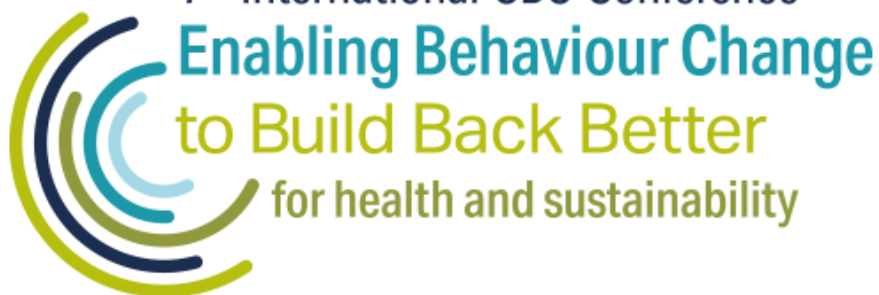




Submission guidance

7TH International CBC Conference



**Enabling Behaviour Change
to Build Back Better**

for health and sustainability

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This submission guidelines and process for the 7th international CBC conference are outlined in this document. We ask that all authors review the guidelines before submitting.

Key dates

Call for abstracts open via submission portal	14 June 2021
Registration opens	14 June 2021
Submission deadline	18 July 2021
Review period	19 July – 31 August 2021
Submission decisions announced	September 2021
Programme announcement	October 2021
CBC conference	01 – 03 November 2021

Presentation format

Full instructions on how each presentation format will run will be sent to authors with their acceptance notification in September.

Oral (paper) presentations

Abstracts accepted for this presentation format will run as following:

- Each oral (paper) presentation will be scheduled to a session made up of around 6 other oral presentations on a related topic/theme. The discussion will be led by a session chair who is responsible for leading the session and moderating the audience Q&A.
- Authors will have 8 minutes to present their work, followed by 2 minutes for questions and discussions.
- There will be 1 minute for presenter change-over scheduled between presentation slots for every session.
- Authors will have the option to either present their talk live by video stream, or submit a pre-recorded video which will be played ahead of the live Q&A session.

Due to the nature of virtual events we will be asking all authors to record their talk and submit to the conference team ahead of the live conference as backup.

If using presentation slides, we recommend that you do not use too much text on each slide and have a minimum font size of 18 – 20pt.

We would encourage authors to include a section in your presentation for two take-home messages which aim to highlight the key points of your work: (1) a message aimed at academia and research, (2) a message aimed at industry and practice.

Poster presentations

Abstracts accepted for this presentation format will run as following:

- Posters will be uploaded to the event platform as PDFs. Authors will be required to send posters ahead of the event, following the instructions outlined in their letter of acceptance (to be sent in September once the review process is complete).
- Authors can include a recorded video as part of their presentation to accompany their poster.
- Posters must be prepared as portrait and not landscape.
- Please make sure your font size (18 – 20 pt.), typeface and graphics are easy to read.
- Keep the amount of text in your posters brief, focusing on a few key points.
- Make sure your title, authors and affiliated institutions are clearly visible at the top of your presentation.
- All posters will be exhibited in the virtual exhibition room for the duration of the three-day event.
- We will allocate each poster to an interactive poster session. Each session will comprise of 6 to 8 posters on a similar theme and topic with the discussion led by a session chair. These sessions will be an opportunity for delegates to ask questions in real-time about posters. Additionally, they are an opportunity for authors to discuss cross-cutting themes about their posters.

Symposia

Abstracts accepted for this presentation format will run as following:

- Symposia presentations will have 60 minutes. You should allow 10 minutes for each presenter and 20 minutes for audience participation and Q&A.
- You must confirm the convener and panellists for your discussion when submitting the abstract.
- The discussant will be the moderator who is responsible for leading the session. The role of convener and discussant can be the same person. Please read guidance on [symposia presentations](#) for information on each role.
- Presentations will be streamed live during the live three-day event and recorded. Our conference team will upload the recording at the end of the day to the virtual platform where delegates can access after the session has finished.

Panel Discussions

Abstracts accepted for this presentation format will run as following:

- Panel discussions will include a chair and 4 x panel members.
- You will have 60 minutes for the session. 50% of this time should be used for audience Q&A. This will give you approximately 30 minutes for panellists' opening statements and perspectives.
- The discussion will be led by the panel chair who is responsible for moderating the session.
- Session will be streamed live during the live three-day event and recorded. Our conference team will upload the recording at the end of the day to the virtual platform where delegates can access after the session has finished.

Conference themes

This year we ask authors to nominate the theme which best fits their submission. The following themes in any area of health or sustainability are indicative of the scope of the conference:

1. **The Science of Behaviour Change:** advances in behaviour change evidence and theory and its application to developing and evaluating online or offline interventions.
2. **Methodology:** methods for evaluating process, user experience, and outcomes; innovations in analysing complex data; and novel designs (e.g. Ecological Momentary Assessment (EMA), N-of-1).
3. **Current technologies:** established and pervasive technologies, such as: SMS or more traditional mobile device apps that have been applied to behaviour change.
4. **Emerging technologies:** Translation of basic behavioural research into novel intervention technologies and strategies e.g. wearables, sensors, just in time methods.
5. **Real-world applications:** implementation of individual and multilevel interventions that address structural, cultural, and policy interventions in the private sector, public sector or charitable sector including scalability and sustainability. These include:
 - a) **Environmental sustainability:** enabling behaviour change in relation to reducing climate change and preserving biodiversity and the physical environment.
 - b) **Equity:** reducing social and material inequalities amongst individuals and communities.
 - c) **Covid19 and pandemic preparedness:** understanding and changing behaviour in relation to Covid19 and increasing societal resilience to the likelihood and impact of future pandemics.

Guidance for your submission

Please adhere to the guidance when preparing your abstract. Abstracts that are not correctly formatted will not be reviewed.

Abstract categories

Research

Abstracts submitted under the category of research typically present original primary research, including research in an applied setting. In most cases work will have involved an academic researcher.

Abstracts involving primary research (rather than reviews or conceptual analyses) must have followed the appropriate standards of ethics in research and have received appropriate ethical approval where it was required.

Research where data collection and analyses are completed at time of submission will usually be given priority for oral presentations (or where a persuasive case is provided that the results will be available by the time of the conference).

Research abstracts should clearly indicate behaviour change research in any area of health and/or sustainability (either digital or non-digital) indicative to the scope of this year's [conference themes](#) with a:

- Rationale
- Aim
- Methodology: for example, experiment, RCT, surveys interview studies, think-aloud studies, observational studies)
- Analysis
- Results
- Conclusions

The submission portal has been set up with separate sections for each of the above headings. We ask that authors take time to submit a structured abstract unless there is a good reason not to. Please avoid using special characters and figures/tables in text. **The abstract word limit is strictly 350 words.**

Please provide names and affiliation of all authors and email address of lead author for the submission.

Abstracts submitted to this category can be for presentation in one of the following [presentation formats](#):

- Oral (paper) presentation.
- Poster presentation.

The decision on the format of accepted abstracts will be made by the Scientific Co-Chairs, in collaboration with members of the International Advisory Board, and will be final. The presenting author will be informed of the type of presentation in September 2021 when author acceptances are sent.

Knowledge in Practice

Abstracts in this category typically showcase projects or products that were either conducted or developed in a non-academic context.

Abstracts in this category should:

- Showcase the aims or results of the project or product.
- Clearly indicate behaviour change in any area of health and/or sustainability (either digital or non-digital) indicative to the scope of this year's [conference themes](#).
- Include a description of what will be demonstrated and how the project or product was developed, tested and used.

Innovative product descriptions or demonstrations may be included in a dedicated demonstration session depending on the number of submissions.

While abstracts may follow a similar structure to [research abstracts](#) with sub-headings (indicating rationale, aim, methodology, analysis, results and conclusions), authors may also choose to submit an abstract under the category of Knowledge in Practice that does not follow a specific format. A non-specific format may just include introduction, methods, results and conclusion. Please avoid using special characters and figures/tables in text. **The abstract word limit is strictly 350 words.**

Please provide names and affiliation of all authors and email address of lead author.

Abstracts submitted to this category can be for presentation in one of the following [presentation formats](#):

- Oral (paper) presentation.
- Poster presentation.

The decision on the format of accepted abstracts will be made by the Scientific Co-Chairs, in collaboration with members of the International Advisory Board, and will be final. The presenting author will be informed of the type of presentation in September 2021 when author acceptances are sent.

Symposia

Abstracts in this category should describe a series of research abstracts focused on a topic any area of health and/or sustainability (either digital or non-digital) indicative to the scope of this year's [conference themes](#).

The preferred format for symposia is 4 x oral (paper) presentations from different authors on a related topic, however other formats can be considered.

The total time for a symposium is 60 minutes (4 x 10-minute time slots (10 minutes per presenter) and 20 minutes for general discussion, led by the discussant).

Submission must state the roles for each author:

- Convenor: responsible for organising the symposium and carrying out the preliminary and follow-up tasks to ensure that the process runs smoothly. This may include checking that each presenter is registered and is familiar with the event platform, submitting presentation slides, communicating with the conference organising team when required.
- Discussant: this role will help to facilitate the discussion. Ideally the discussant will be external to the work presented.

We can only accept one oral presentation per author, with the exception given to speakers who have the role of discussant in a symposium. In addition to this role, speakers may want to contribute to a panel

discussion and/or give a separate oral or poster presentation.

Abstracts submitted under this category should include:

- Title of symposium.
- Summary of symposium.
- Title and summary for each abstract included in the symposium (abstracts should be limited to 350 words each).
- Details of each speaker and first author (including their professional affiliation) and co-authors for each abstract.

All information should be submitted at the same time by the convenor of the symposium. Please provide names and affiliation of all authors and email address of lead author.

The submission portal has been set up with separate sections for each of the above headings. We ask that authors take time to submit a structured abstract unless there is a good reason not to. Please avoid using special characters and figures/tables in text. **The abstract word limit is strictly 350 words.** For information on how to structure the abstract, please refer to the steps outlined above [research abstracts](#).

Panel Discussion

We welcome the proposals for panel discussions on the topic of any area of health and/or sustainability (either digital or non-digital) related to the scope of this year's [conference themes](#).

Panel discussions should describe a proposed topic involving a chair and 4 panellists. The chair should take responsibility for leading the discussion.

The total time is 60 minutes and 50% of this time should be set aside for audience Q&A.

Abstracts submitted under this category should:

- Describe a proposed topic that will include a chair and 4 panel members. This must include the title and summary of the proposed talk. The submission portal has been set up so chairs can input the abstract under the following headings: objectives, rationale and summary. **The word limit is strictly 350 words.** Please avoid using special characters and figures/tables in text.
- A summary of each panel member (including professional affiliation, title and email) and their contribution to the discussion, outlining their focus or approach to the topic. Each summary is capped at a word limit of 350 words.

All information should be submitted at the same time by the chair of the panel discussion.

Submission process

Submitting a proposal for CBC conference 2021 helps bring your work to an expert audience. You can share your research, ideas and developments by submitting papers, posters and panel discussion proposals. Additionally, you may submit a proposal for a symposium to generate discussion on a specific subject matter relevant to the [conference themes](#).

All abstracts must be submitted through the [online submission portal](#). Emailed abstracts will not be accepted.

Review process

Your abstract will be reviewed by two experts external selected by the Scientific Committee. Each abstract will have the author identity hidden. Reviewers will decide whether to accept abstracts submitted under the [categories of Research or Knowledge in Practice](#) for either oral or poster presentations, or to reject the submission. Abstracts submitted for panel discussions and symposia will be accepted or rejected.

At the end of the review period, the Scientific Committee Co-Chairs, in consultation with the conference International Advisory board, will make the final decision on the inclusion of abstracts and the presentation format.

The following criteria will be used for the review process:

- **Importance & strategic value:** the findings are generalisable and help to advance the science of behaviour change and/or have strategic value.
- **Originality:** the application, topic or methods are innovative.
- **Clarity:** the abstract clearly sets out what was done, why and what was found.
- **Completed data collection and analysis:** abstracts where data/findings are presented in the abstract or will be collected by date of conference will get priority for oral presentations or acceptance for symposia.
- **Strength of methodology:** methods are appropriate to the research aims (applicable to research abstracts only).

Terms and conditions

Please read the following point before submitting an abstract:

- Abstracts should not be more than **350 words** (with exception to panel discussions and symposia).
- Authors must select the heading they are submitting their abstract under: research, knowledge in practice (industry), symposia or panel discussion.
- We will only accept one oral presentation per author, with the exception given to those who have the role of discussant in a symposium. In addition to this role, you can contribute to a panel discussion or poster presentation.
- The presenting author is responsible for checking that all co-authors are aware of the content of the abstract before submission.
- The presenting author should be listed as first author.
- Abstracts presented at a previous CBC conference will not be accepted.
- Please do not include symbols or special characters in the submission. Please replace with full text.
- Accepted abstracts will be published on the [conference website](#) (refer to section titled Open Science Framework for full details) and on the virtual event platform Hopin.
- If submitting an abstract for a panel discussion or symposium, it is the responsibility of the chair/convenor to notify all speakers of the panel to purchase a ticket in order to present.

- Author must respond to our email notifying them of acceptance: Our conference Scientific Committee will be notifying authors of submission acceptances, modifications and rejections. To help us schedule the three-day programme we ask that authors accept their invitations to present. Invitations will include instructions and the day and time of your presentation.
- In order to present your work you must register to attend the event. Tickets can be purchased from the [UCL Online Store](#).
- Please ensure that your abstract fits with our [submission guidelines](#).

Publication

Accepted abstracts will be published in the #cbccconf2021 proceedings, through [Open Science Framework \(OSF\)](#). Presenters will be encouraged to upload their presentation slides and posters following the conference.

IMPORTANT: No corrections to the abstract text, authors, affiliations or change of presenting author are permitted following submission. Accepted abstracts will be published in OSF as submitted. Please be aware when using special characters and figures/tables that they have saved appropriately. Ensure that all information provided is correct upon submission.

Contact & support

If you have questions regarding the submission process please contact UCL Centre for Behaviour Change (behaviourchange@ucl.ac.uk).