury, or violence; to promote reproductive health, maternal and children’s health and wellness, emotional/mental health, healthy worksites, patient adherence, recovery, and/or quality of life].
2. **The elephant in the room--What have we learned from COVID-19?:** Focus on development and evaluation of programs/initiatives to promote preventive behavior, resilience (physical, emotional/mental, economic, etc.) for all people, especially the most vulnerable, such as older adults or minority communities, during the COVID-19 pandemic. [Examples include: description and assessment of programs providing support to specific communities, localities, states, countries, regions in acquiring vaccinations, practicing physical distancing, etc.; efforts to promote well-being, life quality, and overall human resilience during COVID-19.] Abstracts should address applicability to social marketing’s role in prevention, emergency response, or disruption of other healthcare/public health programs and their recovery.

3. **Environmental Sustainability:** Reducing the impact of human activity on the planet, particularly on Earth's biodiversity and ecosystems. [Examples include formative research to create programs to promote environmental sustainability, process and/or outcome evaluations to assess program efforts to reduce human consumption; manage and reduce waste; use new sustainable packaging; eliminate environmental toxins including chemicals and plastics; protect fragile ecosystems and endangered species.]
4. **Social Justice, Equity, Diversity, and Inclusion (SJEDI):** Increasing equitable representation, access to power, resources, opportunity, and power dynamics. [Examples include formative research to create programs or initiatives that promote SJEDI in the world, and/or process and outcome evaluations of programs focused on empowering populations negatively impacted by structural racism; policy and advocacy initiatives to improve SJEDI in communities and organizations of any size (e.g., universities, companies, communities, nation states, etc.)]
5. **Business of Doing Good:** Private sector led or facilitated efforts focused on the "triple bottom line" of People, the Planet, and Profit. [Examples include: Public-Private sector partnerships to achieve specific health or environmental outcomes; Use of Environmental, Social and Governance (ESG) criteria in corporate decision making; Large scale and/or sustained Corporate Social Responsibility (CSR) programs; and total worker health; corporate social marketing and social enterprises].
6. **Research Methodology:** Focus on innovative methods to enhance the design, collection and analysis of data that provides consumer insights and/or testing of social marketing interventions with intended audiences. Abstracts must describe the study design, methods, data and results, and cannot be purely theoretical. [Examples include: Acquisition and analysis of big data, use of digital data collection- such as synchronous or asynchronous online interviews or focus groups, neuromarketing (such as eye-tracking), emerging quantitative strategies for audience segmentation, new data collection and/or analysis tools or applications with tested results.]
7. **Social Marketing Theory & Thought:** Focus on a concept, theory, or area of discussion directly relevant to social marketing or the development of effective behavior change programs. The concept, theory, or discussion area should provide new insights to social marketing. In terms of delivery, the proposed session content should be coherent and have good synergy with the conference theme. Especially welcome are submissions from social marketing graduate students who have insights to share from literature reviews associated with theses or dissertations. [Examples include: History of social marketing thought; Marketing's changing social role; Consumers, consumerism, and social marketing; Ethical responsibilities of social marketing; (Dis)Advantages of social marketing benchmarks; Language used in social marketing (e.g., customers vs consumers vs clients); Making use of theory; Sustainability of the social marketing discipline.]

**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)
4. Describe the Priority Audience
5. Location/Geography of Program

6. Awareness, Knowledge or Behavioral focus
  7. Study Design, Methods and Approaches
  8. Outcomes and Impact or Effectiveness to Date
  9. Sponsor or Funding Agency (include exact language if pertinent to include in program description; if not applicable use N/A)
  10. Implications for Social Marketing as a Field
  11. 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 ARIA 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://thesocialmarketingconference.org/>