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

World Social Marketing Conference

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 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

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 break on the App
• News & Updates – Receive updates and alerts about the latest happenings at the conference

conference app

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our sponsors

towards more impactful outcomes!

The World Social Marketing Conference Committee and producers would like to give a special thanks to all 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 supporter and to all of the regional social marketing associations and the International Social Marketing Association.

| Title Sponsor |
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| SMa | strategic marketing agency |
| SMD |
| the George Washington University |
| UMG |
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capturing | spreading | nurturing | good practice
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Monday 15 May

1.00pm – 5.00pm Pre-Workshops – Renaissance Arlington Capital View Hotel
6.00pm – 8.00pm Welcome Drinks & Networking – Free to all Delegates

Conference Day 1 – Tuesday 16 May

7.45am – 8.30am Registration & Coffee
8.30am – 10.15am Conference Day 1 – Morning Plenary Sessions
10.15am – 10.45am Coffee & Networking
10.45am – 12.15pm Conference Day 1 – Morning Breakout Sessions 1
12.15pm – 1.10pm Lunch, Networking & Poster Viewing
1.10pm – 2.15pm Conference Day 1 – Afternoon Plenary Sessions
2.15pm – 3.15pm Conference Day 1 – Afternoon Breakout Sessions 2
3.15pm – 3.45pm Coffee & Networking
3.45pm – 4.45pm Conference Day 1 – Afternoon Breakout Sessions 3
4.45pm – 5.30pm Conference Day 1 – Late Afternoon Plenary Sessions
7.00pm – 12.00am Gala Dinner – Renaissance Arlington Capital View Hotel

Conference Day 2 – Wednesday 17 May

8.00am – 8.45am Extra Session
8.15am – 8.45am Welcome & Coffee

Important information

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Thursday 18 May

9.00am – 5.00pm Post-Conference Workshops
10.00am – 1.00pm Extra Sessions

Accepted Posters

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 #wsmc17 & #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.

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.
Jeff Jordan
President & Executive Creative Director, Rescue
@jeffreyjordan

Jeff is a 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 alcohol and tobacco group. He started Rescue Social Change Group at just 17 and today, Jeff has led Rescue SSCG growth to five offices in the US and has managed over two dozen behavior change programs across North America, tackling issues such as tobacco, obesity and violence.

Gael O’Sullivan
Consultant @heygaelo

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.

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 Salesuke campaign to promote women’s and girls’ health.

Tom Bocai
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 Officer and Country Director of programs in Ghana and for-profit corporations as well as government and non-profit organizations and local agencies.

Professor Doug Evans
Academic Chair, George Washington University @douge66

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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 digital marketing to facilitate behavior change. Rebekah is also the immediate past-President of the Australian Association for Social Marketing (AASM).

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 book ‘Social Marketing and Health and Social Development’ published by Oxford University Press is now available.

Jennifer Wayman
President & CEO of Hoger 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 Hoger Sharp, an award-winning U.S. agency that specializes in marketing social change.

Winthrop Morgan
ESMA President @WM1

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

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 UK and Canadian government and for-profit corporations as well as delivered focused solutions for community based organizations and local agencies.

R. Craig Lefebvre
Chair, Socialist, Lead Change Designer, Irr International, Research Professor, College of Public Health, University of South Florida. @chiefmover

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 thirty books and chapters and serves on the Editorial Board of Journal of Social Marketing and Social Marketing Quarterly.

Professor Hamilton Carvalho
Sao Paulo State Tax Agency

Hamilton Carvalho is a PhD student at University of Sao Paulo (Brazil) whose 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 Systems Dynamics Society, Association for Consumer Research and Human Behavior and Evolution Society.

Professor 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 on social-justice perspective with emphasis on violence and injury prevention. He has a driving research interest in criminal justice dynamics modeling, which utilizes feedback insights and computer simulation to hypothesize, test, and refine explanations of crime rate change.

Professor Brian Evans
Director of the agency’s industry-leading social marketing practice. He has a 25+ year career with Ogilvy Public Relations where he served as founding Global Managing Officer and Country Director of programs in Ghana and for-profit corporations as well as government and non-profit organizations and local agencies.

Professor Douglas A. Palmedo
Associate Professor of Media and Communication 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.

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keynote speakers

Jeff Jordan
President & Creative Director, Rescue
Jeff Jordan 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 significant growth to the company in the US, managing over two dozen behavior change programs across North America.

Rafael Obregon
President & Executive Creative Director, Rescue
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 Hussein 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.

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 14 years. Her Office is responsible for global leadership in maternal and child health, environmental health, nutrition, neglected tropical disease 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, ESA Board Member
Jeff is a recognized global leader in the application of behavior change and social marketing. He has 30 years of relevant experience in developing and evaluating behavior change projects, social marketing programmes at international, national, regional and local levels. Jeff has been involved in over 70 chapters, articles and books on social marketing and behavior change and is a visiting professor at Brunel University, Brightoun University and a Fellow at Elgar-Colege University London.

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Day 1 Plenary: “Social Marketing: The Next Generation”

Diogo Verissimo
Director of Social Change Research Fellow, State & Johns Hopkins University
Diogo Verissimo explores the human side of broadband connectivity 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 such as biomes, wildlife conflict, wildlife trade and coastal fisheries management, in countries like Nepal, Indonesia, Brazil, China and Mozambique.

Janicia Moore
Account Executive, Hipper Sharp
Janicia Moore 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 while growing with a passion for health with three generations of health care professionals before her.

Nathaly Pastrana
Doctoral Student and Research Assistant, BC4CHANGE 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 on 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 MPH, is a current Masters of Research student in Social Marketing at Queensland University of Technology.

Professor Doug Evans
Conference Chair, CEO (Strategic Social Marketing, ESA Board Member
Doug Evans is Professor Community Health & Global Health at George Washington University. His research focuses on the use of traditional 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 Saleske campaign to promote women’s and girl’s 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 gateable/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. An 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.

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

Professor David H. Smith Conservation Research Fellow, State & Johns Hopkins University
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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 nine years as a senior client-side, where she was responsible for PR and creative management. Since then, Jude has led projects for brands such as British Red Cross and Amnesty; has achieved behaviour change to reduce pressure on the National Health Service in the UK and led the Auschwitz social health campaigns to award winning success.
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 250 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 track** > Reducing the impact of substance misuse

**Track Chairs:** 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 Chairs:** Professor Ed Mitchnick > George Mason University Center for Climate Change Communication  
**Reviewers:** Kevin Green > Rare; Jenni Arli > Griffith University; Joy Parkman > Griffith University; Ariane Heinzeiser > Rare; Medina Luna > University of York; Kathy Knox > Griffith University & the team of 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 Chairs:** Tuney Bridges > Senate SOS  
**Reviewers:** Brian Freemans > Yale; Chia Palmedo > CUNY; Krzyztof Kubiakchi > Griffith University; Wendy Billinghurst > RPA New Zealand; Shires Littit > Hummingbird International

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

**Track Chairs:** Professor Jeff French > Strategic Social Marketing  
**Reviewers:** Professor Walter Wymer > University of Lethbridge; Nadia Louta > University of York;  
Daniele Mambretti > Queen Mary University of London; Rory Mulcrone > University of the Sunshine Coast

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

**Track Chairs:** Dr. Christine Domegan > WIS Galway  
**Reviewers:** Professor Jeff French > Strategic Social Marketing  
Ali Bajestan > Griffith University

**Conference track** > Digital impact on government policy

**Track Chairs:** L. Suzanne Suggs > Associate Professor, University of Lugano  
**Reviewers:** Marco Bondas > American University of Beirut  
Denil Arli > Griffith University

**Conference track** > Developmental / Experiential

**Track Chairs:** Professor Jeff French > Strategic Social Marketing & Professor Doug Evans

**Tracks**

- Conference track > Promoting global health and well-being
  **Track Chairs:** Craig Lattimore > RTI International / Social Draft  
  **Reviewers:** Medina Luna > University of York; Bo Song > Griffith University; Julia Buse > Griffith University; Kathy Knox > Griffith University; Chia Palmedo > CUNY; Louisa Greenet > ESMU University; Hamilton Carvalho > Sao Paulo Tax Authority

- Conference track > Reducing global communicable disease through behavioural influence
  **Track Chairs:** Professor Doug Evans > George Washington University  
  **Reviewers:** Rebecca Firestone > PSI; Mohammad Kadir > Griffith University; Marjanne Seland > University of Cape Town

- Conference track > Reducing crime and poverty and promoting safety and security
  **Track Chairs:** Professor Sharps Rundle-Thiele > Griffith University  
  **Reviewers:** Blandina Carvalho > Sao Paulo Tax Authority; Matthew Wood > University of brighton; Ali Bajestan > Griffith University; Mohammad Kadir > Griffith University; Josica Emins > ESMU University

**Academic & Student Submissions**

**Conference tracks**

- Conference track > Reducing the impact of substance misuse
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- Conference track > Reducing crime and poverty and promoting safety and security
  **Track Chairs:** Professor Sharps Rundle-Thiele > Griffith University  
  **Reviewers:** Blandina Carvalho > Sao Paulo Tax Authority; Matthew Wood > University of brighton; Ali Bajestan > Griffith University; Mohammad Kadir > Griffith University; Josica Emins > ESMU University
Boro Allen Bioshie has been at the forefront of strategy and technology for more than 10 years. Today, the firm provides marketing and technology consulting and engineering services to leading Fortune 500 corporations, governments, and for-profit organizations around the globe. Social Allen partners with public and private sector clients to achieve their strategic challenges through a combination of consulting, analysis, research and development, strategy delivery, cybersecurity engineering, and innovation. www.borosaline.com

HAGER SHARP

A Hogan Sharp, we’re dedicated to helping people live longer, healthier, happier lives. We pride ourselves in creating a culture that cares, with a relentless focus on social good, innovation and diversity in our internal and external culture. We’re an independent, full-service agency and work closely with organizations that are committed to transforming our communities by taking on important issues like equity in education, healthcare, and social justice. Our team consists of strategic, creative, data-driven and diverse talent, and we’re passionate about making positive change in the world. We’re looking to hire people who are passionate about making a difference. More information is available at www.hogansharp.com.

Helping people make healthier choices has been the goal of CDC since it’s formation in 1942, but nothing better demonstrates this than the achievement of US government priorities, including improving health outcomes in family planning, HIV/AIDS, reproductive health, and maternal health.

www.uhmg.org
**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 Porter, 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 the 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.

Networking and light lunch included.

Register at SHOPSPlusProject.org/Events

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### Industry Leaders

**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 while discussing fun facts and history.

Visit [www.dctoursbytim.com](http://www.dctoursbytim.com) for more information and schedules.

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### 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. This session will provide a comprehensive introduction to social marketing and how it is being applied throughout the world to foster sustainable and healthy behavior. Participants will learn the two 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 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-centered, co-creative, sequential, evidenced and holistic with the 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.

### 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 two 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 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 Develop Effective Evidence Based Programmes that Influence Positive Social Behavior

**Location:** Studio B

**Full day workshop: 9.00am – 5.00pm**

**Session Facilitator:** Brenda Foster, M.P.A.

This session is targeted to those involved in the strategic planning and implementation of intervention programs and evaluations. Those attending this session should have some understanding of social marketing principles and concepts.

#### Segmenting, Targeting and Reaching Your Audience Effectively

**Location:** Studio B

**1.00pm – 5.00pm**

**Session Facilitator:** Matthias Jordan, Rescue & Nils Kvarvik, Sprinklr

**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.
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:
Marya 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.

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 change 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.

10.15am – 10.45am
Coffee & Networking
Location: Conference Foyer

Nisreen Qatamish > Director General, King Hussain Cancer Foundation
Breast cancer in the Arab world: Meeting the unseen 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 cancer types 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. In 2012, the disease is still prevalent and survival rates are as high as 95%. This national program broke barriers and tackled this prevalent issue by tailoring strategic communication, intervention and behavioral change strategies developed by JBCP team with consultation from several stakeholders related to breast cancer, with 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 sensitive 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 subpopulations 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.

10.45am – 11.30am
Keynote 1 & Networking
Location: Conference Foyer

Nisreen Qatamish

Keynote 2

Jeff Jordan

11.30am – 12.30pm
Lunch Break

12.30pm – 1.30pm
Wadi 1/Ballroom A/B

Workshop 1: Localizing the Global Challenge - Focus on Breast Cancer Prevention

Workshop 2: Mid-Level Management Skills Development

1.30pm – 2.30pm
Wadi 1/Ballroom A/B

Workshop 1: Localizing the Global Challenge - Focus on Breast Cancer Prevention

Workshop 2: Mid-Level Management Skills Development

2.30pm – 3.30pm
Wadi 1/Ballroom A/B

Workshop 1: Localizing the Global Challenge - Focus on Breast Cancer Prevention

Workshop 2: Mid-Level Management Skills Development

3.30pm – 4.30pm
Wadi 1/Ballroom A/B

Workshop 1: Localizing the Global Challenge - Focus on Breast Cancer Prevention

Workshop 2: Mid-Level Management Skills Development

4.30pm – 5.30pm
Wadi 1/Ballroom A/B

Workshop 1: Localizing the Global Challenge - Focus on Breast Cancer Prevention

Workshop 2: Mid-Level Management Skills Development
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 Gian’s recent Harvard exposé).
• 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 McDaidwick > Vice President, Global Health Advocacy Incubator at Campaign for Tobacco-Free Kids
Becky Freeman > NIRMC Equity Career Research Fellow, School of Public Health, The University of Sydney
Lucy Popova > Assistant Professor, Health Promotion & Behavior, Georgia State University

Location: Salon 1

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 2

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: Lindsay 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 Awanawang > 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 Jürisse > Research Fellow, SEI, Hannah Wanjiru, Research Associate SEI
Oliver Johnsson > Research Associate, SEI

Paper no. 100

Session title: To Increase Acceptability of Long-Acting Reversible Contraceptive Methods at Scale 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; Axzum Cigoglia > FP Technical Lead, CCP
Rene Greilingen > Technical Advisor, Youth, Sexual and Reproductive Health and Tuberculosis, PSI

Paper no. 77

Session title: Get Kei Al!… Pit Weboh! 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. Kuo Kuromai > Senior Research Advisor, Johns Hopkins Center for Communication Programs

Paper no. 86

Session title: United for Healthier Kids
11.05am – 11.20am

Conference track > Promoting health and well-being

Paper type: Practice
Presenter: Barbara Szunair > Health Leader, Division of Diabetes Translation, U.S. Centers for Disease Control and Prevention
Authors: Dr. Claire Somerville > Senior Technical Advisor, Blue Ventures; Nan Lewicky > Senior Program Officer, Johns Hopkins Center for Communication Programs

Paper no. 137

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. McElvatt > 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: Mathay Ayo Pastrana > BeCHANGE Research Group, Università della Svizzera italiana
Authors: Dr. Claire Somerville > Executive Director, Gender Centre, The Graduate Institute Geneva
Prof. Dr. L. Suzanne Suggests > 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

Location: Studio B

Session title: The Importance of Aboriginal Protocols in a Campaign that Addresses Educational Disadvantage
11.25am – 11.40am

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

Paper type: Practice
Presenters: Prof Valerie Harwood & Nyssa Murray > University of Wollongong
Paper no. 168

Panel Session:
Panel: 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 Stienman > 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: Practice
Presenter: Dr Amit Ranao > Senior Regional Health Advisor, Palladium EMEA
Co-authors: Tanya Liberman > Manager, Health Practice, Palladium EMEA
Dr Jabushali Nyenuw > Director, Health Practice, Palladium EMEA

Workshop:
Communication Without Borders: Why HIV/AIDS Prevention Messages Increasingly Incorporate New Media
11.20am – 12.00pm

This interactive session explores how HIV/AIDS interventions are most effectively exploiting the benefits of both "old" and "new" media tools.

Paper type: Developmental / Experiential
Presenter: Melissa E Nitts > Social Marketing & Digital Consultant, Dhrmarketing

Location: Studio D

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: Academic
Presenters: Dr Alan Shaw > Senior Lecturer: Marketing, University of Nuddinghead
Co-authors: Carina Schmid > PCI Media Impact; Heather E. Eves > Virginia Polytechnic Institute and State University
Paper no. 40

Session title: Measuring the Impact of a Radio Drama on Bushmeat For Wildlife Habitat
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: Camille Schmid > PCI Media Impact; Heather E. Eves > Virginia Polytechnic Institute and State University
Paper no. 171

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

#socmar #wsmc17

Washington DC, 15 - 18 May 2017

wsmconference.com
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 Veríssimo > David H. Smith Conservation Research Fellow, Rare & Johns Hopkins University:

“Promoting 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, ReCHANGEx Research Group, Institute for Public Communication, Universidad del Salvador in El Salvador:

“Beyond Simon Bolivar and Bernardo de Monteagudo: Social Marketing in Latin America”

Natalie Bowring > Masters Student, Queensland University of Technology:

“When Disciplines Collide: Insights and Future Directions for Social Marketing and Health Promotion Collaboration”

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 & Kate Francis, Research Officer, Centre for Health and Social Research, Australian Catholic University

Paper no. 44
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 such 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 > Senior Manager for Market Insight and Behavior Change, Global Alliance for Clean Cookstoves
Alliance for Clean Cookstoves
Insight and Behavior Change, Global Health and Well-being
Location: Salon 1
Sponsored by:
fuse events - fuseevents.org

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 Ochisiang > 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: Cagthy 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 > Promoting global health and well-being
Presenter: Ian Tweedie > Team Leader, HC3 Nigeria, Johns Hopkins Center for Communication Programs
Co-authors: Anna McCutney-Melstad > Chief of Party, HC3 Nigeria
Shiltu Abdu-Aguye > Deputy Director - Family Planning, HC3 Nigeria
Usman Usman > Senior Technical Advisor - Social Mobilisation
Misuy Rusebo > Intern, HC3
Tina Dickenson > Program Officer II, HC3 Nigeria
Health Communication Capacity Collaborative (HC3) Project
Paper no. 173

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: Rusifa Izzeddin Fakhereddin > Senior Manager, Communication & Social Marketing Department, Jordan Breast Cancer Program
Co-authors: Baboof Darwees Al Jamaldn > Training & Outreach Manager, Communication & Social Marketing Department, Jordan Breast Cancer Program
Mirwen Khaitmsh > General Director of King Hussein Cancer Foundation, Director of Jordan Breast Cancer Program
Co-authors: Anna McCartney-Melstad > General Director of King Hussein Cancer Foundation, Director of Jordan Breast Cancer Program
Presenter:
Paper no. 6

Session title: Effects of a Social Marketing Web, e-Mall 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 Buggs > 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)
Co-authors: Correy Myco > Team Leader, Development Media International
Presenter:
Paper no. 61

Location: Salon 2
Sponsored by:
Panel Session:
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
Co-authors: Correy Myco > Client Services Manager, ChangeMakers
Presenter:
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 > Client Services Manager, ChangeMakers
Angela Sylvester > Client Services Manager, ChangeMakers
Co-authors: Correy Myco > Client Services Manager, ChangeMakers
Presenter:
Paper no. 120

Location: Studio A

Session title: What’s Health Got To Do With It? Testing Marketing Messages for Clean Cookstoves in Cambodia and Kenya
2.15pm – 3.15pm
Conference track > Promoting global health and well-being
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Angela Sylvester > Client Services Manager, ChangeMakers
Co-authors: Correy Myco > Client Services Manager, ChangeMakers
Presenter:
Paper no. 120

Location: Studio A
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: Michael Smith > PhD, MBA, VP, Consumer Neuroscience Solutions, Nielsen
Co-authors: Michael Smith

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 Belton > Sr. Director of Integration Marketing Strategies - Rescue | The Behavior Change Agency
Co-authors: Frances Michelle Pascual > Behavior Change Communications Advisor, Rare

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 Bowling > Masters Student, Queensland University of Technology
Co-authors: Julie A. Sorensen, Forestry, and Fishing Research Coordinator, Northeast Center for Occupational Health and Safety: Agriculture, Forestry, and Fishing

Paper no. 166

Location: Studio D

Session title: Making It Count: Getting Small-Scale Fishers in the Philippines to Voluntarily Practice Fish Catch Monitoring and Evaluation
2.55pm – 3.10pm

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

Presenter: Fel Caesar Costas > Director, Program Implementation, Rare
Co-authors: Frances Michelle Pascual > Behavior Change Communications Advisor, Rare
Pablo Rejoso Jr > Senior Manager, Monitoring and Evaluation, Rare
Dean Apatilit > Manager, Monitoring and Evaluation, Rare

Paper no. 170

Session title: Health and Energy Behavior Change Campaigns in the Military: Harnessing the Power of Social Norms
2.15pm – 2.30pm

Conference track > Developmental / Experiential

Presenter: Michelle Belton > Sr. Director of Integration Marketing Strategies - Rescue | The Behavior Change Agency
Co-authors: Frances Michelle Pascual > Behavior Change Communications Advisor, Rare

Paper no. 192

Location: Studio E

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 Consultant & Managing Director, Precision Strategies Asia
Co-authors: Josiea J Kunit > 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. 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: Josiea J Kunit

Paper no. 51

Location: Studio F

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 Constantinou > Senior Consultant & Managing Director, Precision Strategies Asia

Paper no. 192

Session title: Leveraging Segmentation for the Greatest Impact: Aligning Sub-population Motivations and Social Marketing Strategies
2.15pm – 2.30pm

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Co-authors: Josiea J Kunit

Paper no. 51

Location: Conference Foyer

3.15pm - 3.45pm
Coffee & Networking
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 evaluation of 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
- Anton Schneider > Senior Social and Behavior Change Advisor, Bureau for Global Health, Office of Infectious Disease, USAID

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 Radejo > Research Fellow, Social Marketing @ Griffith, Griffith University, Brisbane Australia
Co-authors: Dr Joy Parkinson > Social Marketing @ Griffith, Griffith University, Brisbane Australia
Philipp C. Mikandawire > PSI Malawi, Vampire Tembo, UNICEF Malawi Australia
Dr Timeo Dietrich > Social Marketing @ Griffith, Griffith University, Brisbane Australia
Dr Mohammad Koliv > 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: Mathaty Aya Paturamon > ANGE Research Group, Università della Svizzera Italiana
Co-authors: D. Jaine Miranda > CHRONIC Centre of Excellence in Chronic Diseases, Universidad Peruana Cayetano Heredia Dr. David Beane > Geneva University Hospitals, University of Geneva
Prof. Dr. Anne Suggs > REACH 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: Dr. Dihang Osighi > Head of Communications, Malária Consortium, Uganda
Co-authors: Dr Juliana Atim & Viola Nampeera > Malária Consortium, Uganda
Paper no. 31

Location: Salon 1
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: Roma Banot > UNICEF Jordan
Co-authors: House Ehrayna > COP Jordan Communication, Advocacy and Policy project, Abt Associates
Gael O’Callaghan > Principal Associate - International Health Division, Abt Associates
Dr. J. Jaime Miranda > CORE Group, Jordan Communication, Advocacy and Policy project, Abt Associates.
Jonathan Magee > Head Strategic Information and Innovations, UNICEF
Joyce Tamale > Manager Director, UNICEF Jordan
Paper no. 58

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 Souby > PCI Media Impact
Co-authors: Massimiliano Sani, Luca Solimine & Yolanda Caffarelli > UNICEF Mozambique
Cantina Schmid > Programs Manager PCI Media Impact
Paper no. 90

Location: Salon 2
Session Title: Using Mobile Phone Technology to Increase Access to Clinical Counseling and Testing Services through the SMS Service Locator.
4.25pm – 4.40pm
Conference track > Promoting global health and well-being
Paper type: Practice
Presenter: Francis Menya > Knowledge Manager, Uganda Health Marketing Group (UHMG)
Co-authors: Denis Ahitwe > Chief of Party, UNFMS
Jonathan Magee > Head Strategic Information and Innovations, UNICEF
Joyce Tamale > Manager Director, UNICEF Jordan
Paper no. 85

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 Alves Mozaro > Full professor, University of São Paulo
Joaquim Rocha Santos > Assistant professor, University of São Paulo
Paper no. 59

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 Mojca Vucina > University of Eastern Finland (UEF)
Co-authors: Professor Emeritus Richard Pieper > UEF
Adjunct Professor Toni Måki-Opas > UEF
Paper no. 91

Studio A continued on next page...

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

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

**Presenter:** Brandon Tate - Account Director | Rescue | The Behavior Change Agency

**Paper no.:** 194

**Location:** Studio D

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### Session title: How to Increase Plant-Based Eating: Can 360 Virtual Reality Help Your Organization Change Behavior?

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

**Presenter:** Marsha Smith - Developing Manager | This Free Life Campaign

**Paper no.:** 17

**Location:** Studio E

---

### Session title: Ethics in Tanzania’s Public Service

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

**Presenter:** Jim Mintz - Managing Partner & Senior Consultant | Centre of Excellence for Social Marketing (CEPSM)

**Paper no.:** 194

**Location:** Studio A

---

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

**Conference track:** Developmental & Experiential

**Presenter:** Billie ideal - Account Director | Social Eating

**Paper no.:** 184

**Location:** Studio B

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### Session title: Using Social Marketing to Promote Ethical Behavior Amongst LGBT Young Adults

**Conference track:** Developmental & Experiential

**Presenter:** Billie ideal - Account Director | Social Eating

**Paper no.:** 184

**Location:** Studio B

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

**Presenter:** Marsha Smith - Developing Manager | This Free Life Campaign

**Paper no.:** 17

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

**Presenter:** Billie ideal - Account Director | Social Eating

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**Paper no.:** 184

**Location:** Studio B
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-dinner 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

Gala Dinner Speaker
Melissa Kraus Taylor
Global Learning and Development Director, 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 counseled numerous clients in the area of social impact, including the Almond Board of California, Florida Department of Citrus, CDC, CARE and Habitat for Humanity.

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

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

Keynotes
Session Chair: John Bromley – Director, National Social Marketing Centre
Elizabeth Fox – Director of the Office of Health, Infectious Diseases and Malaria, 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 in a context-specific approach to improving health outcomes. Now it 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.

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

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10.30pm – 12.00pm: Live entertainment from Encore
breakout sessions 1

Wednesday 17 May  morning > 10.15am-11.30am

Panel Session:
Health Promotion Opportunities for Social Marketing
10.15am – 11.15am

Session Chair: Craig Lefebvre > Chief Moves of Successful, Lead Change Designer at IFIT 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 Griese > American University and Director of social marketing research for the American Obesity Research Collaborative Network

How can I use new technologies to improve my program’s effectiveness 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

Session Title: Using 8S to Improve Service-Related Outcomes: A Proposed Model
10.15am – 10.30am

Conference track > Developmental / Experiential

Presenter: Katherine Holman > Capacity Strengthening Director - NC, Johns Hopkins Center for Communication Programs

Co-author: Heather Hancock > Senior Program Officer, Johns Hopkins Center for Communication Programs

Paper no. 174

Session Title: 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 Doris > Program Officer II, Johns Hopkins Center for Communication Programs

Co-author: Heather Hancock > Senior Program Officer, Johns Hopkins Center for Communication Programs

Paper no. 105

Session Title: Time, Trust & Tango: The Factors that are Influential in the Uptake of Malawi 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 Ofuchi > Head of Communications, Malawi Consortium Uganda

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

Paper no. 32

Session Title: It All Adds Up: Addressing Gender Norms to Increase Physical Activity for Women
10.55am – 11.10am

Conference track > Promoting health and well-being

Paper type: Practice

Presenter: April Ennis Keppel > Mission and Community Benefit Programs Manager, St. Vincent Healthcare

Co-author: Robert Kiguwa > Social Marketing Manager, USMIS

Dennis Abatimwe > Chief of Party, USAID Uganda Social Marketing Activity, USMIS

Joyce Tumusime > Managing Director, USMIS

Francis Nimanga, Knowledge Manager, USMIS

Paper no. 94

Session Title: Influence of Media and Socialisation Agents on Healthy Eating Among Australian Gen Y
11.15am – 11.30am

Conference track > Promoting health and well-being

Paper type: Student

Presenter: Nathaly Aya Punturana > University of Waterloo

Authors: Pardis Mohojerani > Swinburne University of Technology

Associate Professor Antonio Lobo > Swinburne University of Technology

Professor Heath McDonald > Swinburne University of Technology

Paper no. 126

Session Title: 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 Nebe > Director of Sustainability, Walmart

Marc Meacham > Head of External Affairs for North America, UVI Healthcare

Marissa 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

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. Busek > Assistant Professor, Wake University School of Medicine

Co-authors: Carol A. Bryant > University of South Florida; Mahmoona Suhil Pasha > University of South Florida

Tulli Schneider > University of South Florida

Anthony D. Pansaia > US Department of Agriculture

Peter E. Hovmøller > Washington University in St. Louis

Paper no. 126
breakout sessions 1

Wednesday 17 May morning > 10.15am-11.30am

Location: Studio B

Session title: Using digital technologies 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
Presenter: Professor Rebekah Russell-Bennett & Judy Drennan - Queensland University of Technology (QUT)
Co-authors: Mario Raciti - University of Technology (QUT)

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, SenaeTIJ

Paper no. 172

Session title: Emotionally Intelligent Insights - Connecting Better With Customers’ Emotions
10.35am – 10.50am

Conference track > Developmental / Experiential

Presenter: Michal Godbehere - Head of Behavioural Insight, Hilti Marketing
John Bramley - 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: Sebastion Istanbullu - 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 Gomez - Nutrition, Health and Wellness; Manager, Nestlé México

Paper no. 207

Location: Studio E

Session title: My Neighbourhood’s Smokes - Using a Soap Opera to Change Cooking Behavior in Guatemala
10.15am – 10.30am

Conference track > Promoting health and well-being

Paper type: Student
Presenter: Julie tse - 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

Session title: A Systems Approach to Change Littering Behavior in Saudi Arabia
11.15am – 11.30am

Conference track > Global climate change, environmental protection and sustainability

Paper type: Student
Presenter: Joy Puxton - 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

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
Presenter: Farid Iskandar - Social Marketing Coordinator; Laura Henderson - Social Marketing Coordinator; Utility Services, City Operations, City of Edmonton
Co-author: Connie Boyle - Director, Community Relations, Utility Services, City of Edmonton

Paper no. 46

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 & Thriver, FHI 360
Co-authors: Silvia Alayón - Nutrition and Monitoring Advisor, Alive & Thriver; Save the Children
Danielle Nougie - 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: Becky Freeman - Prevention Research Collaboration, Sydney School of Public Health and Charles Perkins Centre, University of Sydney
Co-authors: James Kile, William Bellow & Adrian Bouman - Prevention Research Collaboration, Sydney School of Public Health and Charles Perkins Centre, University of Sydney

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 Mina - Executive Manager Commissioning and Communications, Brisbane North PHN
Co-authors: Russ Vine - Managing Director, Ogilvy Australia
Anna Wellinger - Sr Account Manager, Ogilvy Australia

Paper no. 154

Location: Studio F

Session title: Social Counter-marketing - Advancing Theory and Research
10.55am – 11.30am

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

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

Paper no. 130

Location: Conference Foyer

11.30am - 12.00pm
Coffee & Networking
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: Darren Kayser > Lead Associate, Bose Alien Hamilton
Panelists:
Professor Sharyn Rundle-Thiele > Director, Griffith University
James Caley > Director of Operational Social Marketing @ Griffith

Location: Salon 1
Session title: Using Mobile Phones to Empower “Smart Clients”
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

Location: Salon 1
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 Alonzo Mazzon > Full professor, University of São Paulo
Paper no. 16

Location: Salon 2
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-author: 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)

Location: Salon 2
Session title: The Role of Social Facilitators: Connor Lynch and Tyler Janzen
12.40pm – 12.55pm
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 (UHMG)
Co-author: Paul Otolo > Senior Advisor Monitoring, Evaluation and Learning, UHMG
Denis Ahiwire > Chief of Party, UHMG

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: Taslim 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. Mosharraf Hussain > Deputy Manager, Blue Star Program, Social Marketing Company
Paper no. 62

Location: Studio B
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 Areeam > University of East Anglia
Dr Neyda S. Prabankard > University of Gadjah Mada
Paper no. 99

Location: Studio B
Session title: 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.

Paper no. 47

Session title: Doesn’t in Advertising
12.20pm – 12.35pm
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 (UHMG)
Co-author: Paul Otolo > Senior Advisor Monitoring, Evaluation and Learning, UHMG
Denis Ahiwire > Chief of Party, UHMG

Location: Studio B
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: Christine M. Nicols > Senior Vice President and Director of Planning, Research and Evaluation, Hager Sharp
Katherine Nicols > Vice President, Hager Sharp
Cecily Maron > Account Supervisor, Hager Sharp
Co-authors: thưởng 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. Mosharraf Hussain > Deputy Manager, Blue Star Program, Social Marketing Company
Paper no. 112

Session title: A Framework for Citizen Experience
12.30pm – 12.45pm
Conference track > Advancing theory, research and technology in social marketing
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: 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-author: 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)

Session title: HPV Vaccine Is Cancer Prevention: Increasing Vaccine Acceptance Among Providers and Parents
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Presenter: Christine M. Nicols > Senior Vice President and Director of Planning, Research and Evaluation, Hager Sharp
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Co-authors: thưởng 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. Mosharraf Hussain > Deputy Manager, Blue Star Program, Social Marketing Company
Paper no. 112
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

Panel Session:
Climate Change, Clean Energy & Energy Conservation: Social Marketing for Our Climate
12.00pm – 1.00pm
Chaired by: Ed Matiba > 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 D

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

12.20pm – 12.55pm
Session title: Tobacco Free Florida: Engaging Floridians with Online Communities and Local Policy Efforts

Paper type: Developmental / Experiential
Presenters: Kimberly Collins > Executive Director, Golin
Naylet Aguayo > Director, Golin
Jennifer Thompson > Manager, Golin
Co-authors: Lacoadia Burkes > Manager, Golin
Elizabeth McCarthy > Account Director, Alma DDB

1.00pm – 2.00pm
Lunch & Networking

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 advice then do drop in!

If you’re a potential mentor looking to pay it forward or a mentee looking for guidance, knowledge, and wisdom from mentors who have “been there and done that.”

Location: Studio F

"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 intervention?

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 Swidler > Vice President of Digital Media at The National Campaign to Prevent Teen and Unplanned Pregnancy
Jude Hackett > Head of Strategy and Planning, Hitch Marketing

Location: Studio E

1.00pm – 2.00pm
Networking

Location: Ballroom

Introduction to the International Social Marketing Association (ISMA)
Winthrop Morgan > President, ISMA

...
breakout sessions 3

Wednesday 17 May afternoon > 3.00pm-4.00pm

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

**Location:** Ballroom

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

**Process Evaluation**

3.00pm – 3.15pm

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

**Paper type:** Practice

**Session leaders:**
- Katherine Lyon Daniel - Associate Director for Communications, 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**

**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 Beistlie - 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, Qualcomm
- Wendy Moniz - EVP, Campaign Management and Business Development, FloXure Group
- Karen K. Guiterrez - 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. 178**

**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:**
- Natasia Rangelev - Doctoral Student and Research Assistant, BeCHANGE Research Group, Institute for Public Communication, Università della Svizzera italiana

**Co-authors:**
- Dr Robert Cluley
- Dr James Goulding
- Lynne Talmi

**University of Neuchâtel**

**Paper no. 126**

**Session title:** Outdoor Advertising and Daily Journeys to School: a Social Marketing Case Study to Regulation

3.20pm – 3.35pm

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

**Paper type:** Student

**Presenter:**
- Georgeana Arvum - PhD student, Horizon Centre for Digital Economy, University of Nottingham

**Co-authors:**
- Dr Robert Cluley
- Dr James Goulding
- Dr Susan Marsden

**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 - PhD in Social Marketing, University of Neuchâtel

**Co-authors:**
- Dr Robert Cluley
- Dr James Goulding

**University of Neuchâtel**

**Paper no. 128**
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 in underdeveloped areas is relatively undocumented 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-performance 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, TuDodo

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

Paper no. 190

Location: Studio D

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 Fail Short: A Discussion of Lessons Learned
3.20pm – 4.00pm

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 Formative Research to Complex/Wicked Problems: the case of human trafficking in Nigeria
3.20pm – 3.30pm

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

Session title: Common Challenges of Social Marketing in a Commercial Marketing World
3.20pm – 3.35pm

Conference track > Developmental / Experiential

Presenter: Michele 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
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Paper no. 196
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 > Thai Free Life Campaign Manager - FDA, Center for Tobacco Products

Paper no. 190

Location: Studio E
Sponsored by

Session title: From 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: Natasha Devchand > Associate Director, Strategic Planning & Research, Hager Sharp
Co-authors: Elizabeth Osborn > Vice President, Hager Sharp
Dorsey 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 – 3.30pm

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 Fail Short: A Discussion of Lessons Learned
3.20pm – 4.00pm

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
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 > Thai Free Life Campaign Manager - FDA, Center for Tobacco Products

Paper no. 190

Location: Studio F

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 Purkiss > Lecturer, Social Marketing, Professor Sharyn Rundle-Thiele > Director, Social Marketing @ Griffith, Griffith Business School, Griffith University

Paper no. 156

Session title: Applying Social Marketing Formative Research to Complex/Wicked Problems: the case of human trafficking in Nigeria
3.20pm – 3.30pm

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 Fail Short: A Discussion of Lessons Learned
3.20pm – 4.00pm

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Paper no. 190
1: Religious cognition: Saviour or Scamp? Revisiting the impact of family business in social marketing campaigns?
   Dr Patrick van Eech - Assistant Professor of Management, Monash College
   Brans, 2017

2: The Influence of Access to Internet on Youth Reproductive Health Choices: A case study of Uganda Christian University
   Paul Okalo - Assistant Professor, University of Montreal & Research Officer.
   Canadian Institutes of Health Research (CIHR)

3: 1: Religious cognition: Saviour or Scamp? Revisiting the impact of family business in social marketing campaigns?
   Dr Patrick van Eech - Assistant Professor of Management, Monash College
   Brans, 2017

4: Promoting Breathing Outdoors Among Low-Breathing Communities in Mexico: A National Social Marketing Strategy Proposal Using Mass Media to Influence Behavior and Social Norms
   Tejas Patel - PhD, Candidate, Anabelle Bezoeck - PhD, National Institute of Public Health, Mexico
   Snowo zumbo-Muñoz - PhD, University of California, San Francisco

5: Promoting exploring threat appeals in anti-smoking ads on beliefs, attitudes and behaviors of health care professionals in the Western Cape, South Africa
   Arden Robins - PhD, student of University of Nott

6: Safe water solution for clean water and a healthier life in Afghanistan
   Mohammad Ibrahim Rezaei - Executive Director, Afghan Social Marketing Organization (ASMO)
   Rezaei, 2017

7: The WIXX campaign: Analyzing the moderating effect of socioeconomic status on children’s physical activity
   Atiana Bélanger-Gervais - Assistant Professor, Université Laval & Research Institute of Université de cardiology de et de pneumologie de Québec
   Légaré, 2017

8: 3: Accelerating Action Against Typhoid and Cholera in Kasese
   Dr James Teufel, Dr Patrick van Esch
   Uganda Christian University

9: 2: The Influence of Access to Internet on Youth Reproductive Health Choices: A case study of Uganda Christian University
   Paul Okalo - Assistant Professor, University of Montreal & Research Officer.
   Canadian Institutes of Health Research (CIHR)

10: Issues of behavior change: Scope for social marketing in India
    Brijesh Kumar - Research Scholar, Department of Humanities and Management
    Dr B Arambekar - National Institute of Technology, Jamshedpur
    Dr Jegwinder Singh - Assistant Professor, Department of Humanities and Management, National Institute of Technology, Jamshedpur

11: 10: Issues of behavior change: Scope for social marketing in India
    Brijesh Kumar - Research Scholar, Department of Humanities and Management
    Dr B Arambekar - National Institute of Technology, Jamshedpur
    Dr Jegwinder Singh - Assistant Professor, Department of Humanities and Management, National Institute of Technology, Jamshedpur

12: Tailored Condom SBC for dual protection among Most At-risk Population (SABRE) in Uganda
    Phirista Nakato Nassali - Research Manager, Uganda Christian University
    John Agunike - Research Officer.
    Canadian Institutes of Health Research (CIHR)

13: 12: Tailored Condom SBC for dual protection among Most At-risk Population (SABRE) in Uganda
    Phirista Nakato Nassali - Research Manager, Uganda Christian University
    John Agunike - Research Officer.
    Canadian Institutes of Health Research (CIHR)

14: Women as the sales force: the role of local business in social marketing campaigns
   Viviana Ponce Lucero - Head of Marketing - SALT Campaign, CRONICAS Center of Excellence in Chronic Diseases
   Ana Miriam Orellana Ortiz - Research Associate, CRONICAS Center of Excellence in Chronic Diseases
   Tatiana Miranda Monken - Director, CRONICAS Center of Excellence in Chronic Diseases

15: Discover the “secret amount of Liz soup” to live better
   Viviana Ponce Lucero - Head of Marketing - SALT Campaign, CRONICAS Center of Excellence in Chronic Diseases
   Ana Miriam Orellana Ortiz - Research Associate, CRONICAS Center of Excellence in Chronic Diseases
   Tatiana Miranda Monken - Director, CRONICAS Center of Excellence in Chronic Diseases

16: Emotions in Social Marketing and Persuasion Communication: The Case of Empowering Rosalind Enders Bienieke - PhD, student of Université de Montréal & Research Officer.

17: The Impact of a Social Marketing Campaign on Blood Donation Behaviors within the Aboriginal-Australian Community
   Rob Fairman - Manager, Blood and Organ Donation Queensland
   Antonio Bernate Ortiz - Research Associate, CRONICAS Center of Excellence in Chronic Diseases
   Tatiana Miranda Monken - Director, CRONICAS Center of Excellence in Chronic Diseases

18: 17: The Impact of a Social Marketing Campaign on Blood Donation Behaviors within the Aboriginal-Australian Community
   Rob Fairman - Manager, Blood and Organ Donation Queensland
   Antonio Bernate Ortiz - Research Associate, CRONICAS Center of Excellence in Chronic Diseases
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19: Measuring Impact of Changes in Beliefs and Perceptions at the Summer Communications Institute for the “We Study Your Own Inducence” Campaign
   Heather Bowen Roy - Owner, Marketing Communications
   Kristina Cook - Hamilton, Senior Associate
   Randell Swaim - Vice President, Porter Novelli

20: 19: Measuring Impact of Changes in Beliefs and Perceptions at the Summer Communications Institute for the “We Study Your Own Inducence” Campaign
   Heather Bowen Roy - Owner, Marketing Communications
   Kristina Cook - Hamilton, Senior Associate
   Randell Swaim - Vice President, Porter Novelli

21: A text morphosed tree in a pro-environmental Ad to encourage the use of a hand-dryer in public rest rooms: The role of emotive content
   Emanuelle Gogue - PhD Candidate, Université Laval
   Sandra Ferretti - Director, Tri-ethnic Center, Colorado State University
   Linda Stanley - Director, Science Communication, University of North Texas

22: Using Behavior Change Communication to Transform the Way We Look at the World
   Julie Sprague - Senior Manager, Behavioral Change Communication at the Global Alliance for Clean Cookstoves
   Mathew Kielie - Program, Associate, Behavioral Change Communication at the Global Alliance for Clean Cookstoves

23: 22: Using Behavior Change Communication to Transform the Way We Look at the World
   Julie Sprague - Senior Manager, Behavioral Change Communication at the Global Alliance for Clean Cookstoves
   Mathew Kielie - Program, Associate, Behavioral Change Communication at the Global Alliance for Clean Cookstoves

24: “Eat Smart to Play Hard”: a national social marketing campaign to increase consumption of fruits and vegetables in 5th and 6th graders and their families
   Vimal Agarwal, Anuradha Shemlee, Ashutosh Arora & Anishwa Sharma - Porter Novelli

25: “Eat Smart to Play Hard”: a national social marketing campaign to increase consumption of fruits and vegetables in 5th and 6th graders and their families
   Vimal Agarwal, Anuradha Shemlee, Ashutosh Arora & Anishwa Sharma - Porter Novelli

26: “Eat Smart to Play Hard”: a national social marketing campaign to increase consumption of fruits and vegetables in 5th and 6th graders and their families
   Vimal Agarwal, Anuradha Shemlee, Ashutosh Arora & Anishwa Sharma - Porter Novelli

27: Integrating into Complexity: Lessons Learned in the Application of the Outcome Mapping Evaluation Methodology in邦加Dinesh, Kavita, University of Rajasthan, Jaipur, India
   Jennifer Johnston - Social Marketing Project Coordinator, UNMRC
   Glenda Carmou - MD, Social Marketing Program Director
   Jennifer Johnston - Social Marketing Project Coordinator, UNMRC

28: “Eat Smart to Play Hard”: a national social marketing campaign to increase consumption of fruits and vegetables in 5th and 6th graders and their families
   Vimal Agarwal, Anuradha Shemlee, Ashutosh Arora & Anishwa Sharma - Porter Novelli

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   Vimal Agarwal, Anuradha Shemlee, Ashutosh Arora & Anishwa Sharma - Porter Novelli

31: “Eat Smart to Play Hard”: a national social marketing campaign to increase consumption of fruits and vegetables in 5th and 6th graders and their families
   Vimal Agarwal, Anuradha Shemlee, Ashutosh Arora & Anishwa Sharma - Porter Novelli

32: Community led health promotion to achieve of total sanitation behavior in rural India
   Vimal Agarwal, Anuradha Shemlee, Ashutosh Arora & Anishwa Sharma - Porter Novelli

33: 32: Community led health promotion to achieve of total sanitation behavior in rural India
   Vimal Agarwal, Anuradha Shemlee, Ashutosh Arora & Anishwa Sharma - Porter Novelli

34: Developing an Integrated Marketing Campaign on Blood Donation to Enhance Blood Donation Behaviors
   Rob Fairman - Manager, Blood and Organ Donation Queensland
   Antonio Bernate Ortiz - Research Associate, CRONICAS Center of Excellence in Chronic Diseases
   Tatiana Miranda Monken - Director, CRONICAS Center of Excellence in Chronic Diseases

35: 34: Developing an Integrated Marketing Campaign on Blood Donation to Enhance Blood Donation Behaviors
   Rob Fairman - Manager, Blood and Organ Donation Queensland
   Antonio Bernate Ortiz - Research Associate, CRONICAS Center of Excellence in Chronic Diseases
   Tatiana Miranda Monken - Director, CRONICAS Center of Excellence in Chronic Diseases

36: 35: 34: Developing an Integrated Marketing Campaign on Blood Donation to Enhance Blood Donation Behaviors
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Influencing behavior for social good

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