# Abstract Submission Guidelines and Worksheet

*Thank you for your interest in submitting an abstract for the upcoming 2023 Agents of Change Summit! This document is designed to provide more information about our abstract questions and give you a place to formulate your responses.*

*Keep in mind that we have 3 different abstract types. In the submission form, you will be prompted to select the abstract type you’re submitting from the following:*

* [***Case Study Presentation****:*](#_ebz66r9502fl) *showcases case studies of specific solutions created to overcome challenges common in public health, as well as unique applications of science and technology.*
* [***Academic Presentation***](#k6wfgyqu52ua)***:*** *features new research that has been conducted in public health or technology across various health topics.*
* [***Sponsored Breakout Presentation***](#28i6i4jxlrtv)*: showcases new behavior change marketing campaigns developed by marketing and advertising agencies who work across health or similar fields. A sponsorship fee is involved according to the* [*Sponsor Prospectus*](https://assets.ctfassets.net/wm7u70h21liz/4gFcGIOo3SKTJ9c6R1YbjC/776ceeac00c0dcef961df7fc813fc2b6/2023_AOCS_SponsorProspectus_Updated051122.pdf)*. Please reach out to our team at* [*Info@AgentsofChangeSummit.org*](mailto:Info@AgentsofChangeSummit.org) *for more information.*

*We recommend that you first plan all your answers in this worksheet and then copy and paste them into the abstract submission form. If you have any questions, please contact our team at* [*Info@AgentsofChangeSummit.org*](mailto:Info@AgentsofChangeSummit.org)*.*

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### Abstract title

*The name of your presentation as it will appear on all conference materials.*

### How Many Authors Do You Have

*Please enter in either 1, 2, or 3 authors. We will use the first author’s contact information for all communications.*

### Primary Author First Name

*The primary author and point of contact for all communications about your abstract.*

### Primary Author Last Name

*The primary author and point of contact for all communications about your abstract.*

### Primary Author Email

*Please use your work email. This is the email address that we will be communicating with about the status of your abstract.*

### Primary Author Job Title

*Your job title as it will appear on all conference materials.*

### Primary Author Organization

*The name of the company you work at as it will appear on all conference materials.*

### Second Author Name

*Please include a second author if applicable.*

### Second Author Job Title

*Please include your second author’s job title if applicable.*

### Second Author Organization

*Please include your second author’s organization name if applicable.*

### Third Author Name

*Please include a third author if applicable.*

### Third Author Job Title

*Please include your third author’s job title if applicable.*

### Third Author Organization

*Please include your second author’s organization name if applicable.*

### Abstract Health Topics

*Please select any health topics that apply to your abstract. We also have a write-in field at the end of the list if you don’t see your topic listed here.*

* Tobacco & Vaping
* Nutrition & Physical Activity
* Substance Use Prevention
* Cannabis Education and Youth Prevention
* Sexual Health & Family Planning
* Maternal Health & Early Childhood Development
* Mental health
* Health equity
* Trust in public health and government agencies
* Other Emerging Health topics: [write-in field]

### Abstract Type

*You will be prompted to choose your abstract type from the 3 options below:*

* [***Case Study Presentation****:*](#_ebz66r9502fl) *showcases case studies of specific solutions created to overcome challenges common in public health, as well as unique applications of science and technology.*
* [***Academic Presentation***](#k6wfgyqu52ua)***:*** *features new research that has been conducted in public health or technology across various health topics.*
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*Once you click the abstract type, the form will take you to the fields required for that abstract type.*

### Case Study Presentation

*Abstracts that discuss case studies of new and innovative health behavior change programs/campaigns at the local, state or federal level, new solutions to common challenges, and/or unique/advanced applications of media or technology used to improve health outcomes. Please fill out the following fields:*

#### Abstract Summary: Case Study Presentation

*250 words (1250 characters) max. Please provide a high-level overview of your abstract. This should be a short paragraph describing what you will be presenting about.*

#### Background: Case Study Presentation

*500 words (2500 characters) max. Please share the context around your case study, including the problem you were solving and why, the audience you were targeting, and any barriers to overcome.*

#### Program/Campaign Overview: Case Study Presentation

*500 words (2500 characters) max. Please explain what program or campaign you developed to address the problem stated in the background, including the overall strategy, design, and implementation.*

#### Evidence-Based Approach: Case Study Presentation

*500 words (2500 characters) max. Provide the research that guided the creation of your campaign/program.*

#### Evaluation Methods and Results: Case Study Presentation

*500 words (2500 characters) max. Explain how you analyzed the efficacy of the campaign/program, performance metrics, and results.*

#### Discussion/Conclusion: Case Study Presentation

*500 words (2500 characters) max. Please provide any additional information and context about the campaign/program.*

### Academic Presentation

*Please describe new or innovative research, innovations, or insights, including audiences, challenges and problems identified, and ways the research can be applied to the field or shared among communities trying to address similar issues.*

#### Abstract Summary: Academic Presentation

*250 words (1250 characters) max. Please provide a high-level overview of your abstract. This should be a short paragraph describing what you will be presenting about.*

#### Introduction/Problem: Academic Presentation

*500 words (2500 characters) max. Please provide the problem statement that drove your research.*

#### Theoretical Background and Research Questions/Hypothesis: Academic Presentation​​

*500 words (2500 characters) max. Include your research questions, assumptions, and hypothesis.*

#### Methods: Academic Presentation

*500 words (2500 characters) max. Describe the data collection and analysis procedures for your research.*

#### Results: Academic Presentation

*500 words (2500 characters) max. Report the findings of your study based upon the methodology [or methodologies] you applied to gather information.*

#### Implications/Discussion/Conclusions: Academic Presentation

*500 words (2500 characters) max. Interpret and describe the significance of your findings in relation to the research problem being investigated and explain any new understanding or insights that emerged as a result of your research.*

#### Abstract Citations: Academic Presentation

*250 words (1250 characters) max. All academic/research abstracts must include citations. Citations for case study abstracts are preferred, but not required. Please paste them here with corresponding footnotes.*

### Sponsored Breakout Presentation

*Showcases new behavior change marketing campaigns developed by marketing and advertising agencies who work across health or similar fields. A sponsorship fee is involved according to the* [*Sponsor Prospectus*](https://assets.ctfassets.net/wm7u70h21liz/4gFcGIOo3SKTJ9c6R1YbjC/776ceeac00c0dcef961df7fc813fc2b6/2023_AOCS_SponsorProspectus_Updated051122.pdf)*. Please reach out to our team at* [*Info@AgentsofChangeSummit.org*](mailto:Info@AgentsofChangeSummit.org) *for more information.*

#### Abstract Summary: Sponsored Breakout Presentation

*250 words (1250 characters) max. Please provide a high-level overview of your abstract.*

### Share your experience with delivering a conference presentation. Provide the date, session topic, and length of your presentation.

*If applicable, please provide a link to a previous conference presentation you’ve given, as well as date, session topic, and length of the presentation.*