

**2009 Call for Programs · National Conference on the Social Norms Approach
Minneapolis, Minnesota · July 12-14, 2009**

Sponsored by:

~ National Social Norms Institute & The BACCHUS Network ~

Program Submission Format:

Submission deadline: March 6th, 2009

The selection committee will begin notifying presenters on April 20, 2009.

Please note:

- ❖ *Presenters must register for the conference and pay all applicable fees*
- ❖ *Presenters using PowerPoint must provide their own laptop and projector*
- ❖ *Breakout programs will be scheduled for either Monday, July 13th or Tuesday, July 14th, 2009*

All breakout programs are 75 minutes (1 ¼ hour) in length.

All submissions should be relevant to the social norms approach, addressing health, safety or social issues such as alcohol use, smoking, sexual assault and seat belt use. Possible topic areas include, but are not limited to: innovative strategies, methodological issues, capacity-building, reaching intended audiences, multicultural and cross-cultural issues, and outcome data/analyses.

Proposals are judged on clarity, relevance, methodological soundness, and contribution to the field, as well as considerations of achieving a well-balanced conference schedule that reflects the diversity within the field of social norms. The most highly rated proposals, based on selection committee review, are generally those that present outcome data from research-based implementations of the social norms approach, especially in innovative areas. Presenters should assume that conference attendees understand the basic concepts of the social norms approach and therefore need not incorporate reviews of these in their presentations. Presenters should assume that at least 15 minutes will be spent addressing questions.

There are four (4) required components to the Program Submission:

1. PROGRAM PROPOSAL

Title of Program:

Program Presenter(s) (provide the following information for each author listed on the proposal):

Name:

Highest Degree:

Title/Position:

Institution:

Address:

City/State/Zip:

Phone (work):

Fax:

Email:

Program Content:

Provide a program submission of **no more than two pages, double-spaced**, in length. Please address the following points:

A. Intended Audience

Who will benefit from attending your program? E.g., Health promotion specialists, Administrators, researchers, etc.

B. Level of Presentation

Indicate the level as *beginner, intermediate or advanced*. Beginner would be geared towards first time practitioners, new to the social norms approach. Intermediate would be appropriate for audiences with exposure to social norms, who have participated in or led the implementation of a social norms program. Advanced programs are designed for those who have been active in the field for several years and have designed and implemented social norms programs with formal research/evaluation components.

C. Key Points of Presentation

Note the key points that will be made during your presentation.

D. Learning Objectives & Audience Participation

Briefly describe the specific knowledge and/or skills to be gained by those attending your presentation. Identify how audience involvement will be incorporated into the presentation. Website for active learning techniques can be found at:

http://www.vcu.edu/cte/resources/active_learning.htm

E. Research/Project

Describe your research and/or project methods (e.g., its focus and duration, data collection and analysis, marketing methods employed, etc.), as well as the results, outcome data or other evidence of successful impact. Note any relevant publications based on the project and/or the URL (web address) for the project. We suggest that this section be organized under the following headings: Study design/methods, Participants, Interventions, Outcome Measures, Results and Conclusion. In addition, please complete the Program Proposal Checklist.

2. PRESENTER(S) BIOGRAPHICAL INFORMATION*

A short biographical statement of 150 words or less for each author.

3. PROGRAM ABSTRACT*

An abstract for your breakout session of 120 words or less.

*Biographical Information and Program Abstract will appear in the Conference Program Guide, should your proposal be accepted.

4. AUDIO-VISUAL REQUIREMENTS

Each room will have a flip chart with markers, one draped table in front of the room, and will be set with chairs theatre style. Please plan your program using no more than ONE of the options listed below. Please specify which one of the following (if any) you will need:

- ❖ VCR and monitor
- ❖ Slide projector and screen
- ❖ Screen only
- ❖ Tape/CD player
- ❖ Projection cart and screen, with multi-outlet extension cord (*Note: This option is principally for those who will be using a Power Point presentation and are required to provide their own laptop and LCD projector. Power Point users are strongly encouraged to bring overheads as a backup in case of emergency.*)
- ❖ Overhead projector and screen

PLEASE NOTE:

A) Accepted presenters will also be required to provide camera-ready copies of a maximum 10 page program handout for inclusion in the conference binder that is provided to all registrants. The deadline for submitting these handouts is June 2, 2008 and details for doing so will be provided upon notification of acceptance.

B) Again, presenters requiring the use of Power Point must provide their own laptop and their own projector. Please be aware that on-site rental of such equipment from the conference hotel is prohibitively expensive and that conference staff will not be able to assist in obtaining such equipment.

PROGRAM PROPOSAL CHECKLIST
2009 Social Norms Conference
(in each category, check all that apply)

Study Sample/Audience:

- college/university
- high school
- middle school
- elementary school
- community
- other (describe)
- _____
- _____
- USA
- international

more than 50% are NOT Caucasian

Focus Behaviors:

- alcohol
- tobacco
- other drugs
- sexual behavior
- eating behavior
- other (describe)
- _____
- _____

Intervention Methods:

- marketing campaign
- small groups
- personal feedback
- online
- peer-delivered
- other (describe)
- _____
- _____

Data Collection Methods:

- paper-and-pencil survey
- online survey
- focus groups
- intercept interviews
- breathalyzer
- audience response technology (“clickers”)
- other (describe)
- _____
- _____

Study Design:

- single group, single time data collection
- single group, pre and post intervention data collection
- two or more groups (i.e., intervention and control), single time data collection
- two or more groups, pre and post intervention data collection
- other (describe)
- _____
- _____

Results Included in Presentation:

- data for subgroups within sample/audience
- assessment of implementation fidelity to theory and models; process evaluation
- evidence of effectiveness of intervention
- innovative analytical strategies
- other (describe)
- _____
- _____

This presentation does not fit into any of the above categories.

HOW TO SUBMIT YOUR PROPOSAL

You can submit your program proposal (to be received no later than March 6, 2009) in one of two ways: as an email attachment to smc2j@Virginia.EDU (please enter "2009 National Conference Proposal" in the subject line of your email), or via regular mail to:

National Social Norms Institute
Attn: Conference Committee
943 Second Street SE
Charlottesville, VA 22902

If you have a question about submitting a proposal, please contact Shirley Cauley at the National Social Norms Institute: smc2j@Virginia.EDU or 434.982.6688.

*Thank you for your interest!
We look forward to seeing you in Minneapolis!*