UC San Diego
CENTER ON GENDER EQUITY AND HEALTH

INTERNATIONAL SBCC SUMMIT 2026

Join us at the SBCC Summit 2026!

International Social and Behavior Change Communication (SBCC) Summit 2026 | Panama City, Panama

Day 1 - Monday, June 22, 2026

1:30 pm - 2:45 pm
Istmo - 4
Multimedia Showcase

Rewriting Norms Together: Collective Voices Driving Gender and Social Change

Voices of Change: Building connection and relationships through the Responsible, Engaged, and Loving (REAL) Fathers Initiative in Uganda

Presenter: Kathryn M. Barker
Co-authors: Michelle Bulterys, Anslem Wandega, Bosco Otulo, Dickens Ojamuge, Rebecka Lundgren

4:00 pm - 5:15 pm
Istmo - 3
Preformed Panel

Scaling Norms Change for Lasting Social Transformation: Exemplary Approaches and Insights

Panel Moderator: Rebecka Lundgren
Panelists: Elizabeth Costenbader, Meghan Cutherell, Kaushiki Ghose, Claudia Moreira

Panel Presentation: *Closing the Evidence Gap: Systematic Measurement of Norms to Unlock Scalable and Sustainable Social Change* **Presenter: Elizabeth Costenbader** Co-author: Elizabeth Larson

Day 2 - Tuesday, June 23, 2026

11:15 AM - 12:30 PM
Pacifico - 5
Preformed Panel

Evidence in Action: Diverse Evaluation Approaches for Entertainment Media SBCC Interventions to Advance Gender Equity

Seeing the Signals Behind the Metrics: Ethnographic Approaches to Evaluating an On-line Influencer Strategy

Presenter: Niyi Adekanla
Co-authors: Akinwumi Akinola, Rebecka Lundgren, Luke Martin, Courtney McLarnon

1:45 pm - 3:00 pm
Caribe - 6
Oral Presentation

Participatory Evidence Generation with a Focus on Young People

Very Young Adolescents in Bangladesh: Participatory Evidence to Strengthen SBC Approaches for Delaying Adolescent Childbearing

Presenter: Rebecka Lundgren
Co-authors: Charlotte Lapsansky, Callie Simon, Anindita Bhattacharjee, Catherine Lane, Reefat Bin Sattar, Lima Rahman

4:00 pm - 5:15 pm
Foyer Americas
Poster Presentation

Posters with Coffee and Tea

Shifting power and increasing agency: Co-creating a gender-transformative adaptation of Husbands Schools in Zinder, Niger

Presenter: Sarah Smith
Co-authors: Isha Bhatnagar, Caroline Deignan, Charlotte Lapsansky, Jean Christophe Fotso

Day 4 - Thursday, June 25, 2026

1:45 pm - 3:45 pm
Pacifico - 4
Skills Building Workshop

✦ Skills Building Workshop

Measuring What Counts: Practical Approaches to Social Norms Monitoring and Measurement

Strengthen approaches to monitoring and measuring social norms programs in real-world settings. Participants will explore practical methods for generating timely, actionable insights that support program learning, adaptation, and evidence generation.

Registration:

bit.ly/norms-measure

Facilitators:
Betsy Costenbader (Independent Consultant)
Rebecka Lundgren (Center on Gender Equity and Health, UCSD)
Paul Bukuluki (Makerere University)
Niyi Adekanla (Policy Innovation Centre)

11:15 am - 12:30 pm
Istmo - 4
Oral Presentation

Gender Norms, Advocacy & Rights-Based Communication

Linking Voices and Numbers: Mixed-Method Data Cascades to Strengthen National Scale of the SBCC REAL Fathers-Uganda Program

Presenter: Kathryn M.Barker
Co-authors: Rebecka Lundgren, Anslem Wandega, Symon Wandiembe, Michelle Bulterys, Dennis Nabembezi

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4:00 pm - 5:15 pm
Foyer Americas
Poster Presentation

Posters with Coffee and Tea

La faible valorisation de l'éducation : Une analyse des perceptions communautaires et des normes sociales comme obstacle majeur à la scolarisation des filles dans les communes rurales de Mirriah, région de Zinder

Presenter: Sarah Smith
Co-authors: Chaibou Halidou Illiassou, Yaye Albade Ahmed, Amani Hachimou, Nouhou Abdoul-Moumouni

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Let's Connect!

Visit Us at Booth #38

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