



Fuse Events
WSMC Brochure

April 2017

The Mission of the Social Marketing Conference series is to act as a vehicle to help build a global movement dedicated to capturing, spreading and nurturing good practice in social marketing.

Influencing behavior for social good



Renaissance Arlington Capital View Hotel, USA, 15-18 May 2017

welcome



Dear colleagues supporters and friends, it is my privilege and pleasure to welcome you to the 5th World Social Marketing conference.

The World Social Marketing conference is dedicated to building a community of action that seeks to capture and spread good practice in Social Marketing. The planning committee also wish to thank everyone from outside the USA for choosing to come to the conference and support US based social marketers.

Over the next few days we all have this fantastic opportunity to come together from across the world to learn from each other, debate and develop the field of Social Marketing. This conference is the largest of its kind in the world, it brings together experts, practitioners academics and policy makers who are all interested in using Social Marketing to tackle many of the world's greatest challenges. As you can see from the conference brochure, the scope of the application and impact of Social Marketing around the globe is truly inspiring. These few days that we have together are precious, so I urge you to take every opportunity to build your professional networks, expand your understanding and make an active contribution to the event.

It is also my honor as conference organizing committee chair to thank all those members of the organizing committee that have

given so generously of their time, energy and wisdom. I would also like to thank all our magnificent speakers, paper and poster presenters, panel members, our title sponsors RESCUE, key supporters, all other supporting organizations and the conference producers FUSE, who have all worked so hard and given so much support to make this event happen. I would also like to thank our supporting journals, Social Marketing Quarterly and the Journal of Social Marketing who continue to provide a key and rigorous underpinning to our discipline.

Over the next few days we all have this fantastic opportunity to come together from across the world to learn from each other, debate and develop the field of Social Marketing.

Finally I would like to thank you for choosing to attend the conference, your support is deeply appreciated. I am sure you will enjoy and be stimulated by the event.

Professor Jeff French > Conference Chair

conference app

How to install the conference App, a step by step guide:

1. Search your App store for **EventsAir** and download the EventsAir App
2. Load the App and enter the App code = **wsmc17**
3. Login by entering the email address on your registration record and your unique pin code supplied on the final event details email.

If you cannot recall or find your pin code please come and ask the team at the registration desk.

Why download the App?

- ▶ **Best Poster Vote** – cast your vote for the best accepted poster at WSMC
- ▶ **Networking** – Use the inter delegate messaging function
- ▶ **Plan your day** – See the full session descriptions for every breakout on the App
- ▶ **News & Updates** – Receive updates and alerts about the latest happenings at the conference



our sponsors

towards more impactful outcomes!

The World Social Marketing Conference Committee and producers would like to give a special thanks to all of our sponsors and supporters. A special thank you also goes out to our long-term supporters **RESCUE**, who continue to provide fantastic support to the

Social Marketing community in the United States and worldwide. Particular notes of thanks also go out to our key supporters and to all of the regional social marketing associations and the international Social Marketing Association.

Title Sponsor



Key Supporters



Supporters



contents

Time	Content	Page
	Welcome from WSMC	2
	Our Sponsors	3
	Venue Map	10
	Track Chairs & Reviewers	11
	Sponsors & Exhibitors	12
Monday 15 May		
1.00pm – 5.00pm	Pre-Workshops – Renaissance Arlington Capital View Hotel	14
6.00pm – 8.00pm	Welcome Drinks & Networking – Free to all Delegates	16
Conference Day 1 – Tuesday 16 May		
7.45am – 8.30am	Registration & Coffee	
8.30am – 10.15am	Conference Day 1 – Morning Plenary Sessions	17
10.15am – 10.45am	Coffee & Networking	
10.45am – 12.15pm	Conference Day 1 – Morning Breakout Sessions 1	18
12.15pm– 1.10pm	Lunch, Networking & Poster Viewing	
1.10pm – 2.15pm	Conference Day 1 – Afternoon Plenary Sessions	23
2.15pm– 3.15pm	Conference Day 1 – Afternoon Breakout Sessions 2	24
3.15pm – 3.45pm	Coffee & Networking	
3.45pm – 4.45pm	Conference Day 1 – Afternoon Breakout Sessions 3	28
4.45pm – 5.30pm	Conference Day 1 – Late Afternoon Plenary Sessions	31
7.00pm– 12:00pm	Gala Dinner – Renaissance Arlington Capital View Hotel	32
Conference Day 2 – Wednesday 17 May		
8.00am – 8.45am	Extra Session	15
8.15am – 8.45am	Welcome & Coffee	

Time	Content	Page
8.45am – 10.15am	Conference Day 2 – Morning Plenary Sessions	33
10.15am– 11.30am	Conference Day 2 – Morning Breakout Sessions 1	34
11.30am – 12.00pm	Coffee & Networking	
12.00pm– 1.00pm	Conference Day 2 – Afternoon Breakout Sessions 2	38
1.00pm – 2.00pm	Lunch & Networking	
2.00pm– 3.00pm	Conference Day 2 – Afternoon Plenary Sessions	41
3.00pm – 4.00pm	Conference Day 2 – Afternoon Breakout Sessions 3	42
4.00pm – 4.30pm	Coffee & Networking	
4.30pm – 5.15pm	Conference Day 2 – Closing Plenary Session	45
Thursday 18 May		
9.00am – 5.00pm	Post-Conference Workshops	14
10.00am – 1.00pm	Extra Sessions	15
	Accepted Posters	46

Important information

e: info@wsmconference.com
t: +44 (0)1543 439706

Venue Address & Contact Details
Renaissance Arlington Capital View Hotel, 2800 S Potomac Ave, Arlington, VA 22202, USA
t: +1-703-413-1300

Dress Code
Dress code for all conference and social sessions is smart/casual.

WIFI
Free WIFI access is available to all WSMC attendees throughout the conference venue.

Conference Materials
All breakout session and keynote PowerPoint presentations (where presenters have given consent) will be uploaded to the conference website after the event, along with filmed recordings of all keynote sessions.

Twitter
Please use the hash tags **#wsml17** & **#SocMar** for your favourite moments of the conference. Don't forget to tag us! **@wsmconference**

Conference Proceedings Book
The conference proceedings will be available on the conference website after the event.

planning committee

Professor Jeff French

Conference Chair, CEO Strategic Social Marketing,
ESMA Board Member **@JeffFrenchSSM**



With over 30 years' experience at the interface between government, public, private and NGO sectors Jeff has a broad practical and theoretical understanding of national and international health and social development issues. Jeff is Conference Chair of the World Social Marketing Conference. His new book 'Social Marketing and Public Health Theory and Practice', published by Oxford University Press is now available.

Professor Doug Evans

Academic Chair, George Washington University
@doug66



Doug Evans is Professor of Prevention and Community Health & Global Health at George Washington University. His research focuses on the use of branding and digital technologies as behavior change strategies. He designs and evaluates social marketing campaigns using these strategies, and is currently working in Sudan to conduct a 4-year outcome evaluation of the Saleema campaign to promote women's and girls' health.

Hamilton Carvalho

Sao Paulo State Tax Agency



Hamilton Carvalho is a PhD student at University of Sao Paulo (Brazil) who's academic interests include complex social behaviors such as corruption, poverty, well-being, work motivation and tax compliance. Hamilton is also a board member of the International Social Marketing Association and a member of the System Dynamics Society, Association for Consumer Research and Human Behavior and Evolution Society.

Chris Palmedo

Associate Professor of Media, Marketing and Communications at City University of New York
@cpalmedo



Chris Palmedo is associate professor of media marketing, and communications at the City University of New York (CUNY) School of Public Health. His teaching focuses on community health, health communications, and social marketing. Along with directing communications and government relations campaigns for non-profit and for-profit organizations, he has worked with community health leaders to advocate for stronger and more equitable public health policies.

Gael O'Sullivan

Consultant
@heyygaelo



Gael O'Sullivan, MBA applies health communication, advocacy, social and commercial marketing skills to projects promoting health in the United States and worldwide. She is a founding board member of the International Social Marketing Association.

Tom Beall

Board Member American Forest Foundation; American Sexual Health Association; National Center for Health Research



Tom is a leading social marketing and health communications practitioner, building on his 25+ year career with Ogilvy Public Relations where he served as founding Global Managing Director of the agency's industry-leading social marketing practice.

Brian Biroscak

Assistant Professor of Emergency Medicine,
Yale University



Brian Biroscak is Assistant Professor in the Department of Emergency Medicine at Yale University. His line of research is focused by a social justice perspective with emphases on violence and injury prevention. He has a strong research interest in system dynamics modeling, which utilizes 'feedback' insights and computer simulation to hypothesize, test, and refine explanations of systems change.

R. Craig Lefebvre

Chief Maven, socialShift, Lead Change Designer,
RTI International,
Research Professor, College of Public Health,
University of South Florida.
@chiefmaven



R. Craig Lefebvre is an architect and designer of public health and social change programs. An internationally recognized expert in social marketing and social and mobile technologies for behavior change, Craig has been involved with several hundred projects in global, national, state and community contexts. He is the author of over 70 articles and chapters and serves on the Editorial Boards of Journal of Social Marketing and Social Marketing Quarterly.

Jeff Jordan

President & Executive Creative Director, Rescue
@jeffreywjordan



Jeff is President and Executive Creative Director of Rescue Social Change Group, a behavior change marketing company. His passion for social change began in high school as a volunteer for an anti-tobacco group. He started Rescue Social Change Group at just 17 and today, Jeff has led Rescue SCG's growth to five offices in the US and managing over two dozen behavior change programs across North America, tackling issues such as tobacco, obesity and violence.

Jennifer Wayman

President & CEO at Hager Sharp
@JenniferWayman



A sought-after expert in social marketing, Jennifer has built a career out of making positive change in the world. She currently leads Hager Sharp, an award-winning U.S. agency that specializes in marketing social change.

Patrick Cook

Partner, Cook & Co.



Patrick Cook has more than 20 years of experience in leading and delivering communication, social marketing and training and technical assistance solutions. He has led large capacity-building and social marketing projects for US and Canadian government and for-profit corporations as well as delivered focused solutions for community based organizations and local agencies.

Professor Rebekah Russell-Bennett

Practitioner Co-Chair, Professor of Marketing, QUT Business School, Queensland University of Technology
@DrBekMarketing



Rebekah is a Professor of Marketing at the QUT Business School, Queensland University of Technology Australia and has extensive experience in the use of games/mobile technology and services marketing to facilitate behavior change. Rebekah is also the immediate past-President of the Australian Association for Social Marketing (AASM).

Winthrop Morgan

iSMA President **@WinM**



Winthrop Morgan has more than 25 years of professional experience in the field of social marketing and public health communication. He spent ten years at the Johns Hopkins Center for Communication Programs as a senior program officer and Country Director of programs in Ghana and Zambia.

keynote speakers

Rafael Obregon

Chief of the Communication for Development Section, UNICEF



Rafael Obregon, Ph.D. is Chief of the Communication for Development Section, United Nations Children's Fund, New York. Prior to joining UNICEF he was an Associate Professor in the School of Media Arts & Studies, and Director of the Communication and Development Studies Program, Center for International Studies, at Ohio University. He has extensive teaching, research and professional experience in development and health communication, and international development.

Nisreen Qatamish

Director General, King Hussain Cancer Foundation



Nisreen Qatamish has over 14 years of experience supporting development projects in Jordan and possesses a passion for transformation, innovation and excellence.

Nisreen brings a keen knowledge of the importance of understanding the local and regional context when developing interventions with a specific focus on gender, women issues, youth and health issues.

Jeff Jordan

President & Executive Creative Director, Rescue



Jeff is President and Executive Creative Director of Rescue, a behavior change marketing company. His passion for social change began in high school when he volunteered for an anti-tobacco group, prompting him to establish Rescue Social Change Group when he was 17. Today, Jeff has led Rescue's growth to five offices in the US, managing over two dozen behavior change programs across North America.

Professor John Sterman

Director, MIT System Dynamics Group



John D. Sterman is the Jay W. Forrester Professor of Management at the MIT Sloan School of Management and a Professor in the MIT Institute for Data, Systems, and Society. He is also the Director of the MIT System Dynamics Group and the MIT Sloan Sustainability Initiative. Professor Sterman's research centers on improving decision-making in complex systems, including corporate strategy and operations, energy policy, public health, environmental sustainability, and climate change.

Elizabeth Fox

Director of the Office of Health, Infectious Diseases and Nutrition, USAID



Elizabeth Fox has been with the Global Health Bureau of USAID for 18 years. Her Office is responsible for global leadership in maternal and child health, environmental health, nutrition, neglected tropical diseases and the prevention and mitigation of infectious diseases and emerging pandemic infections. She holds a PhD in International Relations, an MA in Communications, and in 1990 she held the first UNESCO chair in communication, Universidad Autonoma de Barcelona.

Professor Jeff French

Conference Chair, CEO Strategic Social Marketing, ESMA Board Member



Jeff is a recognised global leader in the application of behavior change and social marketing. Jeff has 30 years of extensive experience in developing and evaluating behavior change projects, social marketing programmes at international, national, regional and local levels. Jeff has published over 70 chapters, articles and books and is a visiting professor at Brunel University, Brighton University and a Fellow at Kings College University London.

special session speakers

Day 1 Plenary: "Social Marketing: The Next Generation"

Diogo Veríssimo

David H. Smith Conservation Research Fellow, Rare & Johns Hopkins University



Diogo Verissimo explores the human side of biodiversity conservation by using social marketing tools to drive behavior change. He is currently a David H. Smith Conservation Research Fellow at Johns Hopkins University, where he works on topics as diverse as human-wildlife conflict, wildlife trade and coastal fisheries management, in countries like Nepal, Indonesia, Brazil, China and Mozambique.

Janicia Moore

Account Executive, Hager Sharp



Janicia is an Account Executive for the health practice, where she supports creative and necessary communications on public health issues such as diabetes education and women's health. With new and exciting challenges every day, Janicia gets to strengthen her varied skill set. Janicia grew up with a passion for health with three generations of health care professionals before her.

Nathaly Aya Pastrana

Doctoral Student and Research Assistant, BeCHANGE Research Group, Institute for Public Communication, Università della Svizzera italiana



Nathaly's passion for social change started in her childhood while observing social inequalities in Colombia. Her research focuses in the use of social marketing to address non-communicable and neglected tropical diseases in low and middle-income countries. She has worked across sectors in marketing, communications and social responsibility in projects related to inclusive education, community development, gender equality, sustainable fishing and public health.

Natalie Bowring

Masters Student, Queensland University of Technology



Natalie Bowring MPH, is a current Masters of Research student in Social Marketing at Queensland University of Technology. Her topic area is sexual health with a particular focus on the over 50's consumer markets. Natalie has been involved in a number of behavior change and service design projects including blood donation, electricity usage and widening participation in education. Natalie draws upon both social marketing and health promotion and believes that interdisciplinary multi-skilled behavior change teams are the way of the future.

Day 2 Plenary: "Digital is the answer, what was the question?"

Professor Doug Evans

Conference Academic Chair, George Washington University



Doug Evans is Professor Community Health & Global Health at George Washington University. His research focuses on the use of branding and digital technologies as behavior change strategies. He designs and evaluates social marketing campaigns using these strategies, and is currently working in Sudan to conduct a 4-year outcome evaluation of the Saleema campaign to promote women's and girls' health.

Professor Rebekah Russell-Bennett

Director of Impact at IDEO



Rebekah is a Professor of Marketing at the QUT Business School, Queensland University of Technology Australia and has extensive experience in the use of games/mobile technology and services marketing to facilitate behavior change. Rebekah is also the immediate past-President of the Australian Association for Social Marketing (AASM).

Lawrence Swiader

Vice President of Digital Media at The National Campaign to Prevent Teen and Unplanned Pregnancy



Lawrence Swiader has spent his career studying the intersection of technology, media and education. As VP of Digital Media at The National Campaign he oversees all aspects of digital presence with the goal of improving the reproductive health behaviors of people in the U.S. For ten years before that, he used technology to teach the history of the Holocaust and to motivate people to act to end contemporary genocide.

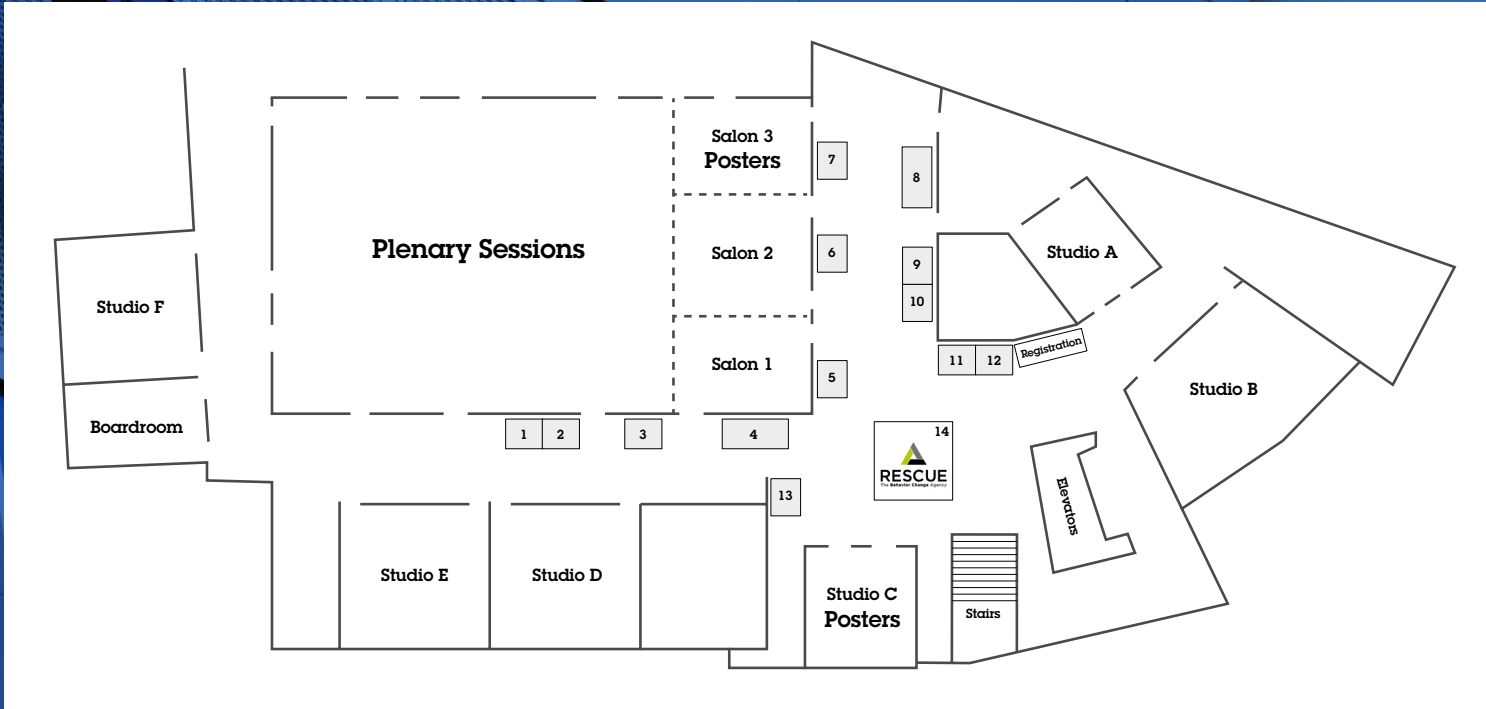
Jude Hackett

Head of Strategy, Hitch Marketing



Jude started her career in television providing current affairs content for some of the UK's most popular shows and went on to enjoy a nine year spell client-side, where she was responsible for PR and crisis management. Since then, Jude has led projects for brands such as British Red Cross and Arriva, has achieved behavior change to reduce pressure on the National Health Service in the UK and led the #getchecked sexual health campaign to award winning success.

venue map



exhibitor list

1.	FHI360	8.	Porter Novelli
2.	Social Marketing Quarterly	9.	The Female Health Company
3.	SHOPS Plus	10.	Booz Allen Hamilton
4.	Key Supporters	11.	Johns Hopkins Center for Communications Programs
5.	Hager Sharp	12.	Social Marketing Associations
6.	RTI International	13.	Rare
7.	WSMC Photobooth	14.	Rescue

track chairs & reviewers

The World Social Marketing Conference team, committee and producers give a sincere thanks to the review team for the conference and also every reviewer who took time to review the 206 submissions received to the event.

Without their hard work and dedication the conference would not be able to take place and we would not be able to maintain the standards and quality of presentations we aspire to set at the event.

Track Chairs & review teams

Conference Chair: Professor Jeff French > Strategic Social Marketing Conference
Academic Chair: Professor Doug Evans > George Washington University

Practice Submissions

Practice Stream Co-Chair:
Professor Rebekah Russell-Bennett > Queensland University of Technology
Practice Stream Co-Chair:
Luke van der Beeke > Marketing for Change
Practice Submission Review team:
Jennifer Wayman > Hager Sharp; Tom Beall > Social Marketing Consultant; Lawrence Swiader > The National Campaign to Prevent Teen and Unplanned Pregnancy; Jeff Jordan > Rescue

Academic & Student Submissions

Conference track > Promoting global health and well-being
Track Chair: Craig Lefebvre > RTI International / Social Shift
Reviewers: Nadina Luca, University of York; Bo Pang > Griffith University; Julia Carins > Griffith University; Kathy Knox > Griffith University; Chris Palmedo > CUNY; Lauren Gurrieri > RMIT University; Hamilton Carvalho > Sao Paulo Tax Authority

Conference track > Reducing global communicable disease through behavioral influence
Track Chair: Professor Doug Evans > George Washington University
Reviewers: Rebecca Firestone > PSI; Mohammad Kadir > Griffith University; Marjanne Senekal > University of Cape Town

Conference track > Reducing crime and poverty and promoting safety and security
Track Chair: Professor Sharyn Rundle-Thiele > Griffith University
Reviewers: Hamilton Carvalho > Sao Paulo Tax Authority; Matthew Wood > University of Brighton; Abi Badejo > Griffith University; Mohammad Kadir > Griffith University; Jozica Kutin > RMIT University

Conference track > Reducing the impact of substance misuse
Track Chair: Professor Doug Evans > George Washington University
Reviewers: Timo Dietrich > Griffith University; Lisa Rubenstein > SAMHSA
Karine Gallopel-Morvan > EHESP School of Public Health

Conference track > Global climate change, environmental protection and sustainability
Track Chair: Professor Ed Maibach > George Mason University Center for Climate Change Communication
Reviewers: Kevin Green > Rare; Deni Arli > Griffith University; Joy Parkinson > Griffith University; Ariane Steinsmeier > Rare; Nadina Luca > University of York; Kathy Knox > Griffith University & the team at George Mason University

Conference track > Increasing return on social policy investment on influencing behavior
Track Chairs: Professor Rebekah Russell-Bennett > Queensland University of Technology; Luke van der Beeke > Marketing for Change
Reviewers: see practice review team

Conference track > Interdisciplinary and cross sector action to influence behavior for social good
Track Chair: Tracey Bridges > Senate SHJ
Reviewers: Brian Biroscak > Yale; Chris Palmedo > CUNY; Krzysztof Kubacki > Griffith University; Wendy Billingsley > HPA New Zealand; Shiraz Latiff > Hummingbird International

Conference track > Advancing theory, research and technology in social marketing
Track Chair: Professor Jeff French > Strategic Social Marketing
Reviewers: Professor Walter Wymer > University of Lethbridge; Nadia Zainuddin > University of Wollongong; Nadina Luca > University of York; Danae Manika > Queen Mary University of London; Rory Mulcahy > University of the Sunshine Coast

Conference track > Influencing complex, multi-faceted global policy challenges
Track Chair: Dr. Christine Domegan > NUI Galway
Reviewers: Professor Jeff French > Strategic Social Marketing
Abi Badejo > Griffith University

Conference track > Digital impact on government policy
Track Chair: L. Suzanne Suggs > Associate Professor, University of Lugano
Reviewers: Marco Bardus > American University of Beirut
Denni Arli > Griffith University

Conference track > Developmental / Experiential
Track Chairs: Professor Jeff French > Strategic Social Marketing & Professor Doug Evans

sponsors & exhibitors

Social Marketing Associations

Visit the joint Social Marketing Association stand at WSMC 2017 and link up with representatives from your region. Whether it's to renew your membership or discover the latest events, webinars and training in your region, board members of each association will be on hand to field your questions.


isma-socialmarketing.org


europeansocialmarketing.org


aasm.org.au


smana.org


pnsma.org

Title Sponsor

Rescue provides behavior change marketing services to government and non-profit organizations in the US and Canada. As a full-service agency, Rescue provides research, strategy, creative, production, web, social media, digital, traditional media and events services to clients in over a dozen states and provinces, as well as federal clients. Rescue's behavior change campaigns focus on teens, young adults, and adults to change behaviors such as tobacco, obesity, drugs, and sexual behaviors. Rescue services its clients with a team of over 130 full-time change agents through offices in San Diego, CA; Los Angeles, CA; Atlanta, GA; Albuquerque, NM; and Washington, DC. www.rescueagency.com



Key Supporters

A huge thanks go out to our key supporters who will also be exhibiting at the 5th World Social Marketing conference. This exciting group of Social Marketing agencies and organizations will be showcasing some of their recent campaigns. Check out their innovative programmes working with the CDC and others.

ARNOLD

qualtrics

PlowShare
communications for social good

BATTELLE

APARTNERSHIP

elección

GOLIN

truth initiative
INSPIRING TOBACCO-FREE LIVES

Booz | Allen | Hamilton

Booz Allen Hamilton has been at the forefront of strategy and technology for more than 100 years. Today, the firm provides management and technology consulting and engineering services to leading Fortune 500 corporations, governments, and not-for-profits across the globe. Booz Allen partners with public and private sector clients to solve their most difficult challenges through a combination of consulting, analytics, mission operations, technology, systems delivery, cybersecurity, engineering, and innovation expertise. www.BoozAllen.com



FHI 360 is dedicated to improving people's lives through innovative social marketing efforts in the U.S. and around the world. FHI 360 uses a socio-ecological lens to understand and influence the complex interplay between individual, community, and societal factors that drive behavior. We work with clients such as CDC, NIH, and USAID to research, design, implement, and evaluate social marketing efforts, addressing pressing problems such as obesity, diabetes, HIV, immunizations, reproductive health, and infectious diseases, among others. www.fhi360.org

Social Media Sponsor

At **Hager Sharp**, we've dedicated the last 40+ years to creating communications and marketing strategies that produce meaningful change in the world. We are an independent, full service agency and work solely with organizations that are committed to transforming our communities by taking on important issues like advancing equity in education, improving public health, and addressing gaps in well-being and socioeconomic status. Our team of researchers, strategists, writers, digital strategists, media experts, creative directors, designers and multimedia producers lives and breathes social marketing. Our mission is to help people, companies and communities to lead healthier, safer and more secure lives, through ideas that make a difference. www.hagersharp.com



Delegate Pack Sponsor

We are an applied research company that helps organizations and U.S. Government agencies make research-backed decisions that affect their customers, employees, and the citizens they serve. From evaluating advertising effectiveness, to assessing customer service performance, to testing the usability of a new mobile application, our team of highly trained social scientists works to fully understand each challenge. We then identify the proper approach and techniques that will provide the insight necessary to help clients make evidence-based decisions. If you haven't already gathered, we love what we do. We look at every business challenge as an opportunity to answer the question – 'why do people do what they do?' www.forsmarshgroup.com



Helping people make healthy choices has been the goal of CCP since its formal opening in 1988. But our history starts a decade before that, when, in 1979, Dr. Phyllis Plotrow brought the project that became the Population Information Program to the Johns Hopkins School of Public Health. In 1982, she added the Population Communication Services project. In 1988, in recognition of the crucial role of communication in public health, JHU established the Center for Communication Programs, better known around the world as CCP. Since that time, CCP's powerful programming, teaching and research has literally touched billions of people. Today, CCP has over 60 projects that reach people in more than 30 countries and has yearly expenditures of over \$100 million. Our major donors include the United States Agency for International Development, the Bill & Melinda Gates Foundation, UNICEF, DFID, and more. CCP is now based within the Department of Health, Behavior and Society at the Johns Hopkins Bloomberg School of Public Health. www.ccp.jhu.edu



Porter Novelli is a global public relations agency built on a rich heritage of marketing for social good. We've been motivating people to change deeply ingrained behaviors rooted in cultural and social norms for more than 40 years. Porter Novelli is a different kind of agency—and we recognize, respect and champion companies with the spirit, drive and tenacity to do things differently. We like taking on big challenges, and even bigger challengers, and we seek out clients who feel the same way—clients who have the conviction to tell their own story, and the courage to innovate from who they have been into who they know they can be. For additional information, please visit www.porternovelli.com. Porter Novelli is part of the Omnicom Public Relations Group. www.porternovelli.com



RTI International is an independent, non-profit research institute dedicated to improving the human condition. Clients rely on us to answer questions that demand an objective and multidisciplinary approach—one that integrates expertise across the social and laboratory sciences, engineering, and international development. Combining scientific rigor and technical proficiency, we deliver reliable data, thorough analysis, innovative methods, novel technologies, and sustainable programs that help clients inform public policy and ground practice in evidence. We scale our approach to fit the demands of each project, delivering the power of a global leader and the passion of a local partner. We believe in the promise of science, and we push ourselves every day to deliver on that promise for the good of people, communities, and businesses around the world. www.rti.org



Sustaining Health Outcomes through the Private Sector (SHOPS) Plus is USAID's flagship initiative in private sector health. The project seeks to harness the full potential of the private sector and catalyze public-private engagement to improve health outcomes in family planning, HIV, child health, and other health areas. SHOPS Plus supports the achievement of US government priorities, including ending preventable child and maternal deaths, an AIDS-free generation, and Family Planning 2020. SHOPS Plus improves the equity and quality of the total health system, accelerating progress toward universal health coverage. www.shopsplusproject.org



Vanguard Communications is a Hispanic woman-owned public relations and social marketing firm whose work is powered by and for people — the individuals, families and communities whose voices are the fuel for change. Since 1987, Vanguard has been working in the areas of health, wellness, energy, environment, education, international development, and diversity and inclusion in order to foster healthy communities and a thriving planet. www.vancomm.com



The NSMC is one of the world's oldest and most respected centres of excellence for social marketing and behavior change. We were established by the UK Government in 2006 to develop the skills and capabilities of people working in the health and social care sectors. Since then we have grown into an Organization that works across the globe with a large number of international donors to maximize the effectiveness and reach of their behavior change programmes in the fields of energy, environment and on a range of social issues. Our website provides a wealth of knowledge on behavior change theory and practice, including practical tools to help plan and implement programmes across different fields. All of our guides and tools are available free of charge to the social marketing community. www.thensmc.com



Good ideas abound. Motivating people to adopt them is rare. At Rare, we believe that conservation's greatest challenges are the result of human behaviors. And, so too are the solutions. Unique as a global conservation organization, we use expertise in behavioral science and marketing to empower community-led adoption of new sustainable behaviors and solutions. With our partners, we have sparked hundreds of community campaigns around the world to inspire solutions to some of the most urgent global environmental challenges of our time, such as overfishing, freshwater conservation, sustainable agriculture, and climate resilience. www.rare.org



Social Marketing Quarterly (SMQ), peer-reviewed and published quarterly, is a scholarly, international journal focused exclusively on the theoretical, research and practical issues confronting academics and practitioners who use marketing principles and techniques to benefit society. Published in association with FHI360, SMQ targets social marketers, communicators, social science professionals and others who change the world by protecting the environment and improving people's health, safety, and financial well-being, among other efforts.



The Female Health Company manufactures, markets and sells the FC2 Female Condom. FC2 is the only female-controlled product approved by the U.S. Food and Drug Administration (FDA) and cleared by the World Health Organization (WHO) that provides dual protection against unintended pregnancy and sexually transmitted infections (STIs), including HIV/AIDS. For sexually active couples, male and female condoms are the only two FDA approved and marketed products that prevent the transmission of HIV/AIDS through sexual intercourse. HIV/AIDS remains the leading cause of death worldwide amount women 15-44 years of age. More than 50% of new HIV infections are women and 80% of infections are the result of heterosexual sex. www.fc2femalecondom.com



An indigenous, not-for-profit organization founded by a group of distinguished public health and social marketing Ugandan professionals in 2006. Since then, UHMG has emerged as a leading organization committed to creating high quality strategic health communication and accelerating health market growth in Uganda. Founded through a USAID-funded project (AFFORD), UHMG today is a viable, self-sustaining organization. Led by a dynamic management team, guided by a nine-member board, five advisory committees, and a technical advisory group, UHMG remains focused on enabling all Ugandans to live the Good Life, by working in four key health areas: HIV/AIDS, malaria, family planning, and maternal and child health. www.uhmg.org

pre-conference workshops

Renaissance Arlington Capital View Hotel,
Washington DC

Monday 15 May 1.00pm-5.00pm

Optional Pre-workshops:

Developing a Social Marketing Plan to Succeed

Location: Studio A
1:00pm – 5:00pm

Session facilitator: Nancy R. Lee

This session is targeted to those who want to learn more about the fundamental or core elements of social marketing and behavior change strategies and how to implement them into program planning. The session will also be helpful to those currently responsible for creating intervention programs or those with a basic understanding of social marketing principles and concepts.

Taking It to the Streets:

Social Marketing for Community Coalitions

Location: Salon 2
1:00pm – 5:00pm

Session facilitator: Jean Synodinos & Patrick Cook

While the practice of social marketing is a powerful tool that enables communities to make meaningful social change, it is not always possible for many community-based organizations (CBOs) and local government organizations to implement a full social marketing campaign to fidelity, particularly one that relies heavily on extensive formative research, rigorous commitment to the 4 Ps, and behavior change as the bottom line. However, even though these groups may not be able to mount a full campaign, they can benefit from the insights and practices of social marketing.

How to Develop Effective Evidence Based Programmes that Influence Positive Social Behavior

Location: Studio F
1:00pm – 5:00pm

Session facilitator: Jeff French & Tom Beall

This session is especially targeted to those responsible for introducing social marketing and behavior change strategies into policy and program planning. The session also will be helpful to those responsible for commissioning related intervention programs and evaluations. Those attending this session should have some basic understanding of social marketing principles and concepts.

Segmenting, Targeting and Reaching Your Audience Digitally

Location: Studio B
1:00pm – 5:00pm

Session facilitator: Jeffrey Jordan, Rescue & Niels Kvaavik, Sprinkl

Intended audience: This session is designed for practitioners involved in the strategic planning and implementation of communication strategies for social marketing programs. It will be especially helpful to those looking for more effective methods to segment and target their audience on digital media.

post-conference workshops

Renaissance Arlington Capital View Hotel,
Washington DC

Thursday 18 May 9.00am-5.00pm

Fostering Sustainable and Healthy Behavior through Community-Based Social Marketing

Location: Studio B

Full day workshop: 9:00am – 5:00pm

Session facilitator: Dr. Doug McKenzie-Mohr

This one-day workshop provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster sustainable and healthy behavior. Those who attend the workshop will learn the five steps of community-based social marketing (selecting behaviors, identifying barriers, developing strategies, conducting pilots, and broad scale implementation) and be exposed to numerous case studies illustrating its use. As such, this workshop provides an in-depth exposure to community-based social marketing and provides participants with the knowledge they need to design and evaluate their own community-based social marketing programs.

How to use Service Design to Develop a Social Marketing Intervention

Location: Studio D

Half day workshop: 9:00am – 1:00pm

Session facilitator: Professor Rebekah Russell-Bennett

This session will be an interactive workshop that demonstrates how design-thinking can be applied to develop social marketing campaigns, programs and interventions. Service design is an interdisciplinary approach to solve a problem, a new way of thinking and a set of evolving tools and techniques that can be applied to industries such as energy, safety, transportation, healthcare and education. Service design is user-centred, co-creative, sequenced, evidenced and holistic with an ability to provide solutions and experiences. Importantly service design can be harnessed for social impact. Using an interactive process and a combination of tools this project will establish new target markets for the widening participation agenda based on cohort personas. The session will explain service design and illustrate the benefits of the approach with case studies. Workshop participants will then engage in developing creative ideas for a hypothetical organization and social problem to experience the process of service design.



#wsml7

#socmar



new: extra sessions

Wednesday 17 May

8.00am – 8.45am

Location: Studio A

Office Hours: Leveraging the power of communications in an evolving social marketing landscape

When working to solve the world's most pressing social issues, audience-driven communication is a powerful tool. Join Vanguard Communications for real-world advice from experts on how to turn challenges into opportunities in an ever-evolving social marketing landscape.

Host Advisors:

Brenda Foster, M.P.A. > Senior Vice President, Vanguard Communications

Stephanie Dukes > Senior Account Supervisor, Vanguard Communications

Thursday 18 May

Sustaining Social Marketing for Health: Perspectives from Asia and Africa

Crystal City Marriott at Reagan National Airport
1999 Jefferson Davis Highway
Arlington, Virginia 22202

10.00am-1.00pm

USAID's years of experience supporting social marketing programs around the world provide valuable insight into strategies for increasing the sustainability of those programs over time.

Join SHOPS Plus for a discussion on new USAID publications and a panel with speakers representing organizations managing social marketing programs at three different phases: scale up, maturing, and transition.

The panel will include representatives from Abt Associates, the Afghan Social Marketing Organization, the Nepal CRS Company, and PSI.challenges in the field.

Networking and light lunch included.



Register at SHOPSPlusProject.org/Events

DC tours by Tim



Hi Social Marketers!

DC Tours by Tim offers a unique two-hour walking tour of the National Mall. During the tour, we will visit the many monuments and memorials dedicated to honoring the rich history of the United States. We usually visit the Vietnam, WW2, and Korean war memorials. We also tour the Lincoln Memorial and the exteriors of the Washington Monument, the White House, Blair House and the Treasury Department Building all the while discussing fun facts and history!

Visit **www.dctoursbytim.com**
for more information and schedules

welcome drinks & networking reception

Renaissance Arlington Capital View Hotel
Main Conference Foyer

Free to all delegates

Monday 15 May

6.00pm-8.00pm

Join Vanguard Communications, the World Social Marketing Conference Committee, workshop facilitators, and delegates for free drinks and networking. Maria Rodriguez, President of Vanguard Communications, will give remarks on the evolving social marketing landscape.

Welcoming remarks:

Maria Rodriguez > President, Vanguard Communications

About Vanguard Communications

Vanguard Communications is a Hispanic woman-owned public relations and social marketing firm whose work is powered by and for people — the individuals, families and communities whose voices are the fuel for change. Since 1987, Vanguard has worked in the areas of health, wellness, energy, environment, education, international development, and diversity and inclusion to foster healthy communities and a thriving planet.

Hosted by:



conference day 1

morning plenary session

Tuesday 16 May

7.45am – 8.30am

Registration & Welcome Coffee

Location: Conference Foyer

8.30am – 10.15am

Welcome & Opening Keynotes

Location: Ballroom

Official welcome to the 5th World Social Marketing conference from the conference chair and organizing committee.

Professor Jeff French > Conference Chair, CEO Strategic Social Marketing

Keynote Chair:

Professor Doug Evans > Academic Conference Chair, George Washington University

Opening Keynotes

Rafael Obregon > Chief of the Communication for Development Section, UNICEF

What can social marketing bring to the broader community engagement and empowerment agenda in the SDGs era? From tensions to synergies

While social marketing remains a key feature of international development, for years many scholars and practitioners have debated whether social marketing is at odds with the communication for development and social changes focus on community engagement and empowerment. This presentation discusses historical tensions in these fields and raises important questions for potential synergies as we strive to achieve common development goals. The presentation builds on UNICEF's communication for development approaches and examples that are driving the organization's engagement in the SDGs era.

Nisreen Qatamish > Director General, King Hussain Cancer Foundation

Breast cancer in the Arab world: Meeting the unforeseen challenge to women's health and equity through a comprehensive SBCC model

Breast cancer continues to be a worldwide preventable women's health priority. In Jordan breast cancer is still ranking first among all cancers and among female cancers as well. JBCP is the national institution that coordinates breast cancer early detection efforts across Jordan. JBCP has helped shift late stages of diagnosis of breast cancer to early stages, when the disease is most curable and survival rates are as high as 95%. This national program broke barriers and tackled this prevalent issue by following strategic communication, intervention and behavioral change strategies developed by JBCP team with consultation from several stakeholders related to breast cancer, and the support of international organizations, also by learning from international best practices and customizing our interventions to the local context and available resources. JBCP took breast cancer from a somewhat taboo subject to making it a talking point and putting breast cancer as a priority in the policy form and reform process.

Jeff Jordan > President and Executive Creative Director, Rescue

Minimal Waste, Maximum Impact: Using Psychographic Segmentation in Social Marketing

Often faced with scarce resources, Social Marketing programs must ensure that funds are focused on strategies that reach sub populations with concentrations of individuals needing to change. Psychographic segmentation is an advanced segmentation strategy commonly used by commercial marketers but rarely used in Social Marketing. By segmenting populations based on lifestyles, values, interests, and behaviors, Psychographic Segmentation creates segments that can have high concentrations of those needing change while providing critical insights to design more effectively tailored strategies. No matter the target age group of a program, Social Marketers can more effectively use resources to achieve maximum impact by advancing beyond demographic segmentation to Psychographic Segmentation.

10.15am – 10.45am

Coffee & Networking

Location: Conference Foyer

breakout sessions 1

Tuesday 16 May morning > 10.45am-12.15pm

Location: Ballroom

Panel Session:

The Soda Wars: Lessons Learned from 30+ Years of Tobacco Advocacy

10.45am – 11.45am

Chair: Chris Palmedo > Associate Professor of Media, Marketing and Communications, City University of New York

Some of the themes this panel will cover:

- Exploring the “pages taken out of the playbook of big tobacco.” This includes funding academic institutions, community investments, deceptive messaging and government relations including Stan Glanz’s recent Harvard expose.
- Identifying the viability of counter-marketing and counter-advertising strategies.
- Exploring strategies for messaging and framing.
- Discussing specific challenges with food that may not correspond with tobacco (i.e. everyone eats, but not everyone smokes).

Panelists:

Danny McGoldrick > Vice President, Global Health Advocacy Incubator at Campaign for Tobacco-Free Kids
Becky Freeman > NHMRC Early Career Research Fellow, School of Public Health, The University of Sydney
Lucy Popova > Assistant Professor, Health Promotion & Behavior, Georgia State University

Special Session:

Branding in Obesity Prevention: A Vision for a Branded System of Nutrition and Exercise Programs

11.45am – 12.15pm

Presenters: Jeff Jordan & Kristin Carroll

Obesity prevention is a complex challenge that requires programs to engage their audiences in different ways at different times and places. The competition (i.e.: fast food, soda, snacks, etc.) have developed sophisticated branding systems to efficiently and effectively motivate their segmented audiences to consume their products. We will discuss how a branded system of social marketing programs can help obesity prevention efforts compete with these corporations.

Audience:

Social Marketers involved at any capacity in obesity prevention programs.

Location: Salon 1  sponsored by

Session title: Outcome Harvesting: A Complexity-Aware Evaluation Methodology for Assessing SBCC Capacity Strengthening in Ethiopia

10.45am – 11.00am

> **Conference track > Influencing complex, multi-faceted global policy challenges**

Paper type: Academic
Presenter: Lindsey Leslie > Program Officer, Johns Hopkins Center for Communication Programs
Co-authors: Tilly A. Gurman > Research Director, Health Communication Capacity Collaborative, Johns Hopkins Center for Communication Programs.
Grace Awantang > Monitoring & Evaluation Advisor, Health Communication Capacity Collaborative, Johns Hopkins Center for Communication Programs

Paper no. 134

Session title: The Journey to Clean Cooking: Insights from Kenya and Zambia

11.05am – 11.20am

> **Conference track > Promoting Health and well-being**

Paper type: Academic
Presenter: Fiona Lambe > Research Fellow, Stockholm Environment Institute
Authors: Marie Jürisoo > Research Fellow, SEI, Hannah Wanjiru, Research Associate SEI
Oliver Johnson > Research Associate, SEI

Paper no. 100

Location: Salon 2  sponsored by

Session title: Promoting Quality Malaria Medicines through Social and Behavior Change Communication

10.45am – 11.00am

> **Conference track > Promoting health and well-being**

Paper type: Practice
Presenter: Corinne Fordham > Program Officer, Johns Hopkins Center for Communication Programs
Co-authors: Cheryl Lettenmaier > Senior Health Communication Advisor; **Thomas Ofem** > Senior Technical Advisor
Diwe Ekweremadu > Senior Technical Advisor; **Victor Enangama** > Monitoring and Evaluation Officer; **Priya Parikh** > Program Specialist; **Nan Lewicky** > Senior Program Officer II. **Organization for all** > Johns Hopkins Center for Communication Programs

Paper no. 137

Session title: United for Healthier Kids

11.05am – 11.20am

> **Conference track > Promoting health and well-being**

Paper type: Practice
Presenter: Barbara Sapunar > Nestlé Brazil, In Society Head
Co-authors: Samantha Bull > United for Healthier Kids Manager
Dra. Vera Rita de Mello Ferreira > psicanalyst specialized on behavior

Session title: To Increase Acceptability of Long-Acting Reversible Contraceptive Methods as Safe, Effective Options for Youth

11.25am – 11.40am

> **Conference track > Promoting health and well-being**

Paper type: Practice
Presenter: Erin Portill > HC3 Family Planning Program Officer II, CCP
Authors: Allison Mobley > HC3 Senior Program Officer, CCP; **Arzum Ciloglu** > FP Technical Lead, CCP
Rena Greifinger > Technical Advisor, Youth, Sexual and Reproductive Health and Tuberculosis, PSI

Paper no. 77

Session title: Get Kol Art... Pik Welbodi Promoting Peace of Mind by Taking Positive Actions for Women’s and Girls’ Health

11.45am – 12.00pm

> **Conference track > Promoting health and well-being**

Paper type: Practice
Presenter: Jane Brown > Program Director, Johns Hopkins Center for Communication Programs
Author: Dr. Kuor Kumoji > Senior Research Advisor, Johns Hopkins Center for Communication Programs

Paper no. 86

economics

Paper no. 131

Session title: Applying Social Marketing Principles and Methods to Preventing Type 2 Diabetes

11.25am – 11.40am

> **Conference track > Promoting health and well-being**

Paper type: Practice
Presenter: Judith A. McDivitt > Team Leader, Division of Diabetes Translation, U.S. Centers for Disease Control and Prevention
Authors: Joshua M. Petty > Health Communication Specialist, Division of Diabetes Translation, U.S. Centers for Disease Control and Prevention

Paper no. 28

Session title: Gender Responsiveness of Social Marketing Interventions

11.45am – 12.00pm

> **Conference track > Promoting health and well-being**

Paper type: Student
Presenter: Nathaly Aya Pastrana > BeCHANGE Research Group, Università della Svizzera italiana
Authors: Dr. Claire Somerville > Executive Director, Gender Centre, The Graduate Institute Geneva
Prof. Dr. I Suzanne Suggs > BeCHANGE Research Group, Università della Svizzera italiana

Paper no. 57



breakout sessions 1

Tuesday 16 May morning > 10.45am-12.15pm

Location: Studio A

Session title: The Influence of Resilience and Parenting Style on Children's Dietary Behavior

10.45am – 11.00am


 **Conference track >** Interdisciplinary and cross sector action to influence behavior for social good

Paper type: Academic
Presenter: Matthew Wood > Principal Lecturer, University of Brighton

Paper no. 36

Session title: The Lead My Learning Campaign: promoting educational futures

11.05am – 11.20am

 **Conference track >** Interdisciplinary and cross sector action to influence behavior for social good

Paper type: Academic
Presenters: Prof Valerie Harwood & Nyssa Murray > University of Wollongong

Paper no. 23

Session title: The Importance of Aboriginal Protocols in a Campaign that Addresses Educational Disadvantage

11.25am – 11.40am


 **Conference track >** Developmental / Experiential

Paper type: Practice
Presenters: Prof Valerie Harwood & Nyssa Murray > University of Wollongong

Paper no. 168

Session title: Ujjwal Partnership to Scale up Public Health Solutions through the Private Commercial Sector in India for Positive Impact

11.45am – 12.00pm

 **Conference track >** Interdisciplinary and cross sector action to influence behavior for social good

Paper type: Practice
Presenter: Dr Amit Bhanot > Senior Regional Health Advisor, Palladium EMEA
Co-authors: Tanya Liberhan > Manager, Health Practice, Palladium EMEA
Dr Jabulani Nyenwa > Director, Health Practice, Palladium EMEA

Paper no. 148

Location: Studio B

Panel Session:

Using Systems Thinking in Social Marketing to Tackle Complex Social Problems

10.45am – 11.45am

Join this fascinating discussion between three systems experts as they assess the merits of systems approaches and discuss the importance of reflexivity and moving beyond traditional perspectives.

Chair: Dr Ross Gordon > Associate Professor, Department of Marketing and Management, Macquarie University, Sydney

Panelists:
Professor John Sterman > MIT
Phillippe Vandenbroeck > ShiftN

Workshop:

Digital Dos and Don'ts for Behavior Change

11.45am – 12.15pm

The aim of this workshop is to help social marketers understand the latest dos and don'ts in digital communication and social media when integrating with the principles of social marketing to develop online behavior change programmes.

Paper type: Developmental / Experiential
Presenter: Melissa K Blair > Social Marketing & Digital Consultant, Dharmmarketing

Paper no. 164

Location: Studio D

Workshop:

Innovating Measurement Methods for a Global Public Health Programme United for Healthier Kids

10.45am – 11.15am

This workshop will address challenges and approaches in programme evaluation methods.

Paper type: Developmental / Experiential
Presenters: Adam Drewnowski PhD > Director of the Center for Public Health Nutrition, School of Public Health, University of Washington
Petra Klassen Wigger PhD > Scientific Advisor, Corporate Nutrition, Health & Wellness Unit, Nestlé, Switzerland
Zoe Healey PhD > Head of Scientific Strategy, EU, inVentiv Health

Paper no. 180

Workshop:

Communication Without Borders: Why HIV/AIDS Prevention Messages Increasingly Incorporate New Media

11.20am – 12.00pm

This interactive session explores ways HIV/AIDS interventions can most effectively exploit the benefits of both "old" and "new" media tools.

Paper type: Developmental / Experiential
Presenter: Dr. Ruth Massingill > Associate Professor, Sam Houston State University

Paper no. 171


Location: Studio E

sponsored by



Session title: Social Marketing Collaborative Working With Rural Landowners To Protect Their Forest For Wildlife Habitat

10.45am – 11.00am

 **Conference track >** Global climate change, environmental protection and sustainability

Paper type: Practice
Presenters: Kelley Dennings > Social Marketing Association of North America, President and Action Research, Director of Social Marketing
Mary Tyrrell > Yale University, SFFI Director

Paper no. 29

Session title: Adapting Bronfenbrenner's Bio-ecology Theory to Enhance Social Marketing

11.05am – 11.20am

 **Conference track >** Advancing theory, research and technology in social marketing

Paper type: Academic
Presenter: Dr Alan Shaw > Senior Lecturer: Marketing, University of Huddersfield

Paper no. 42

Session title: Measuring the Impact of a Radio Drama on Bushmeat Consumption and Why it Matters

11.25am – 11.40am

 **Conference track >** Global climate change, environmental protection and sustainability

Paper type: Academic
Presenter: Diogo Verissimo > David H. Smith Conservation Research Fellow, Johns Hopkins University
Co-authors: Carina Schmid > PCI Media Impact; Heather E. Eves > Virginia Polytechnic Institute and State University

Paper no. 40

Session title: Two Recent Landmark Case Studies Show Sustained Impacts After One Year, Illustrate How to Research and Tailor Campaigns Neighborhood by Neighborhood

11.45am – 12.00pm

 **Conference track >** Global climate change, environmental protection and sustainability

Paper type: Practice
Presenter: Jay Kassirer > President of Cullbridge, G.M. of Tools of Change

Paper no. 14

breakout sessions 1

Tuesday 16 May morning > 10.45am-12.15pm

Location: Studio F

Session title: How Do Alcohol Portrayals in Movies Affect their Audience? Evidence from a Field Study

10.45am – 11.00am

> **Conference track > Reducing the impact of substance misuse**

Paper type: Academic
Presenter: Cristel Russell > American University, Professor of Marketing
Co-authors: Ignacio Redondo > Professor of Marketing, Universidad Autónoma de Madrid, Spain
Jorge Bernal > Professor of Marketing, University of Tarapacá, Chile

Paper no. 15

Session title: Can a Community Address Underage Drinking? Yes, It Can!

11.05am – 11.20am

> **Conference track > Reducing the impact of substance misuse**

Paper type: Academic
Presenter: Sandra Jones > Professor and Director, Centre for Health and Social Research, Australian Catholic University
Co-authors: Kelly Andrews > Program Manager & Kate Francis, Research Officer, Centre for Health and Social Research, Australian Catholic University

Paper no. 44

Session title: Keep What You’ve Earned: Promoting Responsible Drinking in the U.S. Navy

11.25am – 11.40am

> **Conference track > Reducing the impact of substance misuse**

Paper type: Practice
Presenter: Teha Kennard > Booz Allen Hamilton, Senior Associate
Co-authors: Caroline Miles > Booz Allen Hamilton, Associate
Kristina Cook > Booz Allen Hamilton, Senior Associate

Paper no. 89

Session title: END SMART Model: A Social Marketing Approach for Tobacco Control

11.45am – 12.00pm

> **Conference track > Reducing the impact of substance misuse**

Paper type: Academic
Presenter: Ramesh Ghandi > Gandhi Foundation, Jaipur
Co-author: Dr Gitika Kapoor > Poddar Institute of Management, University of Rajasthan

Paper no. 151

12.15pm - 1.10pm
Lunch, Networking & Poster Viewing

> Don’t forget to cast your vote for the best accepted poster at WSMC via the conference App

conference day 1

afternoon plenary session

Social Marketing: The Next Generation

Tuesday 16 May
1.10pm-2.15pm
Location: Ballroom

Session welcome

John Bromley > The National Social Marketing Centre:
Social Marketing, looking to the future

Social Marketing: The Next Generation

This special session follows up on the successful “Future Speaks” panel session from the 2013 World Social Marketing Conference in Toronto, and the “The Future > The Now Speaks” panel session from the 2015 World Social Marketing Conference in Sydney. This session will feature a panel of emerging social marketing academics and practitioners discussing some of the most important issues and challenges in the field.

Chair: Dr Nadia Zainuddin > University of Wollongong

Presenters:

Diogo Verissimo > David H. Smith Conservation Research Fellow, Rare & Johns Hopkins University:
Marketing biodiversity conservation in the age of learning

Janicia Moore > Account Executive, Hager Sharp:
More Than Messengers: Creating Change

Nathaly Aya Pastrana > Doctoral Student and Research Assistant, BeCHANGE Research Group, Institute for Public Communication, Università della Svizzera italiana:
Beyond Salsa, Samba and Tango: Social Marketing in Latin America

Natalie Bowring > Masters Student, Queensland University of Technology
When Disciplines Collide: Insights and future direction for social marketing and health promotion collaboration



breakout sessions 2

Tuesday 16 May **afternoon > 2.15pm-3.15pm**

Location: Ballroom

Panel Session:

"Food for Thought – Engaging Companies as Agents of Change to Influence Behavior for Social Good"

2.15pm – 3.15pm

Chair: Tom Beall > Social Marketing and Health Communication Consultant; Founding Director, Global Social Marketing Practice, Ogilvy Public Relations

This session will compare and contrast different examples of how businesses and the private sector are engaged in helping to address "wicked problems" that are so complex and of a magnitude that governments and the non-profit sector alone cannot adequately address them. This track will seek to identify how cross sector action, joint learning and coordination can be fostered.

Panelists:
Petra Klassen Wigger > Scientific Advisor, Corporate Nutrition and Wellness Unit, Nestlé, Switzerland
Julie Ipe > Senior Manager for Market Insight and Behavior Change, Global Alliance for Clean Cookstoves
Jennifer Wayman > President & CEO at Hager Sharp

Location: Salon 1  sponsored by

Session title: What's Health Got to Do With it? Testing Marketing Messages for Clean Cookstoves in Cambodia and Kenya

2.15pm – 2.30pm

> Conference track > Promoting global health and well-being

Paper type: Academic
Presenter: Fiona Lambe > Research Fellow, Stockholm Environment Institute (SEI)
Co-authors: Caroline Ochieng > Research Fellow, SEI & **Oliver Johnson** > Senior Research Fellow, SEI

Paper no. 101

Session title: Impact of a 35-month radio campaign addressing key lifesaving family behaviors for child survival in rural Burkina Faso: Results from a cluster randomised trial

2.35pm – 2.50pm

> Conference track > Reducing global communicable disease through behavioral influence

Paper type: Academic
Presenter: Cathryn Wood > Director of Strategy & Development, Development Media International
Co-authors: Dr Jo Murray > Head of Research
Will Snell > Former Director of Strategy & Development, Development Media International
Roy Head > CEO, Development Media International

Paper no. 21

Session title: Focus on Benefits of Childbirth Spacing to Promote Contraceptive use in a Pro-Natalist Society

2.55pm – 3.10pm

> Conference track > Developmental / Experiential

Presenter: Ian Tweedie > Team Leader, HC3 Nigeria, Johns Hopkins Center for Communication Programs
Co-authors: Anna McCartney-Melstad > Chief of Party, HC3 Nigeria
Shittu Abdu-Aguye > Deputy Director - Family Planning, HC3 Nigeria
Usman Usman > Senior Technical Advisor - Social Mobilisation
Missy Eusebio > Intern, HC3
Tina Dickenson > Program Officer II, HC3 Nigeria
Health Communication Capacity Collaborative (HC3) Project

Paper no. 173

Location: Salon 2  sponsored by

Session title: Customized Evidence Based Community Interventions: Impact Evaluation on Behavior Change for Breast Cancer Early Detection

2.15pm – 2.30pm

> Conference track > Promoting global health and well-being

Paper type: Practice
Presenter: Rasha Izzeddin Fakhereddin > Senior Manager, Communication & Social Marketing Department, Jordan Breast Cancer Program
Co-authors: Batool Darweesh Al Jammal > Training & Outreach Manager, Communication & Social Marketing Department, Jordan Breast Cancer Program
Nisreen Qatamish > General Director of King Hussein Cancer Foundation, Director of Jordan Breast Cancer Program

Paper no. 6

Session title: Effects of a Social Marketing Web, e-Mail and SMS Intervention on Children's Food Consumption: a Randomized Controlled Trial

2.35pm – 2.50pm

> Conference track > Promoting global health and well-being

Paper type: Academic
Presenter: Natalie Rangelov >Phd student, Institute of Public Communication (ICP), Faculty of Communication Sciences, Università della Svizzera Italiana
Co-authors: Sara Delle Bella > post-doc researcher, ICP, Faculty of Communication Sciences, Università della Svizzera italiana
L.Suzanne Suggs > Associate Professor, ICP, Faculty of Communication Sciences, Università della Svizzera italiana
Pedro Marques-Vidal > Associate Professor, Internal Medicine, Faculty of Biology and Medicine, - University of Lausanne, Lausanne University Hospital (CHUV)

Paper no. 61

Location: Studio A

Session title: A National Policy Process on Social Marketing: The British Case

2.15pm – 2.30pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Academic
Presenter: Carlos Oliveira Santos > Assistant Professor, University of Lisbon

Paper no. 152

Session title: SAFE Work Manitoba - Workplace Injury Prevention Program

2.35pm – 2.50pm

> Conference track > Increasing return on social policy investment on influencing behavior

Paper type: Practice
Presenter: Hilary Friesen > Client Services Manager, ChangeMakers
Co-authors: Correy Myco > President & CEO, ChangeMakers
Angela Sylvester > Client Services Manager, ChangeMakers

Paper no. 120



breakout sessions 2

Tuesday 16 May **afternoon > 2.15pm-3.15pm**

Location: Studio B

Session title: Uses of Neuroscience Methodologies to Improve Communications Effectiveness

2.15pm – 2.30pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Academic
Presenter: **Patty Goldman** > VP, Strategy & Evaluation, Ad Council
Co-authors: **Michael Smith** > PhD, MBA, VP, Consumer Neuroscience Solutions, Nielsen

Paper no. 96

Session title: Applying Tailored Messaging to Reach a Targeted Audience Segment

2.35pm – 2.50pm

> Conference track > Developmental / Experiential

Presenters: **Brandon Tate** > Account Director - Rescue | The Behavior Change Agency
Shay Abagat > This Free Life Campaign Assistant Manager - FDA, Center for Tobacco Products

Paper no. 193

Session title: Using Influencers and Experiential Tactics in Health Communications

2.55pm – 3.10pm

> Conference track > Developmental / Experiential

Presenter: **Dina Weldin** > Account Director - Rescue | The Behavior Change Agency
Ashley Smith > This Free Life Campaign Manager - FDA, Center for Tobacco Products

Paper no. 191

Location: Studio D

Session title: Leveraging Segmentation for the Greatest Impact: Aligning Sub-population Motivations and Social Marketing Strategies

2.15pm – 2.30pm

> Conference track > Developmental / Experiential

Presenter: **Michelle Bellon** > Sr. Director of Integration Marketing Strategies - Rescue | The Behavior Change Agency
Jeff Jordan > President - Rescue | The Behavior Change Agency

Paper no. 197

Workshop:

The 4 P's of Mature Sex: Power, Persuasion, Permission and Pleasure

2.35pm – 3.15pm

> Conference track > Developmental / Experiential

Presenter: **Natalie Bowring** > Masters Student, Queensland University of Technology

Paper no. 166

Location: Studio E

sponsored by



Session title: Making It Count: Getting Small-Scale Fishers in the Philippines to Voluntarily Practice Fish Catch Monitoring

2.15pm – 2.30pm

> Conference track > Developmental / Experiential

Presenter: **Fel Ceasar Cadiz** > Director, Program Implementation, Rare
Co-authors: **Frances Michelle Pascual** > Behavior Change Communications Advisor, Rare
Pablo Rojas Jr > Senior Manager, Monitoring and Evaluation, Rare
Dean Apistar > Manager, Monitoring and Evaluation, Rare

Paper no. 170

Session title: Home-Grown Influence Campaigns: Strategies for Boosting Social Marketing Efforts in Farm Populations

2.35pm – 2.50pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Academic
Presenters: **Pamela J. Tinc** > Senior Research Coordinator, Northeast Center for Occupational Health and Safety: Agriculture, Forestry, and Fishing
Co-authors: **Julie A. Sorensen** > Director, Northeast Center for Occupational Health and Safety: Agriculture, Forestry, and Fishing

Paper no. 5

Location: Studio F

Session title: Countering Violent Extremism in the West: Can Social Marketing Help?

2.15pm – 2.30pm

> Conference track > Reducing crime and poverty and promoting safety and security

Paper type: Academic
Presenter: **Renata Anibaldi** > Senior Research Assistant, Social Marketing @ Griffith, Griffith University
Prof Sharyn Rundle-Thiele > Director, Social Marketing @ Griffith, Griffith University

Paper no. 41

Session title: Preventing Economic Abuse in Young Adults: Implications for the Development of Social Marketing Strategies

2.35pm – 2.50pm

> Conference track > Reducing crime and poverty and promoting safety and security

Paper type: Student
Presenter: **Professor Mike Reid** > Deputy Head, School of Economics Finance & Marketing, RMIT University, Melbourne, Australia
Co-authors: **Jozica J Kutin** > PhD Candidate, School of Economics Finance & Marketing, RMIT University, Melbourne, Australia
Professor Roslyn Russell > Principal Research Fellow, School of Economics Finance & Marketing, RMIT University, Melbourne, Australia

Paper no. 51

Session title: Social Marketing for Good Governance

2.55pm – 3.10pm

> Conference track > Reducing crime and poverty and promoting safety and security

Paper type: Developmental / Experiential
Presenter: **Anne Constantino** > Senior Consultant & Managing Director, Precision Strategies Asia

Paper no. 192

3.15pm - 3.45pm
Coffee & Networking
Location: Conference Foyer

breakout sessions 3

Tuesday 16 May afternoon > 3.45pm-4.45pm

Location: Ballroom

Panel Session:

Commissioners in Conversation

3.45pm – 4.45pm

Chair: Jacqueline Devine > World Bank

This panel will be made up of representatives of organizations who fund social marketing programmes and projects. The aim of the panel is to provide insights into the needs of those organizations and agencies who commission the development, delivery and evaluate social marketing programmes and projects. The panel will focus on how mutually positive relationships can be established and maintained between those commissioning / funding programmes and those responsible for delivery. The session will be practical in nature focusing on what to do and what not to do to enhance the probability of successful applications, how to agree programme delivery targets and how to manage the ongoing relationship between funder and provider.

Panelists:

Dr. John Lumpkin > Senior Vice President – Program, Robert Wood Johnson Foundation
Rafael Obregon > Chief of the Communication for Development Section, UNICEF

Anton Schneider > Senior Social and Behavior Change Advisor, Bureau for Global Health, Office of Infectious Disease, USAID

Location: Salon 1

sponsored by



Session title: Understand: Developing the UNICEF Malawi Hand washing with Soap Program

3.45pm – 4.00pm

> **Conference track > Reducing global communicable disease through behavioral influence**

Paper type: Academic

Presenter: Abi Badejo > Research Fellow, Social Marketing @ Griffith, Griffith University, Brisbane Australia

Co-authors: Dr Joy Parkinson > Social Marketing @ Griffith, Griffith University, Brisbane Australia

Philip C. Mkandawire > PSI Malawi, Violet Tembo, UNICEF Malawi Australia

Dr Timo Dietrich > Social Marketing @ Griffith, Griffith University, Brisbane Australia

Dr Mohammad Kadir > Social Marketing @ Griffith, Griffith University, Brisbane Australia

Paper no. 54

Session title: Social Marketing Interventions for Neglected Tropical Diseases: A Systematic Review

4.05pm – 4.20pm

> **Conference track > Reducing global communicable disease through behavioral influence**

Paper type: Student

Presenter: Nathaly Aya Pastrana > ANGE Research Group, Università della Svizzera italiana

Co-authors: Dr. J Jaime Miranda > CRONICAS Centre of Excellence in Chronic Diseases, Universidad Peruana Cayetano Heredia

Dr. David Beran > Geneva University Hospitals, University of Geneva

Prof. Dr. L Suzanne Suggs > BeCHANGE Research Group, Institute for Public Communication, Faculty of Communication Sciences, Università della Svizzera italiana

Paper no. 56

Session title: 'A Good Night Sleep' - Repositioning Mosquito Nets as a Lifestyle Commodity to Create a Market and Increase Consistent Use in Uganda

4.25pm – 4.40pm

> **Conference track > Reducing global communicable disease through behavioral influence**

Paper type: Practice

Presenter: David Ochieng > Head of Communications, Malaria Consortium Uganda

Co-authors: Dr Julian Atim & Viola Nampeera > Malaria Consortium Uganda

Paper no. 31

Location: Salon 2

sponsored by



Session title: Shifting Family Planning Positioning from Health to Development in Jordan: Impact on Family Size Social Norm and Attitudes towards Family Planning

3.45pm – 4.00pm

> **Conference track > Promoting global health and well-being**

Paper type: Practice

Presenter: Hana Banat > SBCC Senior Advisor / Jordan Communication, Advocacy and Policy project. Abt Associates

Co-authors: Houda Khayame > DCOP Jordan Communication, Advocacy and Policy project. Abt Associates,

Gael O'Sullivan > Principal Associate - International Health Division. Abt Associates

Carla White > M&E Senior Advisor- Jordan Communication, Advocacy and Policy project. Abt Associates

Malak Al Oury > Director of Maternal and Child Health Directorate - Ministry of Health Jordan

Paper no. 66

Session title: Connecting the Inner Motivation of Target Audiences to Desired Behaviors to Increase Child Survival in Mozambique

4.05pm – 4.20pm

> **Conference track > Promoting global health and well-being**

Paper type: Academic

Presenter: Sean Southey > PCI Media Impact

Co-authors: Massimiliano Sani, Luca Solimeo & Yolanda Carreira > UNICEF Mozambique

Carina Schmid > Programs Manager PCI Media Impact

Paper no. 90

Location: Studio A

Session title: From Systems to Social Marketing: The Case of Tobacco

3.45pm – 4.00pm

> **Conference track > Interdisciplinary and cross sector action to influence behavior for social good**

Paper type: Academic

Presenter: Hamilton Coimbra Carvalho >

PhD candidate, University of São Paulo

Co-authors: José Afonso Mazzon > Full professor, University of São Paulo

Joaquim Rocha Santos > Assistant professor, University of São Paulo

Paper no. 58

Session title: : Inclusive Promotion of Health and Well-being in Vulnerable Population Groups (PROMEQ)

4.05pm – 4.20pm

> **Conference track > Interdisciplinary and cross sector action to influence behavior for social good**

Paper type: Academic

Presenter: Professor Marja Vaarama > University of Eastern Finland (UEF)

Co-authors: Professor Emeritus Richard Pieper > UEF

Adjunct Professor Tomi Mäki-Opas > UEF

Paper no. 59

Studio A continued on next page...





breakout sessions 3

Tuesday 16 May afternoon > 3.45pm-4.45pm

Location: Studio A

Session title: How We Should Communicate with Immigrants: Lessons from the Seguro Popular Healthcare Project

4.25pm – 4.40pm

> Conference track > Interdisciplinary and cross sector action to influence behavior for social good

Paper type: Academic
Presenter: Professor Robert Courtney Smith & Associate Professor Don Waisanen > Baruch College, CUNY
Co-authors: Guillermo Yrizar Barbosa > Ph.D. Candidate, Graduate Center, CUNY

Paper no. 68

Location: Studio B

Panel Session:

Social Marketing Planning Models

3.45pm – 4.45pm

A wide ranging discussion not only about various marketing planning frameworks and their relative pros and cons, but also about the value of and barriers to use of any systematic framework in real world contexts. To feature representatives presenting CDCynergy, COMBI and the recently published European Center for Disease Control (ECDC) Technical Guide to Social Marketing.

Chair: May Kennedy > Virginia Commonwealth University
Panelists:
Professor Jeff French > Conference Chair, CEO Strategic Social Marketing
Lynn Sokler > Senior Communication Advisor, CDC
Dr Livingston White > The University of the West Indies

Location: Studio D

Session title: Using Influencers and Interactive Digital Experiences as the Catalyst for Behavior Change Amongst LGBT Young Adults

3.45pm – 4.00pm

> Conference track > Developmental / Experiential

Presenter: Brandon Tate > Account Director - Rescue | The Behavior Change Agency
Shay Abagat > This Free Life Campaign Assistant Manager - FDA, Center for Tobacco Products

Paper no. 194

Workshop:

‘Eating On Purpose?’ A SM Approach To Accessing The Nottingham Social Eating Movement

4.05pm – 4.45pm


Inviting suggestions as to how to use SM principles to generate insights from a forthcoming Year of Social Eating campaign in Nottingham. The aim is to use this as a data gathering opportunity to develop audience insights, which can be used to develop a strategic plan for setting a UK Social Eating benchmark.

> Conference track > Interdisciplinary and cross sector action to influence behavior for social good

Paper type: Developmental / Experiential
Presenter: Marsha Smith > Visiting Fellow, The Nottingham Trent University

Paper no. 184

Location: Studio E

sponsored by 

Session title: iAnimal - Using Virtual Reality to Increase Plant-Based Eating: Can 360 Virtual Reality Help your Organization Change Behavior?

3.45pm – 4.00pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Practice
Presenter: Caryn Ginsberg > Strategic Visualyst, Priority Ventures Group

Paper no. 97

Session title: Indonesia’s Clean Stove Initiative: Too Many Cooks Spoil the Social Marketing Broth

4.05pm – 4.20pm

> Conference track > Promoting global health and well-being

Paper type: Practice
Presenter: Dr. Nicholas Goodwin > Director, Tulodo

Paper no. 150

Session title: I Am What I Believe: The Importance of Socially Shared Beliefs for Social Marketing Programs

4.25pm – 4.40pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Student
Presenter: Cilali Calderon > Tecnologico De Monterrey, Egade Business School

Paper no. 17

Location: Studio F

Session title: Self-efficacy Techniques used in Physical Activity Interventions Targeting Adults: a Systematic Literature Review (2007-2015)

3.45pm – 4.00pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Student
Presenter: Haruka Fujihira > PhD candidate, Social Marketing @ Griffith, Griffith University
Co-authors: Research fellow Dr. Joy Parkinson & Prof. Sharyn Rundle-Thiele > Director of Social Marketing @ Griffith, Griffith University

Paper no. 165

Special Session:

Using Social Marketing to Promote Ethics in Tanzania’s Public Service

4.05pm – 4.40pm

In this presentation, Jim Mintz will describe how CEPSP used a social marketing approach designed for a developing country to change attitudes and behaviors on ethics in the Tanzanian public service.

Presenter: Jim Mintz > Managing Partner & Senior Consultant - Centre of Excellence for Public Sector Marketing (CEPSM)

conference day 1

late afternoon
Tuesday 16 May
4.45pm-5.30pm
Location: Ballroom

Introduction

Kevin Green > Sr. Manager, Behavioral & Social Science, RARE

Keynote

Professor John Sterman > MIT Sloan School of Management

Systems Thinking, Social Marketing and Sustainability: Overcoming Overconsumption

From road building programs that increase traffic to overuse of antibiotics that spread resistant pathogens, thoughtful leaders throughout society increasingly realize our best efforts to solve critical problems often make them worse. Such policy resistance, the tendency for well-intended interventions to be defeated by the system’s response to the intervention itself, is all too common. Here we’ll apply a systems-thinking frame to one of the greatest challenges we face today: building a sustainable world. The ecological footprint of humanity has already overshoot the carrying capacity of the Earth, while population and economic growth are rapidly expanding our impact. From climate change to deforestation, water shortage, famine, and toxics in the environment, environmental degradation and resource scarcity grow year by year. How can we meet the legitimate aspirations of billions to rise out of poverty while reducing our global footprint to sustainable levels? Responses to these problems focus on technological solutions, while at the same time governments seek faster economic growth, businesses strive for faster sales growth, and the already-affluent want even more. What can be done to address the epidemic of overconsumption now afflicting the developed world? How can social marketing help? How can we avoid unintended consequences? How can we live within the limits of our finite world while increasing life satisfaction and human well-being?

Summing up

Professor Rebekah Russell-Bennett > Practitioner Co-Chair & Professor of Marketing, Queensland University of Technology
Professor Jeff French > Conference Chair & CEO Strategic Social Marketing

gala dinner

**Main Conference Foyer & Ballroom
Renaissance Arlington Capital View Hotel**

**Tuesday 16 May
7.00pm-12.00pm**

Join keynote speakers, panelists and social marketing luminaries from across the world at the conference gala dinner.

7.00pm – 8.00pm: Pre-diner drinks from in the main conference lobby area

8.10pm: Special Presentation from Melissa Kraus Taylor

8.20pm – 10.30pm: Gala dinner and inaugural Outstanding Contribution to Social Marketing Awards

10.30pm – 12.00pm: Live entertainment from Encore

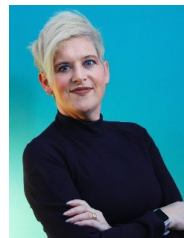
Porter Novelli is proud to welcome guests to the WSMC gala dinner and celebrate luminaries from the field of social marketing.

**PORTER
NOVELLI** 

Gala Dinner Speaker

Melissa Kraus Taylor

Global Learning and Development, Partner, Porter Novelli



Melissa is the Global Learning and Development Director and brings more than two decades of experience in social marketing, strategic planning and research. She has counselled numerous clients in the area of social impact, including the Almond Board of California, Florida Department of Citrus, CDC, CARE and Habitat for Humanity.

conference day 2

morning plenary session

Wednesday 17 May

8.15am - 8.45am

Welcome Coffee

Location: Conference Foyer

8.45am - 10.15am

Day 2 Welcome & Keynote Presentations

Location: Ballroom

Welcome & Introduction to the Social Marketing Association of North America

Kelley Dennings > Social Marketing Association of North America, President and Action Research, Director of Social Marketing

Special Presentation from our Key Supporters

Paul Nelson > Managing Director, Arnold Worldwide

Motivating Millions using One Ad Campaign: Using hard-hitting and award-winning ads, a collaborative team will share highlights from the Tips From Former Smokers™ campaign. We will briefly discuss the strategies and tactics used to execute a mass reach, health behavior social marketing effort that motivated millions of Americans to quit smoking.

Keynotes

Session Chair: John Bromley > Director, National Social Marketing Centre

Elizabeth Fox > Director of the Office of Health, Infectious Diseases and Nutrition, USAID

Is Social Marketing a sustainable development goal

Social marketing, has proven effective in changing behaviors and increasing access to needed health products. For decades, USAID-funded programs have used Social Marketing successfully across maternal and child health and infectious diseases and for short-acting family planning products and Social marketing continues to be employed and improved by myriad partners as a context-specific approach to improving health outcomes. Now is the time to see how well social marketing applies to the Social Development Goals going forward and analyze the place of social marketing, or not.

Professor Jeff French > CEO Strategic Social Marketing

It's the system stupid! Adding value to social programmes as we enter the mature phase of Social Marketing

This keynote session will explore why and how marketing can and is making a systemic contribution to improving the focus and performance of social policy development and delivery. The session will make the case for the adoption of not just human centred design but citizen centric social policy. Moving beyond narrow and unhelpful arguments about the merits of particular contributions from behavioral science, communication and community engagement Professor French will discuss not just why but how we can use marketing to enhance policy selection, strategy development and optimal operational delivery of programmes focused on creating social good.



breakout sessions 1

Wednesday 17 May morning > 10.15am-11.30am

Location: Ballroom

Panel Session:

Health Promotion Opportunities for Social Marketing

10.15am – 11.15am

Session Chair: **Craig Lefebvre** > Chief Maven at socialShift, Lead Change Designer at RTI International

Health promotion and improving people's well-being continues to be the heart of social marketing. This panel is for the social marketers around the world that consider questions such as:

How can I use social marketing to reduce health disparities?

Sonya Grier > American University and Director of food marketing research for the African American Obesity Research Collaborative Network

How can I use new technologies to improve my program's effectiveness and efficiency, and design programs that are more equitable and sustainable?

Robert Gold > Professor and Chair, Epidemiology and Biostatistics; Founding Dean of the University of Maryland School of Public Health; and Director of the Public Health Informatics Research Laboratory

How do I change markets to improve health and well-being?

Amanda Glassman > MSc, Chief Operating Officer and Senior Fellow, Center for Global Development and editor and co-author of *Millions Saved: New Cases of Proven Success in Global Health*

Location: Salon 1

sponsored by



Session title: Using SBCC to Improve Service-Related Outcomes: A Proposed Model

10.15am – 10.30am

> Conference track > Developmental / Experiential

Presenter: **Katherine Holmsen** > Capacity Strengthening Director - HC3, Johns Hopkins Center for Communication Programs
Co-author: **Heather Hancock** > Senior Program Officer, Johns Hopkins Center for Communication Programs

Paper no. 174

Workshop:

Providers as People: Using Social and Behavior Change Communication to Influence Provider Behavior

10.35am – 11.15pm

> Conference track > Promoting health and well-being

Paper type: Practice
Presenter: **Trish Ann Davis** > Program Officer II, Johns Hopkins Center for Communication Programs
Co-authors: **Heather Hancock** > Senior Program Officer, Johns Hopkins Center for Communication Programs

Paper no. 105

Location: Salon 2

sponsored by



Session title: Promoting the Protector Condom Brand to Top the Condom Market in Uganda

10.15am – 10.30am

> Conference track > Reducing global communicable disease through behavioral influence

Paper type: Practice
Presenter: **Zawedde Nakato JeanneMarie** > Brand Officer, Uganda Health Marketing Group (UHM)
Co-authors: **Robert Kigula** > Social Marketing Manager, UHM
Dennis Ahairwe > Chief of Party, USAID/ Uganda Social Marketing Activity, UHM
Joyce Tamale > Managing Director, UHM; Francis Nsanga, Knowledge Manager, UHM

Paper no. 11

Session title: 'Time, Trust & Tango' the Factors that are Influential in the Uptake of Malaria Rapid Diagnostic Tests : A Case Study of Uganda

10.35am – 10.50am

> Conference track > Reducing global communicable disease through behavioral influence

Paper type: Practice
Presenter: **David Ochieng** > Head of Communications, Malaria Consortium Uganda
Co-authors: **Dr Julian Atim & Viola Nampeera** > Malaria Consortium Uganda

Paper no. 32

Location: Studio A

sponsored by



Panel Session:

A New Paradigm: Companies as Agents of Social Change

10.15am – 11.15am

Moderator: **Bill Novelli** > Georgetown University Professor, Co-Chair of the Coalition to Transform Advanced Care (C-TAC), and co-founder of Porter Novelli.

2016 saw the arrival of a populist movement around the globe, spurred in large part by global citizens' frustrations toward their government. Leaders from a variety of global companies across different sectors will discuss how they have built and navigated their companies into leadership positions during uncertain times and how we, as leaders in government and non-profit, can teach and learn from each other. No matter where your professional role in social marketing, social change and social impact has you sitting today, these lessons affect all of our futures.

Panelists: **Katherine Neebe** > Director of Sustainability, Walmart;
Marc Meachem > Head of External Affairs for North America, ViV Healthcare;
Marisa Long > Vice President of Communications and Public Relations for U.S. Green Building Council and Green Business Certification Inc. Senior;
Rebecca Mark > Vice President, Research, Porter Novelli

Location: Studio B

Session title: Weighting for Change: Consumers Co-Creating Value in an Online Support Group

10.15am – 10.30am

> Conference track > Interdisciplinary and cross sector action to influence behavior for social good

Paper type: Academic
Presenter: **Joy Parkinson** > Lecturer, Social Marketing @ Griffith, Griffith University
Co-authors: **Rory Mulcahy** > Lecturer, University of Sunshine Coast, Australia
Lisa Schuster > Senior Lecturer Queensland University of Technology, Australia
Heini Taiminen > Lecturer, University of Jyväskylä, Finland

Paper no. 55

Session title: Implementation of a Social Marketing Framework Designed for Collaborative Partnerships: Untangling the Theory of Change

10.15am – 10.30am

> Conference track > Interdisciplinary and cross sector action to influence behavior for social good

Paper type: Academic
Presenter: **Brian J. Biroscak** > Assistant Professor, Yale University School of Medicine
Co-authors: **Carol A. Bryant** > University of South Florida; **Mahmooda Khaliq Pasha** > University of South Florida
Tali Schneider > University of South Florida
Anthony D. Panzera > US Department of Agriculture; **Peter S. Hovmand** > Washington University in St. Louis

Paper no. 126

Studio B continued on next page...

breakout sessions 1

Wednesday 17 May morning > 10.15am-11.30am

Location: Studio B

Session title: Using service design to understand digital preferences for improving applications for tertiary education in under-represented markets

10.55am – 11.10am

> **Conference track >** Interdisciplinary and cross sector action to influence behavior for social good

Paper type: Academic
Presenters: Professor Rebekah Russell-Bennett & Judy Drennan > Queensland University of Technology (QUT)
Co-authors: Maria Raciti > University of Sunshine Coast
Natalie Bowring > QUT
Kara Burns > QUT

Paper no. 153

Session title: Metrics That Matter

11.15am – 11.30am

> **Conference track >** Developmental / Experiential

Presenter: Tony Foleno > SVP Strategy & Evaluation, Ad Council

Paper no. 203

Location: Studio D

Session title: Lightbulbs and Social Movements

10.15am – 10.30am

> **Conference track >** Advancing theory, research and technology in social marketing

Paper type: Developmental / Experiential
Presenter: Tracey Bridges > Managing Partner, SenateSHJ

Paper no. 172

Session title: Emotionally Intelligent Insights - Connecting Better With Customers' Emotions

10.35am – 10.50am

> **Conference track >** Developmental / Experiential

Presenter: Nick Godbehere > Head of Behavioral Insight, Hitch Marketing
John Bromley > Director, National Social Marketing Centre

Paper no. 169

Session title: Prosocial Herding: What are the Implications for Social Marketing?

10.55am – 11.10am

> **Conference track >** Developmental / Experiential

Presenter: Sebastian Isbanner > PhD Candidate, University of Wollongong, Australia

Paper no. 179

Session title: Impact of a Digital Facebook Campaign on the Purchase and Consumption of Food in Mexican Families with Children Under 12 Years: a Social Marketing Strategy

11.15am – 11.30am

> **Conference track >** Developmental / Experiential

Presenter: Jimena Monroy Gómez > Nutrition, Health and Wellness Jr Manager, Nestlé México

Paper no. 207

Location: Studio E
sponsored by



Session title: A Systems Approach to Change Littering Behavior in Saudi Arabia

10.15am – 10.30am

> **Conference track >** Global climate change, environmental protection and sustainability

Paper type: Student
Presenter: Joy Parkinson > Lecturer, Social Marketing @ Griffith, Griffith University, Australia
Co-authors: Yara Almosa > PhD candidate; Sharyn Rundle-Thiele > Professor, Social Marketing @ Griffith, Griffith University, Australia

Paper no. 117

Location: Studio E
sponsored by



Session title: Saving The World Isn't Just For The Movies: How The Scottish Government Convinced Their Citizens To Help Them Fight Climate Change

10.35am – 10.50am

> **Conference track >** Global climate change, environmental protection and sustainability

Paper type: Practice
Presenter: Pauline Aylesbury > Head of Strategy and Insight, Scottish Government
Author: Claire Wood > Associate Planner, The Leith Agency

Paper no. 63

Session title: Go Bagless: Waste Reduction through Grasscycling Using Community Based Social Marketing

10.55am – 11.10am

> **Conference track >** Global climate change, environmental protection and sustainability

Paper type: Practice
Presenters: Farid Iskandar > Social Marketing Coordinator; Laura Henderson > Social Marketing Coordinator Utility Services, City Operations, City of Edmonton
Co-author: Connie Boyce > Director, Community Relations, Utility Services, City Operations, City of Edmonton

Paper no. 144

Session title: My Neighbourhood's Smoke - Using a Soap Opera to Change Cooking Behavior in Guatemala

11.15am – 11.30am

> **Conference track >** Promoting health and well-being

Paper type: Practice
Presenter: Julie Ipe > Senior Manager, Behavior Change Communication at the Global Alliance for Clean Cookstoves
Co-author: Madeline Kiefer > Program Associate, Behavior Change Communication at the Global Alliance for Clean Cookstoves

Paper no. 72

Location: Studio F

Session title: Social Counter-marketing - Advancing Theory and Research

10.15am – 10.30am

> **Conference track >** Advancing theory, research and technology in social marketing

Paper type: Academic
Presenter: Becky Freeman > Prevention Research Collaboration, Sydney School of Public Health and Charles Perkins Centre, University of Sydney
Co-authors: James Kite, William Bellew & Adrian Bauman > Prevention Research Collaboration, Sydney School of Public Health and Charles Perkins Centre, University of Sydney

Paper no. 45

Session title: Getting Behavioral Determinants Right: Quantitative Measures Check Strategic Priorities in Promoting Breastfeeding in Vietnam

10.35am – 10.50am

> **Conference track >** Advancing theory, research and technology in social marketing

Paper type: Practice
Presenter: Ann B. Jimerson > Senior Specialist in Behavior Change, Alive & Thrive, FHI 360
Co-authors: Silvia Alayón > Nutrition and Monitoring Advisor, Alive & Thrive, Save the Children
Danielle Naugle > Research & Evaluation Officer, Johns Hopkins Center for Communication Programs

Paper no. 74

Session title: Social Marketing Tools Interpreted Through a Behavior Model Lens

10.55am – 11.10am

> **Conference track >** Advancing theory, research and technology in social marketing

Paper type: Academic
Presenter: Jay Kassirer > Cullbridge Marketing and Communications
Co-author: Robert E. Rowell > Betterment Unlimited

Paper no. 130

Session title: Emergency Alternatives - Successfully Increasing Appropriate use of After-Hours Health Services in Brisbane, Australia

11.15am – 11.30am

> **Conference track >** Advancing theory, research and technology in social marketing

Paper type: Practice
Presenter: Martine Milne > Executive Manager Commissioning and Communications, Brisbane North PHN
Co-authors: Russ Vine > Managing Director, Ogilvy Australia
Anna Hellinger > Snr Account Manager, Ogilvy Australia

Paper no. 154

11.30am - 12.00pm

Coffee & Networking

Location: Conference Foyer



breakout sessions 2

Wednesday 17 May **afternoon > 12.00pm-1.00pm**

Location: Ballroom

Panel Session:

Fighting for Good: How International Militaries Drive Positive Social Change

12.00pm – 1.00pm

Session Chair: **Darrin Kayser** > Lead Associate, Booz Allen Hamilton

Militaries are often known for their destructive power, but military organizations around the world are driving positive social change inside and outside their ranks. This panel will explore powerful examples from HIV prevention in Mozambique to driving energy efficiency and environmental awareness in the United States, and encouraging improved health behaviors in Australia.

Panelists:
Professor Sharyn Rundle-Thiele > Director, Social Marketing @ Griffith
James Caley > Director of Operational Energy, Department of the Navy
Leilo Albano > Communications Officer, Jhpiego

Location: Salon 1

sponsored by



Session title: Using Mobile Phones to Empower “Smart Clients”: Entertainment/Education Improves Family Planning Seeking Behavior among Couples

12.00pm – 12.15pm

> Conference track > Digital impact on government policy

Paper type: Academic
Presenter: **Allison Mobley** > Senior Program Officer, Johns Hopkins Center for Communication Programs)
Co-author: **Caitlin Loehr** > Program Officer, Johns Hopkins Center for Communication Programs

Paper no. 132

Session title: A Framework for Citizen Experience

12.20pm – 12.35pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Academic
Presenter: **Hamilton Coimbra Carvalho** > PhD Candidate, University of São Paulo
Co-author: **José Afonso Mazzon** > Full professor, University of São Paulo

Paper no. 16

Session title: Challenging the Myths of the Low Income Earner with a Digital Mobile Program: Reduce Your Juice

12.40pm – 12.55pm

> Conference track > Digital impact on government policy

Paper type: Academic
Presenter: **Rebekah Russell-Bennett** > Queensland University of Technology (QUT)
Co-authors: **Rory Mulcahy** > CitySmart (Brisbane City Council’s Sustainability Unit)
Ryan McAndrew > QUT
Tim Swinton, Jo-Anne Little & Neil Horrocks > CitySmart (Brisbane City Council’s Sustainability Unit)

Paper no. 160

Location: Salon 2

sponsored by



Session title: The Role of Social Marketing in Increasing Access to, and Utilization of Family Planning Services Among Young Adolescents and Youths in Uganda

12.00pm – 12.15pm

> Conference track > Interdisciplinary and cross sector action to influence behavior for social good

Paper type: Practice
Presenter: **Dr Samuel Moses Okello** > Head Clinical Services, Uganda Health Marketing Group (UHM)
Co-author: **Paul Okalo** > Senior Advisor Monitoring, Evaluation and Learning, UHM; **Denis Ahairwe** > Chief of Party, UHM

Paper no. 62

Session title: HPV Vaccine Is Cancer Prevention: Increasing Vaccine Acceptance Among Providers and Parents

12.20pm – 12.35pm

> Conference track > Reducing global communicable disease through behavioral influence

Paper type: Practice
Presenter: **Christina M. Nicols** > Senior Vice President and Director of Planning, Research and Evaluation, Hager Sharp
Katherine Nicol > Vice President, Hager Sharp
Cecily Naron > Account Supervisor, Hager Sharp

Paper no. 112

Session title: The Future of Indonesian Tobacco Children: Implications for Tobacco Control Policy

12.40pm – 12.55pm

> Conference track > Promoting global health and well-being

Paper type: Academic
Presenter: **Dr Nathalia C. Tjandra** > Lecturer in Marketing, Edinburgh Napier University
Co-authors: **Dr Lukman Aroeang** > University of East Anglia
Dr Yayi S. Prabandari > University of Gadjah Mada

Paper no. 99

Location: Studio A

Session title: Engaging Private Sector Non-Graduate Medical Practitioners in the Public Health Program using Social Marketing Approach

12.00pm – 12.30pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Practice
Presenter: **Toslim Uddin Khan** > General Manager, Program, Social Marketing Company
Mr. Md. Ali Reza Khan > Managing Director, SMC Enterprise Company
Co-authors: **Salah Uddin Ahmed** > Head of Training and Service Delivery, Social Marketing Company
Md. Mosarouf Hossain > Deputy Manager, Blue Star Program, Social Marketing Company

Paper no. 47

Location: Studio B

Special Session:

Perfecting Promotion: Research Findings on What Works & What Doesn’t in Advertising

12.00pm – 12.35pm

Facilitators: **Connor Lynch** and **Tyler Janzen**

Promotion is a critical component of Social Marketing programs. While we often focus on the additional components necessary in a complete Social Marketing strategy, we may be overlooking the efficacy of the promotions used to support these programs. Presenters will share findings from over 100 focus groups with teens and young adults on the characteristics of effective and ineffective Social Marketing promotions.

breakout sessions 2

Wednesday 17 May **afternoon > 12.00pm-1.00pm**

Location: Studio D

Workshop:

Join a Mini Development Sprint: Transforming who Controls Health Care at the End of Life

12.00pm – 12.40pm

Facilitators: **Peter Mitchell** > Chairman and CEO, Salter>Mitchell | Marketing for Change
Meisha Thigpen > Associate Creative Director, Salter>Mitchell | Marketing for Change

There are many things we lose as we grow older. Control over our healthcare should not be one of them. In this session, participants take part in a short development sprint to inform the dissemination and adoption of two products aimed at empowering patients at the end of life. After \$1.5 million of research and prototyping with patients, doctors, caregivers and families, the two patient empowerment products are developed and ready. The challenge now: Embedding these products in the health care system. Join this 40-minute interactive session not just to listen, but to be a part of a development sprint that produces possible solutions.

> Conference track > Developmental / Experiential

Paper no. 189

Location: Studio E

sponsored by



Panel Session:

Climate Change, Clean Energy & Energy Conservation: Social Marketing for Our Climate

12.00pm – 1.00pm

Chaired by: **Ed Maibach** > George Mason Univ. Center for Climate Change Communication

This session will present several key ideas, and illustrate with several innovative programs, all intended to reduce consumption of fossil fuels and/or help target audiences better understand and act on climate risks.

Speakers:
Doug McKenzie-Mohr > McKenzie-Mohr Associates
June Flora > Solutions Science Lab, Department of Pediatrics, Stanford University
Midori Aoyagi > National Institute for Environmental Studies, Japan

Location: Studio F

Session title: Co-creation in a Social Marketing Smoke free Programme. A Service Systems Perspective

12.00pm – 12.15pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Academic
Presenter: **Dr Nadina Luca** > Assistant Professor in Marketing, University of York
Co-authors: **Professor Sally Hibbert** > Nottingham University Business School
Professor Ruth McDonald > Manchester Business School

Paper no. 34

Session title: Tobacco Free Florida: Engaging Floridians with Online Communities and Local Policy Efforts

12.20pm – 12.55pm

> Conference track > Digital impact on government policy

Paper type: Developmental / Experiential
Presenters: **Kimberley Collins** > Executive Director, Golin
Naylet Aguayo > Director, Golin
Jennifer Thompson > Manager, Golin
Co-authors: **Lacoadia Burkes** > Marketing Manager, FL Dept. of Health/Tobacco Free Florida; **Elizabeth McCarthy** > Account Director, Alma DDB

Paper no. 142 & 155

1.00pm - 2.00pm
Lunch & Networking

Location: Studio B

Speed Mentoring Session

1.10pm – 1.55pm

The power of mentoring is undeniable join the first speed-mentoring session at a WSM event hosted by Melissa K Blair.

This speed-mentoring session is a terrific opportunity for new social marketing professionals to seek guidance, knowledge, and wisdom from mentors who have “been there and done that.”

If you’re a potential mentor looking to pay it forward or a mentee looking for advice then do drop in!

There are two separate tracks for practitioners and academics to ensure that participants are able to connect with those directly in their preferred area of social marketing.

conference day 2

afternoon plenary session

Wednesday 17 May
2.00pm-3.00pm
Location: Ballroom

Introduction to the International Social Marketing Association (ISMA)

Winthrop Morgan > President, ISMA

“Digital is the answer, what was the question?”

Enjoy this fascinating panel session where a range of questions will be asked about the use of digital media and digital platforms in Social Marketing. What are the questions that should, but often are not, asked when producing digital elements of social marketing interventions?

Chair: **Jeff Jordan** > Rescue

Panelists:
Professor Doug Evans > George Washington University

Professor Rebekah Russell-Bennett > Professor of Marketing, QUT Business School, Queensland University of Technology Australia

Lawrence Swiader > Vice President of Digital Media at The National Campaign to Prevent Teen and Unplanned Pregnancy

Jude Hackett > Head of Strategy and Planning, Hitch Marketing

breakout sessions 3

Wednesday 17 May **afternoon > 3.00pm-4.00pm**

Location: Ballroom

Panel Session:

Zika Domestic Readiness Campaign for the Continental United States and Puerto Rico

3.00pm – 4.00pm

> Conference track > Reducing global communicable disease through behavioral influence

Paper type: Practice
Session leaders:
Katherine Lyon Daniel > Associate Director for Communication, CDC
Selena Ramkeesoon > Vice President of Communications, Abt Associates, Inc
Lynn Sokler > Senior Communication Advisor, CDC
Cynthia Klein > Principle Associate, Abt Associates, Inc.

Zika Domestic Readiness Campaign for the Continental United States and Puerto Rico- The Centers for Disease Control and Prevention (CDC) engaged in a research-driven behavior change communications campaign to raise awareness of the risks of Zika infection and promote the use of prevention behaviors in high-risk populations. This panel will outline the research approach, execution, and overall evaluation of the campaign.

Paper no. 157

Location: Salon 1

Sponsored by



Session title: Making India Open Defecation Free: Learnings from the Swachh Bharat Mission- Gramin Process Evaluation

3.00pm – 3.15pm

> Conference track > Developmental / Experiential

Presenter: Ankur Garg > Head of WASH Program, BBC Media Action (India)
Co-authors: Vinti Agrawal > Sr. Research Manager, BBC Media Action (India) Limited
Ashutosh Awasthi > Research Manager, BBC Media Action (India) Limited
Animesh Sharma > Sr. Research Officer, BBC Media Action (India) Limited

Paper no. 178

Presentation and Q&A

Tips From Former Smokers™ (Tips™) Campaign Case Study and Social Marketing Strategic Planning Workshop

3.20pm – 4.00pm

> Conference track > Promoting global health and well-being

Paper type: Practice
Speakers:
Diane Beistle > Chief, Health Communications Branch, Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, CDC
Carol S. Haney > Senior Research and Data Scientist, Qualtrics
Wendy Moniz > EVP, Campaign Management and Business Development, PlowShare Group
Karen K. Gutierrez > Social Marketing Consultant

In this Interactive workshop we will present a case study of CDC's Tips From Former Smokers™ award-winning campaign and the social marketing strategic planning process that led to its creation. This session includes an exercise on social marketing strategic planning followed by a debrief and sharing of resources.

Paper no. 113

Location: Salon 2

Sponsored by



Session title: Influence of Online and Offline Engagement on Behavioral Outcomes in a Social Marketing e-Intervention

3.00pm – 3.15pm

> Conference track > Promoting global health and well-being

Paper type: Student
Presenter: Natalie Rangelov > Doctoral Student and Research Assistant, BeCHANGE Research Group, Institute for Public Communication, Università della Svizzera italiana

Paper no. 124

Session title: Outdoor Advertising and Daily Journeys to School: a Social Marketing Approach to Regulation

3.20pm – 3.35pm

> Conference track > Promoting global health and well-being

Paper type: Student
Presenter: Georgiana Avram > PhD student, Horizon Centre for Digital Economy, University of Nottingham
Co-authors: Dr Robert Cluley & Dr James Goulding > University of Nottingham

Paper no. 123

Session title: Zizekian Psychoanalysis: a New Benchmark for Promoting Well-being

3.40pm – 3.55pm

> Conference track > Promoting global health and well-being

Paper type: Academic
Presenter: Dr Fatma Mekki > Université de Carthage / IAE Lille

Paper no. 111

Location: Studio A

Session title: Segmentation and Targeting in Social Services: Addressing and Preventing the Issue of Cream-off Effect with Interest/ Power/ Level of Social Exclusion Matrix (IPSE Matrix)

3.00pm – 3.15pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Academic
Presenter: Romana Zidar > PhD, Programme Officer, UNICEF Refugee and Migrant Response Slovenia
Tanja Kamin > PhD, Senior Lecturer, Faculty of Social Sciences, University of Ljubljana, Slovenia

Paper no. 110

Session title: Self-Directed Social Marketing: An Exploration

3.20pm – 3.35pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Student
Presenter: Mansour Omeira > PhD Candidate in Management, University of Neuchâtel
Co-authors: Valéry Bezençon > Professor of Marketing, University of Neuchâtel

Paper no. 128

Session title: Applying Conjoint Analysis to Social Marketing: A Novel Approach to Message Design

3.40pm – 3.55pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Academic
Presenter: Lindsay J. Della > Ph.D., Associate Professor, Department of Communication, University of Louisville
Co-authors: Margaret U. D'Silva > Ph.D. Professor, Department of Communication
Siobhan E. Smith > Ph.D. Associate Professor, Department of Communication
Lairica Best > Ph.D. Associate Professor, Pan-African Studies Department
Theresa Rajack-Talley > Ph.D. Associate Dean, International, Diversity, & Engagement Programs
Keneka L. Cheatham > Administrative Assistant, Department of Communication, University of Louisville
Quaniqua Carthan > MSSW, Coordinator, Safe and Healthy Neighborhoods, Louisville Metro Government

Paper no. 139

breakout sessions 3

Wednesday 17 May **afternoon > 3.00pm-4.00pm**

Location: Studio B

Panel Session:

Cookstoves: Using Social Marketing to Build a Product Category

3.00pm – 4.00pm

Despite proven impact in other sectors, the use of social marketing and behavior change communication are relatively underdeveloped in the clean cooking sector. Nonetheless, social marketing approaches would seem to lend themselves well to the challenges in clean cooking: increased cookstove purchase and use requires a consumer-centric approach that ensures that user-friendly, high-performing stoves and fuels are available and accessible, and that consumers are motivated to access and pay for them, presumably driven by an understanding of the benefits of using cleaner and more efficient cookstoves instead of traditional cooking methods.

Session Leaders:

Julie Ipe > Senior Manager for Market Insight and Behavior Change, Global Alliance for Clean Cookstoves
Fiona Lambe > Research Fellow, Stockholm Environment Institute
Nick Goodwin > Director, Tulodo

Location: Studio D

Session title: Strategies Used to Develop the First National Multicultural Teen Tobacco Prevention Campaign

3.00pm – 3.15pm

> Conference track > Developmental / Experiential

Presenters: **Connor Lynch** > Vice President of Client Services - Rescue | The Behavior Change Agency
Ashley Smith > This Free Life Campaign Manager - FDA, Center for Tobacco Products

Paper no. 190

Session title: Common Challenges of Social Marketing in a Commercial Marketing World

3.20pm – 3.35pm

> Conference track > Developmental / Experiential

Presenter: **Michelle Bellon** > Sr. Director of Integration Marketing Strategies - Rescue | The Behavior Change Agency

Paper no. 195

Session title: Applying Social Marketing Principles to Policy Change

3.40pm – 3.55pm

> Conference track > Developmental / Experiential

Paper type: Student
Presenter: **Megan Flynn** > Director of Youth Engagement & Policy - Rescue | The Behavior Change Agency
Paper no. 196

Location: Studio E

Sponsored by



Session title: Awareness Day: an Observance to Educate the Public About the Importance of Children's Mental Health and Transforming Systems for Providing Mental Health Services to Children and Youth

3.00pm – 3.15pm

> Conference track > Developmental / Experiential

Presenters: **Lisa Rubenstein** > Public Health Advisor, Division of Service and Systems Improvement (DSSI), Center for Mental Health Services, Substance Abuse and Mental Health Services Administration.
Stephanie Dukes > Project Director, Caring for Every Child's Mental Health Campaign, Vanguard Communications

Paper no. 186

Workshop:

When Social Marketing Campaigns Fall Short: A Discussion of Lessons Learned

3.20pm – 4.00pm

> Conference track > Developmental / Experiential

Presenter: **Dr. Jennifer Lynes** > Associate Professor, University of Waterloo & **Julie Cook** > PhD Candidate, University of Waterloo

From communication problems with clients to misunderstanding one's target audience, the focus of this session will be on lessons learned from 'mistakes' that are under the social marketers' control. Participants will walk away with strategies to avoid common pitfalls in their own work.

Paper no. 204

Location: Studio F

Session title: In the Moment: Using Innovative Mobile Technology to Uncover Breastfeeding Insights

3.00pm – 3.15pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Academic
Presenter: **Roshni Devchand** > Associate Director, Strategic Planning & Research, Hager Sharp
Co-authors: **Elizabeth Osborn** > Vice President, Hager Sharp; **Darcy Sawatzki** > Senior Vice President, Hager Sharp
Paper no. 80

Session title: Applying Social Marketing Formative Research to Complex/Wicked Problems: the case of human trafficking in Nigeria

3.20pm – 3.35pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Student
Presenter: **Abi Badejo** > Research Fellow, Social Marketing @ Griffith, Griffith University, Brisbane Australia
Co-authors: **Professor Sharyn Rundle-Thiele** > Director; **Krzysztof Kubacki** & **Timo Dietrich** > Social Marketing @ Griffith, Griffith Business School, Griffith University
Paper no. 156

Session title: Towards the Development of a Dynamic Behaviour Change Theory

3.40pm – 3.55pm

> Conference track > Advancing theory, research and technology in social marketing

Paper type: Student
Presenter: **Patricia Tavares** > PhD Candidate, Social Marketing @ Griffith, Griffith Business School, Griffith University
Co-authors: **Dr. Joy Parkinson** > Lecturer, Social Marketing; **Professor Sharyn Rundle-Thiele** > Director, Social Marketing @ Griffith, Griffith Business School, Griffith University
Paper no. 159

conference day 2

closing plenary session

Wednesday 17 May

4.00pm – 4.30pm

Coffee & Networking

Location: Conference Foyer

The Collaboratory Voice of the Conference

4.30pm – 5.15pm

Method: Data Driven Dynamic Interactive Evaluation & Social Learning (DDIESL) Plenary Session.

Focus: This session will be a facilitated opportunity to share your ideas and key takeaway points from the conference. The session will be built around polling data from delegates about the big issues and key learnings from the conference and live delegate input.

Approach: Our panel will present and comment on delegate polling data gathered during the conference. The panel will invite comment from delegates and there will be an open mic to make points, ask questions of the panel and delegates and suggest courses of action.

Panelists:

Craig Lefebvre > Socialshift, RTI International
Rowena Merritt > The National Social Marketing Centre
Hamilton Carvalho > São Paulo State Tax Agency, University of São Paulo
Tracey Bridges > Social Marketing Consultant

Best Paper & Poster Awards

The final plenary session at the conference will host the paper award presentations for best academic, student, practice and developmental submissions as well as an award for the best poster.

Summing Up & Thanks

Professor Jeff French > Conference Chair, CEO Strategic Social Marketing



accepted posters

1: Religious cognition: Saviour or risky business in social marketing campaigns?

Dr Patrick van Esch > Assistant Professor of Management, Moravian College
Dr James Teufel > Director & Assistant Professor of Public Health, Moravian College

2: The Influence of Access to Internet on Youth Reproductive Health Choices; A case study of Uganda Christian University
Zawedde Nakato JeanneMarie > Brand Officer, International Health Sciences University (IHSU)
Titus Ochieng > Lecturer, IHSU

3: Accelerating Action Against Typhoid and Cholera in Kasese district; Uganda
Zawedde Nakato JeanneMarie > Brand Officer, Uganda Health Marketing Group (UHMG)
Jolene Nakao > CDC, USA
Wakholi Richard > ASNV, Uganda

4: Promoting Breastfeeding Among Low-Resource Communities in Mexico: a National Social Marketing Strategy Proposal Using Mass Media to Influence Behavior and Social Norms
Tessa Swigart > PhD Candidate, **Anabelle Bonvecchio** > PhD, National Institute of Public Health, Mexico
Florence Theodore > PhD, National Institute of Public Health, Mexico
Sophia Zamudio-Haas > PhD, University of California, San Francisco

5: Exploring impact of threat appeals in anti-smoking ads on believability and effectiveness of anti-smoking ads
Hamd Mahmoud > Phd student at University of Hull

6: Safe water solution for clean water and a healthier life in Afghanistan
Mohammad Ibrahim Heidari > Executive Director, Afghan Social Marketing Organization (ASMO)
Ahmad Murid Haidari > Programs Director, Afghan Social Marketing Organization (ASMO)
Khyber Khishki > Social Marketing Manager, Afghan Social Marketing Organization (ASMO)

7: The WIXX campaign: Analysing the moderating effect of socioeconomic status on children's physical activity
Ariane Bélanger-Gravel > Assistant Professor, Université Laval & Research Centre of l'Institut universitaire de cardiologie et de pneumologie de Québec
Lise Gauvin > Full Professor, Université de Montréal & Research Centre of Centre of l'Institut universitaire de cardiologie et de pneumologie de Québec

8: Integrating the WIXX campaign messages and activities into practice: a theory of planned behavior elicitation study of practitioners beliefs
Ariane Bélanger-Gravel > Assistant Professor, Université Laval & Research Centre of l'Institut universitaire de cardiologie et de pneumologie de Québec
Steve Lottinville > Coordinator, Québec en Forme
Daniel Beurivage > Research

9: Promoting the use of modern family planning products and services among new user women of reproductive age in Uganda
Samuel Moses Okello > Head clinical services UHMG, and **Stephen Alege** > Social Behavior Change communication manager, UHMG

10: Issues of behavior change: Scope for social marketing in India
Ranjit Kaur > Research Scholar, Department of Humanities and Management
Dr. B R Ambedkar > National Institute of Technology, Jalandhar
Dr. Jagwinder Singh > Assistant Professor, Department of Humanities and Management
Dr. B R Ambedkar > National Institute of Technology, Jalandhar

11: Remote Area Initiative (RAI) - A promising community initiative changing behavior and empowering women
Ms. Sushma Chitrakar > Training Manager, Nepal CRS Company
Jiblal Pokharel > Act. Managing Director , Nepal CRS Company

12: Sangini Network – The world's first social franchising network
Jiblal Pokharel > Act. Managing Director , Nepal CRS Company

13: Dry January - From Local Pilot to National Campaign
Gary Wootten > Managing Director, Hitch Marketing

14: Have You Got The Balls To #getchecked?
Gary Wootten > Managing Director, Hitch Marketing

15: Prescription for Discharge: Preventing Prescription Drug Abuse and Misuse in the U.S. Navy
Caroline Miles > Booz Allen Hamilton, Associate
Teha Kennard > Booz Allen Hamilton, Senior Associate
Kristina Cook > Booz Allen Hamilton, Senior Associate

16: Tailored Condom SBCC for dual protection among Most At-risk Population (MARPs) in Uganda
Phirista Nakato Nassali > Research Manager, UHMG
Jonathan Magoola Okalangh > Head Strategic Information & Innovations, UHMG
Paul Okalo > Senior Advisor Monitoring Evaluation and Learning, UHMG
Denis Ahairwe > Chief of Party, UHMG

17: Emotions in Social Marketing and Persuasive Communication: The Case of Empathic Responding
Isidora Benitez Janezic > PhD student, Laval University

18: The Impact of a Social Marketing Campaign on Blood Donation Intentions within the African-Australian Community
Kate L Francis > Research Officer. Centre for Health and Social Research, Australian Catholic University, Melbourne, Australia
Michael J Polonsky > Alfred Deakin Professor & Chair in Marketing, Department of Marketing, Deakin Business School, Deakin University, Burwood, Australia
Sandra C Jones > Director, Centre for Health and Social Research (CHaSR), Centre for Health and Social Research, Australian Catholic University, Melbourne, Australia
Muhammad Akram > Research Fellow, Centre for Health and Social Research, Australian Catholic University, Melbourne, Australia
Andre MN Renzaho > Professor of Humanitarian and Development Studies, Western Sydney University, Penrith, Australia

19: Women as the sales force: the case of Friends of Liz
Vilarmina Ponce Lucero > Head of Marketing - SALT Campaign, CRONICAS Center of Excellence in Chronic Diseases
Antonio Bernané Ortiz > Research Associate. CRONICAS Center of Excellence in Chronic Diseases
Jaime Miranda Montero > Director. CRONICAS Center of Excellence in Chronic Diseases

20: Discover the “secret amount of Liz salt” to live better
Vilarmina Ponce Lucero > Head of Marketing - SALT Campaign, CRONICAS Center of Excellence in Chronic Diseases
Antonio Bernané Ortiz > Research Associate. CRONICAS Center of Excellence in Chronic Diseases
Jaime Miranda Montero > Director. CRONICAS Center of Excellence in Chronic Diseases

21: Measuring Impact of Changes in Beliefs and Perceptions at the Summer Communications Institute for the “Be Under Your Own Influence” Campaign
Heather Bowen Ray > Owner, Murmur
Kathleen Kelly > Director, Center for Marketing and Social Issues, Colorado State University
Linda Stanley > Research Scientist, Tri-Ethnic Center, Colorado State University
Randall Swaim > Director, Tri-Ethnic Center, Colorado State University

22: Using Behavior Change Communication to Transform the Way the World Cooks
Julie Ipe > Senior Manager, Behavior Change Communication at the Global Alliance for Clean Cookstoves
Madeline Kiefer > Program Associate, Behavior Change Communication at the Global Alliance for Clean Cookstoves

23: Promoting Quality Malaria Medicines through Social and Behavior Change Communication
Nan Lewicky > Senior Program Officer II, Johns Hopkins Center for Communication Programs (JHCCP)
Cheryl Lettenmaier > Senior Health Communication Advisor, JHCCP
Corinne Fordham > Program Officer, JHCCP
Priya Parikh > Program Specialist, JHCCP

24: No Meters, No Problem - Leveraging Survey Research to Measure Behavior Change Progress
Courtney DuPont > Senior Consultant, Booz Allen Hamilton
Brenna Thorpe > Associate, Booz Allen Hamilton

25: “Trying Something New Makes A Better You:” Strategic Promotion of Mental Health Help Seeking
Champlin, S. & Nisbett, G. > Assistant Professors in the Mayborn School of Journalism at the University of North Texas

26: A sad anthropomorphised tree in a pro-environmental Ad to encourage the use of a hand-dryer in public rest rooms: The role of empathic concern
Emmanuelle Gagné > PhD Candidate, Université Laval

27: Fighting Climate Change Through an Innovative Web Media - Phase 1: The Formative Research
Maxime Boivin > PhD candidate, Laval University
Valériane Champagne Saint-Arnaud > PhD candidate, Laval University
Pénélope Daignault > Professor, Laval University
Céline Campagna > Institut de santé publique du Québec

28: “Eat Smart to Play Hard”: a social marketing campaign to increase consumption of fruits and vegetables in 4th and 5th grade students and their families
Glenda Canaca > MD, Social Marketing Program Director/ Associate Scientist III, University of New Mexico Prevention Research Center (UNMPRC)
Jennifer Johnston > Social Marketing Project Coordinator, UNMPRC
Theresa H Cruz > Research Assistant Professor, UNMPRC
Emily A. Lilo > Associate Scientist II, UNMPRC
Sally M Davis > PRC Director/ Professor Department of Pediatrics, UNMPRC

29: Using a marketing campaign to raise awareness about the HPV vaccine in Texas
Anya Reed > Marketing Program Coordinator, The University of Texas MD Anderson Cancer Center
Cheryl Chin Jackson > PhD, Marketing Manager, The University of Texas MD Anderson Cancer Center

30: Preparing for Breastfeeding Success – Perspective from Healthcare Providers in Five Countries
Gina Cicatelli Clagne > Vice President, Global Healthcare Relations, Media Spokesperson, Lansinoh Laboratories
Justin Greeves > Senior Vice President, Porter Novelli
Rebecca Mark > Vice President, Porter Novelli

31: ‘END SMART’” Model: A Social Marketing Approach for Tobacco Control
Dr. Gitika Kapoor > Professor, R.A. Poddar Institute of Management, University of Rajasthan, Jaipur, India
Ramesh Gandhi > R.A. Poddar Institute of Management, University of Rajasthan, Jaipur, India

32: A community led sanitation approach to achievement of total sanitation behavior in rural India
Vinti Agarwal, Anurudra Bhanot, Ashutosh Awasthi & Animesh Sharma > BBC Media Action
Sameer Deshpande > University of Lethbridge
Bappaditya Mukhopadhyay > Great Lakes School of Management

33: Exhibit in WA State Capitol building promoting the social marketing option to policymakers
Nancy R. Lee > Social Marketing Services Inc.

34: Interventions to Improve the Effectiveness of Public Health Direct Sales Programs in Low- and Middle-Income Countries
Nicole Grable > Private Sector Consultant

35: Diving into Complexity: Lessons Learned in the Application of the Outcome Harvesting Evaluation Methodology in Bangladesh
Lindsey Leslie > MSPH
Sanjanthi Velu > PhD
Rebecca Arnold > MPH
Grace Awantang > MA, MHS
Tilly Gurman > DrPH, MPH

36: Building trust and community response to poaching activities surrounding Kafue National Park, Zambia
Amielle DeWan > Impact by Design
Jeni Jack > Game Rangers International

Influencing behavior for social good

Title Sponsor



Key Supporters



Produced by



Fuse is a full service event management company with a passion for change and a love for the live event experience. We're a social enterprise that brings change-makers together to create positive social change.
Enjoyed the event? Visit www.fuseevents.org

Designed by



Programme design and artwork by Design Pit Ltd
#AllTheCreativeSkillsWithoutBigAgencyBills
/designpit @design_pit +44(0)1543 241251
www.designpit.co.uk

WHAT IS A “PROOF”?

A “PROOF” DEMONSTRATES A GRAPHIC DESIGN PROJECT IN TERMS OF LAYOUT, COLOUR, FONTS, PHOTOGRAPHIC IMAGERY, ILLUSTRATIONS AND THE POSITIONING OF ALL THESE ELEMENTS WITHIN THE DESIGN WORK. A PROOF CAN BE PROVIDED AS A DIGITAL PDF FILE OR AS A PRINTED HARDCOPY.

THE PURPOSE OF A PROOF IS FOR THE END CLIENT TO CHECK ALL OF THE ELEMENTS AND DETAILS FOR CORRECTNESS BEFORE APPROVING THE DESIGN WORK AS COMPLETE. ONCE APPROVAL OR SIGN OFF IS RECEIVED, ALL RESPONSIBILITY FOR ERRORS RESTS WITH THE PERSON WHO SIGNED OFF.

WHAT DO I NEED TO CHECK?

1. Assure All Content is Included

"Wow! That sell sheet looks amazing!" That is, until you realize that the bulleted list of product benefits is missing. Compare the copy documents you supplied against the proof to assure everything is accounted for; including text and graphics.

2. Spelling and Punctuation

Read the copy backwards to catch spelling mistakes. When we see words strung together in sentence form our speed reading instincts often take over and we breeze through the copy and miss crucial spelling and punctuation mistakes along the way. There have been times when a misspelled word gets overlooked by several people and it winds up being on the cover of a brochure. Carefully review the spelling and punctuation on your proofs to avoid embarrassing and expensive reprinting costs; and the consequences that may follow. If you're using Adobe Acrobat to review PDFs, you can perform spell check electronically as a back up to your manual review; but that won't catch mistakes of improper usage such as using "for" where "four" was supposed to be.

3. Fonts

Fonts can be substituted in the output phase or even erroneously eliminated. Compare an older printout or PDF to the proof to make sure that all of the fonts are in place and intact.

4. Logos and Photos

Sometimes a variety of photos or logos are provided to a graphic designer to select from. If particular logos or a photo of the CEO was supposed to be included, make sure they are present in the proof and any captions that may accompany them are included and accurate. Corporate branding guidelines sometimes dictate which versions of a logo are to be used. It's a good idea to compare and confirm that the logo is "good to go" as shown on the proof and branding guidelines.

5. Colours

If your brand has an approved colour palette, you must make sure that the colours in the proof consistently reflect the specified brand colours. Reproduction of colour is dependent on the printing or production process employed for a given design project. If you're unsure about colours, ask your graphic designer (or printer) to explain the production process or supply a colour swatch. There is also a way to check for colour consistency and accuracy in PDFs by using Adobe Acrobat but you will need the Pro version of the software to do it.

6. Trim Size

Take out a ruler and measure the proof. It sounds elementary but if you need that insert to fit into a #10 envelope, make sure it will fit before 50,000 of them are printed oversized. If you are reviewing a PDF in Adobe Acrobat, you can hover your cursor

over the lower left part of the document window to reveal the trim size. For larger media, designs are sometimes submitted at smaller scales for digital file handling, ask your designer to confirm and clarify sizes of finished output.

7. Cropping and Trimming

Cropping of key information can occur if text or imagery are too close to the edge of a printed sheet. Usually, an internal border of 5mm is applied as a minimum "safe area" depending on the media being used. For best results, text and other important parts of your design should remain inside this safe area. If critical content does not remain inside the safe area, slight variations during trimming could result in the content being sliced off.

8. Content Positioning

Check alignment of content in the design, especially in documents with multiple pages or variations. Any repeating graphic element should be consistent, such as the positioning of photo captions or alignment of images across a page spread. Use the edge of a blank sheet of paper or ruler to help with this process.

9. Folds

Make sure that any vital information is not obstructed by the folds on your proof. On the other hand, if images or graphics are aligning on the folds, it's critical to see they are in the right position. Also know that when you have multiple folds in your project (as with a DL or tri-fold brochure), the panels that make up the brochure may not be identical in width or length. When in doubt, ask your graphic designer or printer to indicate where the folds appear and have them supply a folded mock-up if you are still unsure.

10. The Checker

By the time you reach the proof stage of a project, you may have been looking at the design for weeks or months. This is why we suggest having a fresh set of eyes review the proof before you give your approval. It's added insurance that nothing gets overlooked.

The bottom line when receiving proofs from your graphic designer is check your proofs carefully. The last thing you want to experience is that pit in your stomach feeling when you receive the cartons of annual reports and discover that (suddenly giant) transposition in the CEO's letter. Outside of miscues during the printing process, once the proof has been signed for final approval, as the client you are ultimately responsible for the final product.

Anything you can do to eliminate the need for reprinting a project or having to explain how errors were overlooked is a good thing. After all, no one wants to become the person responsible for embarrassing and costly errors.

PLEASE CHECK YOUR PROOFING DOCUMENT VERY CAREFULLY BEFORE SIGNING OFF VISUALS/ARTWORK. CHECK ALL DETAILS NO MATTER HOW BIG OR SMALL THEY MAY SEEM, RESPONSIBILITY FOR CORRECTNESS OF THE DESIGN AND ARTWORK RESTS WITH WHOEVER MAKES THE SIGN OFF. ALL VISUALS © DESIGN PIT LTD UNTIL SIGNED OFF AND PAID FOR IN FULL BY CLIENT - PLEASE READ THIS DISCLAIMER VERY CAREFULLY BEFORE SIGNING OFF VISUALS/ARTWORK. All visuals/artwork © Design Pit Ltd until signed off and paid for in full by client. Please be sure to read all text and check all details very carefully before committing to sign off design visuals/artwork. Sign off must be received from a person with suitable authority to do so in writing; preferably via email. Sign off can also be accepted by a hand written signature on a printed proof or visual. Once signed off, you are accepting responsibility for the correctness of design visuals/artwork. Upon sign off, Design Pit will make visuals/artwork ready and send away for print/production. Once in process, visuals/artwork CANNOT be changed or amended and will be printed/produced as per the visuals/artwork that you - the client - made the commitment to signing off. Any errors found after sign off/print/production remain the responsibility of the person who signed off the visuals/artwork and Design Pit will accept no responsibility for errors after this point in time.