



NORTH AMERICAN  
SOCIAL  
MARKETING  
CONFERENCE

IGNITED BY  
**SPARKS**



# AGENDA



**SMANA**  
SOCIAL MARKETING ASSOCIATION  
OF NORTH AMERICA



**northwest**  
**SOCIAL MARKETING**  
**association**

**#NASMC26**

# WELCOME TO NASMC 2026

Dear Delegate,

On behalf of the Social Marketing Association of North America (SMANA), the Northwest Social Marketing Association (NWSMA), and all our partners and supporters, we are delighted to welcome you to the 2026 North American Social Marketing Conference ignited by SPARKS!

This year marks a special milestone: for the first time, SMANA and NWSMA have joined forces, bringing together NASMC and NWSMA's SPARK Conference into a single, unified event. We're proud to launch this new partnership here in Victoria, and even prouder to be marking SMANA's 10th anniversary alongside it. Two communities, one conference, and a shared commitment to advancing social marketing across North America and beyond.

We would especially like to thank the conference planning committee, our keynote speakers, abstract presenters and poster authors, and most of all, you, our delegates, who have made this event possible. Our thanks also go to FUSE for their work managing the organization of the conference.

This event carries forward a long tradition of advancing social marketing throughout the region, and this year we do so under the banner of Big Ideas | Sustainable Solutions. Over the next three days, we'll benefit from interacting, networking, and participating in the keynotes, workshops, and sessions on offer. As always, it's energizing to see so many of you not just attending, but contributing, presenting, and sharing your own work. This conference is strong because it does more than showcase new thinking and practical solutions to complex challenges: it builds and sustains a community of practice dedicated to social good.

We look forward to working with you over the next few days to spark change, share big ideas, and build sustainable solutions together.



**Karyn Dudley**

President, Social Marketing Association  
of North America (SMANA)



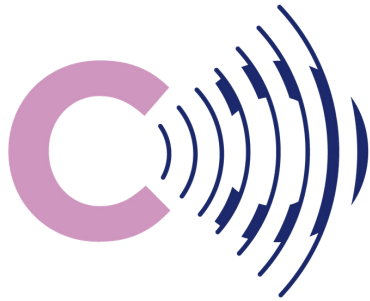
**Kristen Haley**

President, Northwest Social Marketing  
Association (NWSMA)



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# PLATINUM SPONSORS

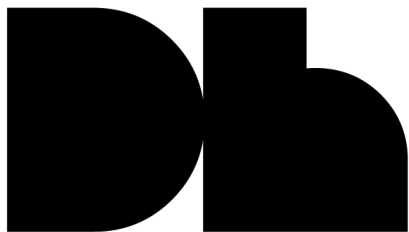


C+C | ALL ABOUT THE GOOD

C+C is a communications agency built to make the world better, working with brands and organizations that stand for something bigger. Our clients are working to make our world a healthier, happier more sustainable place. We help them get results through a mix of social science, careful strategy, cultural engagement, creative ideas and thoughtful execution. With a toolbox including advertising, PR, culture marketing, social media, events, research, creative strategy, video production, and even good old-fashioned door-to-door outreach, our work makes people think, feel and take action. C+C creates campaigns that inspire values-driven action for a wide range of social issues including healthcare, safety, education, transportation and the environment.



Looking to make the world a better place? So is Pinnacle. Pinnacle is all about behavior change and marketing that does good. We have expertise in creating programs based on theories of change and behavior change methodologies. We do the research and then develop strategies and creative to support our clients' goals. Our track record speaks for itself; we've partnered with state agencies, regional organizations, local municipalities, and even your neighbor's knitting club to implement successful social marketing programs. Our secret sauce? Scientific rigor, collaboration, co-creation, and a hint of good-natured charm.



DH is a communications and creative firm focused on social impact. We help clients in government, the private sector and non-profits harness their power and influence to advance the issues that matter most to their communities and the future. Our campaigns focus on a strategic mix of equity-centered advertising, public relations, brand media and community engagement, all deeply rooted in research. Based in Seattle and Spokane but with team members across Washington state and beyond, we're always excited to help solve challenging problems and create positive change in public health & safety, the environment, transportation, economic development and more.

## FOSTERING EQUITY SPONSOR



Cascadia partners with clients and communities to advance environmental outcomes, equity, and community resilience. We are recognized leaders in the inclusive engagement field, with over three decades of experience designing, marketing, implementing, and evaluating outreach and behavior change programs that drive meaningful and measurable improvements for the environment and communities across North America.

## GOLD SPONSOR



Anheuser-Busch InBev (AB InBev), always serve up new ways to meet life's moments, dream big to move our industry forward and make a meaningful impact in the world. They are committed to building a future that everyone can celebrate and share and that every experience with beer is a positive one. AB InBev contributes to the UN Sustainable Development Goals and broader global sustainable development agenda while building resilient supply chains, productive communities, and a healthier environment.

## AWARD SPONSOR \* ChangeMakers

ChangeMakers is a North American reputation, social impact and marketing firm helping organizations navigate change and create positive impact. With expertise spanning social impact consulting, public relations, marketing and organizational change, its work supports communities and organizations tackling complex social challenges. ChangeMakers combines strategic insight, audience understanding and creative communications to help create meaningful, lasting change.

## BRONZE SPONSORS



## BADGE SPONSOR

## EXHIBITOR



# AGENDA - OCT 1

## 5.00 – 6.30 - WELCOME RECEPTION

Register early for the event and enjoy some complimentary finger food ahead of the main event on OCT 2. A cash bar will be open to those who want to grab a drink and begin their networking early! Free to attend for all delegates.

# AGENDA - OCT 2

## 8.30 – 10.00 - OPENING PLENARY

### WELCOME TO NASMC 2026

**Karyn Dudley**, President, SMANA

**Kristen Haley**, President, NWSMA

### KEYNOTE SESSION

**Session Chair** | Alison Shatz, Metro Vancouver, NWSMA Board Member

### BUILT FOR IMPACT: CLOSING THE GAP BETWEEN POLICY INTENT AND OUTCOMES WITHIN THE PUBLIC SECTOR AND BEYOND

**Dr. Christine Kormos**, Lead, Behavioural and Data Science, Impact Canada

This talk explores how the public sector is bridging the gap between policy intent and outcomes by applying insights from behavioural, social, and data science. Dr. Christine Kormos, Lead of Behavioural and Data Science in the Government of Canada's Impact and Innovation Unit, shares how her team uses data collection, experimentation, and sludge audits to generate actionable policy insights, including findings on public trust and mis/disinformation, to implement high-impact solutions related to top government priorities.

## 10.00 – 10.30 - BREAK

## 10.30 – 12.00 - MID-MORNING PLENARY

### THE ARTS & HEALTH: A NEW PRESCRIPTION

**Session Chair** | Lynda Bardfield, SMANA Vice President, Chief Creative Officer of Creative Conscience

This plenary explores the latest Arts in Health research demonstrating how creative engagement significantly improves physical and mental health and social wellbeing. Learn about the power of the arts to transform us and change the way we see ourselves and our place in the world. Explore social prescribing, an emerging paradigm shift in healthcare that is gaining momentum worldwide and will soon be coming to Washington State.

In a post-pandemic world where chronic loneliness is impacting our health, how do we restore social wellbeing? With evidence that social prescribing works, how do we market this cross-sectoral community-based approach?

### THE SPEAKERS

#### Arts Participation: A Health Behavior & Social Marketing Challenge

**Dr. Jill Sonke PhD**, Director Research Initiatives and Research Professor, Center for Arts in Medicine, University of Florida (UF)

#### The Arts As A Catalyst For Change

**James Miles**, Chief Growth Officer, Path with Art, Seattle and Assistant Professor Seattle University College of Arts & Sciences.

### MARKETING THE ARTS PANEL

**Dr. Adam Hoverman**, Family Medicine Physician at Wellington Medical Clinic in Nanaimo, BC

**Paula Toledo**, Founder, Ode to Wonder, Lead Consultant, Vancouver Art of Wellbeing Lab

**Patrick Cook**, Past President of the International Social Marketing Association (ISMA), Principle at Cook & Sow Communication

**Natalie Rella**, Communication Specialist, Center for Arts in Medicine, University of Florida

## 12.00 – 1.00 - LUNCH

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# AGENDA - OCT 2

## IN-PERSON | 1.00 - 2.35 | SPARKS Talks

|             | Arbutus A   HEALTH                                                                                                                                                                                  | Arbutus B   SAFETY                                                                                                                                                                                                                                                               | Arbutus C&D   ENVIRONMENT                                                                                                                                                                              | Songhees Suite   HEALTH                                                                                                                                                                                                  |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.00 - 1.15 | <b>Freestyle - Oklahoma State Department of Health: Lead Poisoning Prevention Campaign</b> , Alison Abbott, Freestyle                                                                               | <b>Is It a Visibility Problem or a Field Problem? Comparing the Professional Trajectories of Social Marketing and Social and Behavior Change Communication</b> , R.C. Lara-Gonzalez, Independent Researcher & Cruz Alejandro Mejia Rodriguez, Universidad de las Américas Puebla | <b>Little Butts, Big Problem: What a Quasi-Experimental Pilot Reveals About Cigarette Litter Behavior Change</b> , Tracey Haldeman, Pinnacle Communications                                            | <b>Barriers to soliciting positional social media opinion leaders</b> , Shanna McIntosh & Macy Dye Craddock, VitAL                                                                                                       |
| 1.20 - 1.35 | <b>Engaging Youth to Develop Effective and Scalable Strategies to Promote Plant-Based Proteins</b> , Manahil Zaid, University of Guelph                                                             | <b>The Global Smart Drinking Goals: AB InBev's Ten-Year Commitment to Reducing Harmful Use of Alcohol and the Future of Moderation</b> , Catalina Garcia, AB InBev                                                                                                               | <b>Mapping Behaviour Change Strategies in Canadian Campus Food Environments: A Preliminary Environmental Scan</b> , Sadaf Mollaei, University of Guelph                                                | <b>Downstream Emotions: Using Social Marketing Framework</b> , Karyn Dudley, Social Marketing Association of North America (SMANA)                                                                                       |
| 1.40 - 1.55 | <b>Break Up With Your Bottled Water: Designing a Tiered Messaging Strategy to Rebuild Trust in Tap Water</b> , Tracey Haldeman, Pinnacle Communications                                             | <b>Responsible Service Automation in Restaurants: Demographic Differences in Perceived Staff Replacement Likelihood in Self-Ordering Kiosk Use</b> , Wanmo Koo, Western Illinois University                                                                                      | <b>Salmon Friendly Lakes: An adapted approach to engaging private landowners in shoreline conservation</b> , Amber Mikluscak, Facet NW, Inc.                                                           | <b>Scared Straight or Switched Off? Fear Appeals, Attitude Toward the Advertisement, and Marijuana Abstinence Intentions Among Young Adults in South Africa</b> , Nana Afua Kumiwaa Asante, Stellenbosch Business School |
| 2.00 - 2.15 | <b>Using Social Marketing to Increase Awareness of Behavioral Health Resources: A Statewide Case Study</b> , Ellen Robertson, Shanna McIntosh & Macy Dye Craddock, VitAL, The University of Alabama | <b>Freestyle - Service Oklahoma: "Ready, Set, Tag!" Campaign</b> , Alison Abbot, Freestyle                                                                                                                                                                                       | <b>Social Marketing can Contribute to Sustainable Consumption. Case: Natural products among Mexican consumers</b> , Marilú Fernández Haddad & Cruz Alejandro Mejia, Universidad de las Américas Puebla |                                                                                                                                                                                                                          |
| 2.20 - 2.35 | <b>When Awareness Isn't Enough: Closing the Gap Between Attitude Change and Screening Behavior in a Statewide Brain Health Campaign</b> , Tracey Haldeman, Pinnacle Communications                  | 2.20 - 2.40<br><b>The power of partnership in a long-standing campaign to change attitudes and beliefs towards workplace-related injuries</b> , Samantha Bruin, The Community Against Preventable Injuries                                                                       |                                                                                                                                                                                                        |                                                                                                                                                                                                                          |

2.35 - 3.00 - BREAK

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# AGENDA - OCT 2

## IN-PERSON | 3.00 - 5.00 | Parallel Sessions

|             | Arbutus A   HEALTH                                                                                                                                                                | Arbutus B   ENVIRONMENT                                                                                                                                                                       | Arbutus C&D   SAFETY                                                                                                                                                                    | Songhees Suite   HEALTH                                                                                                                 |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 3.00 - 3.30 | <b>Building a Community Well-Being Framework: Lessons in Co-Creation, Systems Thinking, and Shared Data</b> , Melissa K Blair, Dharmmarketing Strategic Social Impact             | <b>Saveful: From Food Waste to Household Value</b> , Julia Carins, Social Marketing @ Griffith and Griffith University                                                                        | <b>When Safety Carries a Social Cost: Lessons from Motorcycle Riders on Identity and Behavior Change</b> , Paul Leonetti, C+C & Robert Willis, Washington State Department of Licensing | <b>Midlife Matters: Understanding Life Satisfaction Among Men and Women in Midlife</b><br>Foula Zografina Kopanidis, RMIT University    |
| 3.35 - 4.05 | <b>Co-Designing Social Marketing Initiatives to Reduce Social Isolation Among Immigrant Parents in a Mid-Sized Alberta Community</b> , Janelle Marietta, University of Lethbridge | <b>Beyond Evidence-Based Practice: Fifteen Years of Practice-Based Evidence in Conservation Social Marketing</b> , Ken Donnelly, Canadian Council on Invasives Species (o/a Invasives Canada) | <b>Friends with Benefits: Launching the iSMA Orbit Subcommittee, "Increasing Academic/Practitioner Collaboration"</b> , Liz Foote, Griffith University, Social Marketing @ Griffith     | <b>Integration of a Disability Lens in Social Marketing</b> , Angela Makris, University of South Florida (USF) College of Public Health |
| 4.10 - 4.30 | <b>Adapting Social Marketing Production Models for a New Era of AI Media Targeting</b> , Penny Norman, Rescue Agency                                                              |                                                                                                                                                                                               | <b>Giving preventable injuries a glow-up: Adapting a longstanding social marketing campaign to emerging audiences</b> , Samantha Bruin, The Community Against Preventable Injuries      | <b>Using Behavioral Determinants to Tackle Mental Health Stigma</b><br>Sara Isaac, For Change                                           |
| 4.35 - 4.55 | <b>Rolesville Moves: Using Social Marketing to Design a Community-Based Midlife Health Campaign Before Launch</b> , Kamden Hoffmann, Corus International                          |                                                                                                                                                                                               | <b>Gang Life Is No Life: Helping Manitoba Youth Find Their Path</b> , Hilary Friesen & Varinder Brar, ChangeMakers                                                                      |                                                                                                                                         |

**5.30 – 7.00 - SMANA AWARDS**

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# AGENDA - OCT 3

## IN-PERSON | 9.00 - 10.40 | Parallel Sessions

|              | Arbutus A   HEALTH                                                                                                                                                            | Arbutus B   HEALTH                                                                                                                                              |               | Arbutus C&D   ENVIRONMENT                                                                                                                                               | Songhees Suite   HEALTH                                                                                                                                                |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00 - 9.45  | <b>Beyond Demographics: Using Cognitive Bias Segmentation to Improve Health Communication Effectiveness and Health Outcomes</b><br>Patty Goldman & Rachelle Reeder, AdCouncil | <b>Making Publishing Possible for Practitioners: How You Can Submit or Review with Social Marketing Quarterly</b><br>Darcy Sawatzki, Social Marketing Quarterly | 9.00 - 9.30   | <b>Tackling behaviour change in recreational fisheries: Getting mobile app users hooked on reporting</b><br>Liz Foote, Griffith University, Social Marketing @ Griffith | <b>Designing for Behaviour Change: A Practical Roadmap for Nonprofit Audience Targeting</b><br>Melissa K Blair, Dharmmarketing Strategic Social Impact                 |
| 9.50 - 10.35 | <b>What's a Locking Bag? Reflecting on 10 years of social marketing to prevent opioid misuse</b><br>Esther Escobedo & Devin Bales, DH                                         | <b>Walking in Their Shoes: Prototyping a Youth Homelessness Experience</b><br>Sara Isaac, For Change                                                            | 9.35 - 10.05  | <b>Minecrafting Electrification: A Social Marketing Framework for Equitable Program Design</b><br>Jennifer Gonzalez, C+C                                                | <b>Who Designs and When? Examining Authenticity in Co-Design</b><br>Julia Carins, Social Marketing @ Griffith, Griffith University                                     |
|              |                                                                                                                                                                               |                                                                                                                                                                 | 10.10 - 10.40 | <b>How the Peak Saver program helps balance BC Hydro's power grid</b><br>Arien Korteland, BC Hydro                                                                      | <b>Preventing Commercial Tobacco Use and Supporting Mental Health in Washington State</b><br>Antonio Gomez, Washington State Department of Health & Scott Stroup, GMMB |

**10.40 - 11.00 - BREAK**

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# AGENDA - OCT 3

## IN-PERSON | 11.00 - 12.35 | Parallel Sessions

|               | Arbutus A   HEALTH                                                                                                                                             | Arbutus C&D   ENVIRONMENT                                                                                                                                                    | Songhees Suite   HEALTH                                                                                                                                                             |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11.00 - 11.20 | <b>Beyond the Scare Tactics: A Peer-to-Peer Social Marketing Framework for Youth Substance Prevention</b><br>Penny Norman, Rescue Agency                       | <b>Poppy the Puffin: A Case Study Guide to Single-Use Plastic Education and Graphic Novel</b><br>Sarah Fischbach, Pepperdine University                                      | <b>Igniting awareness of home fire safety through firefighter-resident contact: Lessons from the FireSafe project</b><br>Samantha Bruin, The Community Against Preventable Injuries |
| 11.25 - 11.45 | <b>Understanding Before Persuasion: Lessons from Mental Health and Addiction Communications</b><br>Eric Berndt & Adrienne Watt, Government of British Columbia | <b>Reusable , Containers — and Creative: Strategies for a Flexible, Long-Term Campaign to Reduce Single-Use Items</b><br>Alison Schatz, Metro Vancouver Regional District    | <b>Encouraging Proper Elm Wood Disposal to prevent the Spread of Dutch Elm Disease</b><br>Katie Burns, City of Saskatoon                                                            |
| 11.50 - 12.10 | <b>Empowering Providers and First Responders to Act on Opioid Use Disorder</b><br>Becky Thomas, C+C                                                            | <b>The Sound of Connection: Using Podcasts to Inspire Environmental Action</b><br>Justin Cox, SeaDoc Society and UC Davis                                                    | <b>Adult Toilet Training: Keeping “Unflushables” Out of the Wastewater System</b><br>Carol Nicolls, Metro Vancouver Regional District                                               |
| 12.15 - 12.35 | <b>Resetting the Breaking Point: How California’s Evidence-Based Campaign Put Teens in Control of Their Own Mental Health</b><br>Penny Norman, Rescue Agency   | <b>Beyond Awareness: Translating Environmental Concern into Meaningful Action</b><br>Marilú Fernandez-Haddad & R. Carolina Lara-Gonzalez, Universidad de las Américas Puebla |                                                                                                                                                                                     |

12.35 – 1.30 - LUNCH

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# AGENDA - OCT 3

## 1.30 – 2.30 - AFTERNOON PLENARY

### INDUSTRY INSIGHTS PANEL

**Session Chair | Marilú Fernández Haddad**, Universidad de las Américas Puebla

This insightful panel discussion draws on the hard-won experience of practitioners who've seen and done it all, exploring the shifts reshaping social marketing, from new tools to the tried-and-true approaches that still deliver results. Panelists will share lessons on closing the gap between research and practice, doing more with less as budgets tighten, and rebuilding public trust in an era of misinformation. The session closes with each panelist's big idea for lasting behaviour change, followed by an open Q&A with the audience.

### PANEL MEMBERS

**Julie Colehour**, Partner, C+C | All About the Good

**Paj Nandi**, Vice President of Equity & Multicultural Communications, DH

**Tracey Haldeman**, President of the Social Marketing Foundation of North America (SMFNA) & Owner, Pinnacle Communications

## 2.30 – 2.45 - SHORT BREAK

## 2.45 – 3.30 - CLOSING PLENARY

### MAKING SPARKS: BIG IDEAS TO GO

To close the conference, members of the planning committee will take to the stage for an open, low-key conversation with the audience. Drawing on everything they've seen and heard over the conference, they'll share their own reflections, standout moments, and big ideas sparked by the event, then open the floor to the room. Come ready to add your own takeaways, questions and ideas as we close NASMC 2026 together.

### CONTRIBUTORS

**Rob Sadowsky**, Transportation Safety Outreach Coordinator for Clackamas County, Clackamas County, NWSMA Board Member

**Lynda Bardfield**, Vice President, SMANA, Chief Creative Officer, Creative Conscience

**Sara Isaac**, Principal and Chief Strategist, Marketing for Change, SMANA Board Member

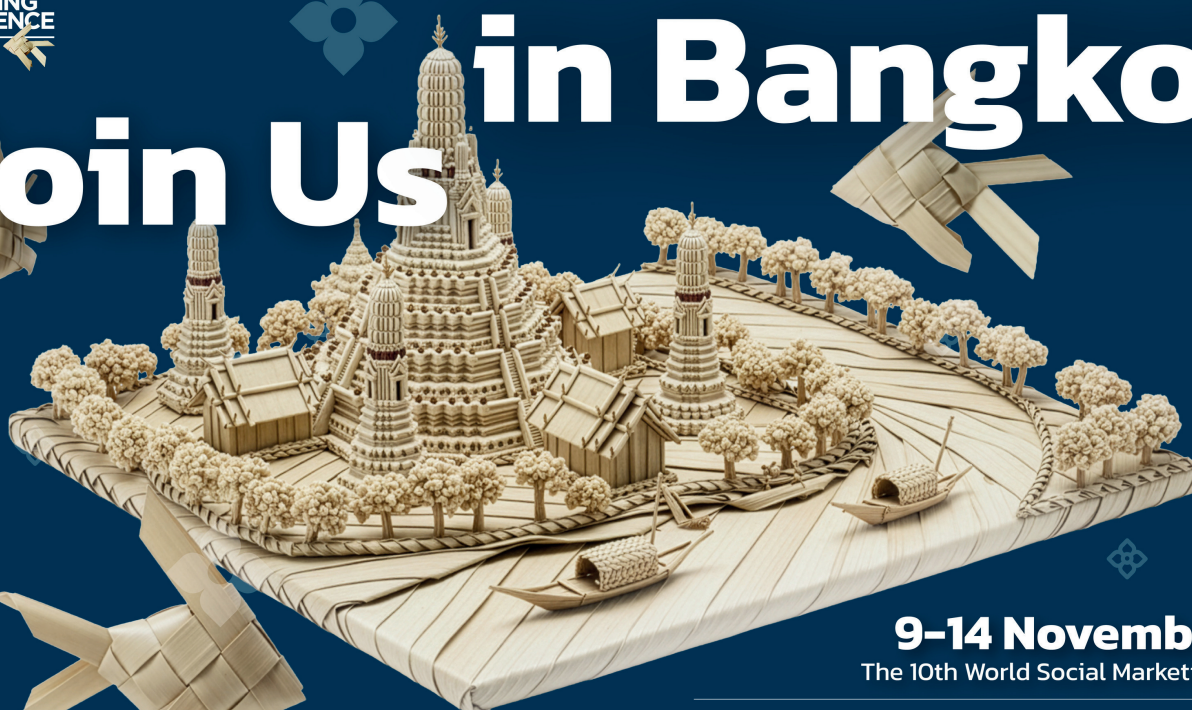
**Stephanie Thomas**, Co-President, Owner, Cascadia Consulting Group, Vice President, NWSMA

# DISPLAY POSTERS

|   |                                                                                                                                                         |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Freestyle - Oklahoma State Department of Health: Lead Poisoning Prevention Campaign                                                                     |
| 2 | Downstream Emotions: Using Social Marketing Framework                                                                                                   |
| 3 | Is It a Visibility Problem or a Field Problem? Comparing the Professional Trajectories of Social Marketing and Social and Behavior Change Communication |
| 4 | Mapping Behaviour Change Strategies in Canadian Campus Food Environments: A Preliminary Environmental Scan                                              |
| 5 | Freestyle - Service Oklahoma: "Ready, Set, Tag!" Campaign                                                                                               |
| 6 | Freestyle - The Oklahoma Nutrition Information and Education Project: Choose Homemade Campaign                                                          |
| 7 | Why Do Smokers Litter in Some Places but Not Others? Spatial Inconsistency of Cigarette Butt Disposal in Public Spaces                                  |



# Join Us in Bangkok



**9-14 November 2027**

The 10th World Social Marketing Conference

Contact : Social Marketing Section, Thai Health Foundation  
[social\\_marketing@thaihealth.or.th](mailto:social_marketing@thaihealth.or.th)

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# **BIG IDEAS** | **SUSTAINABLE SOLUTIONS**



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