



## Call for Programs

### The National Conference on the Social Norms Approach

Denver, Colorado

July 26-28, 2006

#### **Breakout Program Submission Format**

Submission deadline: March 24, 2006

The selection committee will begin notifying presenters on April 10, 2006.

*Please note:*

- *Presenters must register for the conference and pay all applicable fees*
- *Presenters requiring the use of Power Point must provide their own laptop and their own projector*

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

Proposals are judged on clarity of presentation, originality, methodology, and contribution to the field. 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.

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

1. Program Proposal
2. Presenter(s) Biographical Information
3. Program Abstract
4. Audio-Visual Requirements

Please use the following format when submitting your proposal.

#### **1. PROGRAM PROPOSAL**

Title of Program:

Program Presenter(s)

Name:

Highest Degree:

Title/Position:

Institution:

Address:

City/State/Zip:

Phone (work):

Fax:

Email:

If there are co-presenters, please provide the following information for each of them.

Name:

Highest Degree:

Title/Position:

Institution:

Address:

City/State/Zip

Phone (work):

Fax:

Email:

Program Proposal:

Provide a program proposal of **no more than two pages** in length. Please address the following points:

1. Intended Audience  
Who will benefit from attending your program? E.g., Health promotion specialists, administrators, researchers, etc.
2. Key Points of Presentation  
Note the key points that will be made during your presentation.
3. Behavioral Objectives  
Briefly describe the specific knowledge and/or skills to be gained by those attending your presentation.
4. Research/Project Methods  
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.

## **2. PRESENTER(S) BIOGRAPHICAL INFORMATION**

A short biographical statement for each presenter as you would like it to appear in the "Presenters Biographies" section of the Conference Program Guide, should your proposal be accepted. Please limit each statement to 150 words.

## **3. PROGRAM ABSTRACT**

An abstract for your breakout session of 120 words or less as you would like it to appear in the Conference Program Guide, should your proposal be accepted.

## **4. AUDIO-VISUAL REQUIREMENTS**

Equipment is very expensive to rent, so please plan your program using no more than ONE of the options listed below. 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. If needed, please specify one of the following:

- Overhead screen and projector
- VCR and monitor
- Slide projector and screen
- Screen only
- Tape player
- 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.*)

### **PLEASE NOTE:**

**A)** Accepted presenters will also be required to provide camera-ready copies of a maximum of 10 pages of program handouts for inclusion in the conference binder that is provided to all registrants. The deadline for submitting these handouts is June 1, 2006, 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 often prohibitively expensive. Conference staff will not be able to assist in obtaining such equipment.

### **HOW TO SUBMIT YOUR PROPOSAL**

You can submit your program proposal (to be received no later than March 24, 2006) in one of two ways: as an email attachment to [rrice@niu.edu](mailto:rrice@niu.edu) (please enter "2006 National Conference Proposal" in the subject line of your email), or via regular mail to:

National Social Norms Resource Center  
Attn: Conference Committee  
Social Science Research Institute  
148 N. Third Street  
DeKalb, IL 60115

If you have a question about submitting a proposal, please contact Richard Rice at the National Social Norms Resource Center: [rrice@niu.edu](mailto:rrice@niu.edu) or 815.753.9745.