



NORTH AMERICAN
SOCIAL
MARKETING
CONFERENCE

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AGENDA



SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA



northwest
SOCIAL MARKETING
association

#NASMC26

PLATINUM SPONSORS

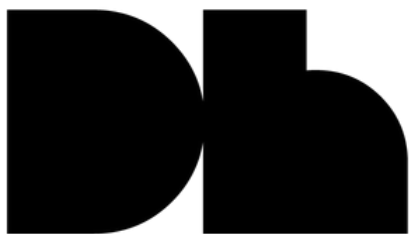


C+C | ALL ABOUT THE GOOD

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 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

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.

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

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, mental, 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.

How do we put social wellbeing back into health and healthcare? Now that we know that social prescribing works, how do we increase demand for this cross-sectoral intervention?

THE SPEAKERS

A Social Marketing Challenge

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

Social Prescribing: A Preview of Coming Attractions

James Miles, Chief Strategy 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, Ode to Wonder

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

Natalie Rella, 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	Freestyle - Oklahoma State Department of Health: Lead Poisoning Prevention Campaign, Alison Abbott, Freestyle	Is It a Visibility Problem or a Field Problem? Comparing the Professional Trajectories of Social Marketing and Social and Behavior Change Communication, R.C. Lara-Gonzalez, Independent Researcher & Cruz Alejandro Mejia Rodriguez, Universidad de las Américas Puebla	Little Butts, Big Problem: What a Quasi-Experimental Pilot Reveals About Cigarette Litter Behavior Change, Tracey Haldeman, Pinnacle Communications	Barriers to soliciting positional social media opinion leaders, Shanna McIntosh & Macy Dye Craddock, VitAL
1.20 - 1.35	Engaging Youth to Develop Effective and Scalable Strategies to Promote Plant-Based Proteins, Manahil Zaid, University of Guelph	The Global Smart Drinking Goals: AB InBev's Ten-Year Commitment to Reducing Harmful Use of Alcohol and the Future of Moderation, Catalina Garcia, AB InBev	Mapping Behaviour Change Strategies in Canadian Campus Food Environments: A Preliminary Environmental Scan, Sadaf Mollaei, University of Guelph	Downstream Emotions: Using Social Marketing Framework, Karyn Dudley, Social Marketing Association of North America (SMANA)
1.40 - 1.55	Break Up With Your Bottled Water: Designing a Tiered Messaging Strategy to Rebuild Trust in Tap Water, Tracey Haldeman, Pinnacle Communications	Responsible Service Automation in Restaurants: Demographic Differences in Perceived Staff Replacement Likelihood in Self-Ordering Kiosk Use, Wanmo Koo, Western Illinois University	Salmon Friendly Lakes: An adapted approach to engaging private landowners in shoreline conservation, Amber Mikluscak, Facet NW, Inc.	Scared Straight or Switched Off? Fear Appeals, Attitude Toward the Advertisement, and Marijuana Abstinence Intentions Among Young Adults in South Africa, Nana Afua Kumiwaa Asante, Stellenbosch Business School
2.00 - 2.15	Using Social Marketing to Increase Awareness of Behavioral Health Resources: A Statewide Case Study, Ellen Robertson, Shanna McIntosh & Macy Dye Craddock, VitAL, The University of Alabama	Freestyle - Service Oklahoma: "Ready, Set, Tag!" Campaign, Alison Abbot, Freestyle	Social Marketing can Contribute to Sustainable Consumption. Case: Natural products among Mexican consumers, Marilú Fernández Haddad & Cruz Alejandro Mejia, Universidad de las Américas Puebla	
2.20 - 2.35	When Awareness Isn't Enough: Closing the Gap Between Attitude Change and Screening Behavior in a Statewide Brain Health Campaign, Tracey Haldeman, Pinnacle Communications	2.20 - 2.40 The power of partnership in a long-standing campaign to change attitudes and beliefs towards workplace-related injuries, 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 SAFETY	Arbutus C&D ENVIRONMENT	Songhees Suite HEALTH
3.00 - 3.30	Building a Community Well-Being Framework: Lessons in Co-Creation, Systems Thinking, and Shared Data , Melissa K Blair, Dharmmarketing Strategic Social Impact	When Safety Carries a Social Cost: Lessons from Motorcycle Riders on Identity and Behavior Change , Paul Leonetti, C+C & Robert Willis, Washington State Department of Licensing	Saveful: From Food Waste to Household Value , Julia Carins, Social Marketing @ Griffith and Griffith University	Midlife Matters: Understanding Life Satisfaction Among Men and Women in Midlife Foula Zografina Kopanidis, RMIT University
3.35 - 4.05	Co-Designing Social Marketing Initiatives to Reduce Social Isolation Among Immigrant Parents in a Mid-Sized Alberta Community , Janelle Marietta, University of Lethbridge	Friends with Benefits: Launching the ISMA Orbit Subcommittee, "Increasing Academic/Practitioner Collaboration" , Liz Foote, Griffith University, Social Marketing @ Griffith	Beyond Evidence-Based Practice: Fifteen Years of Practice-Based Evidence in Conservation Social Marketing , Ken Donnelly, Canadian Council on Invasives Species (o/a Invasives Canada)	Integration of a Disability Lens in Social Marketing , Angela Makris, University of South Florida (USF) College of Public Health
4.10 - 4.30	Adapting Social Marketing Production Models for a New Era of AI Media Targeting , Penny Norman, Rescue Agency	Giving preventable injuries a glow-up: Adapting a longstanding social marketing campaign to emerging audiences , Samantha Bruin, The Community Against Preventable Injuries	Putting theory into action: A COM-B Guided Study on Enhancing Community Responses to Invasive Species , Yue Xi, Griffith University	Using Behavioral Determinants to Tackle Mental Health Stigma Sara Isaac, For Change
4.35 - 4.55	Rolesville Moves: Using Social Marketing to Design a Community-Based Midlife Health Campaign Before Launch , Kamden Hoffmann, Corus International	Gang Life Is No Life: Helping Manitoba Youth Find Their Path , 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	Beyond Demographics: Using Cognitive Bias Segmentation to Improve Health Communication Effectiveness and Health Outcomes Patty Goldman & Rachelle Reeder, AdCouncil	Walking in Their Shoes: Prototyping a Youth Homelessness Experience Sara Isaac, For Change	9.00 - 9.30	Tackling behaviour change in recreational fisheries: Getting mobile app users hooked on reporting Liz Foote, Griffith University, Social Marketing @ Griffith	Designing for Behaviour Change: A Practical Roadmap for Nonprofit Audience Targeting Melissa K Blair, Dharmmarketing Strategic Social Impact
9.50 - 10.35	What's a Locking Bag? Reflecting on 10 years of social marketing to prevent opioid misuse Esther Escobedo & Devin Bales, DH	Making Publishing Possible for Practitioners: How You Can Submit or Review with Social Marketing Quarterly Darcy Sawatzki, Social Marketing Quarterly	9.35 - 10.05	Minecrafting Electrification: A Social Marketing Framework for Equitable Program Design Jennifer Gonzalez, C+C	Who Designs and When? Examining Authenticity in Co-Design Julia Carins, Social Marketing @ Griffith, Griffith University
			10.10 - 10.40	How the Peak Saver program helps balance BC Hydro's power grid Arien Korteland, BC Hydro	Preventing Commercial Tobacco Use and Supporting Mental Health in Washington State 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	Beyond the Scare Tactics: A Peer-to-Peer Social Marketing Framework for Youth Substance Prevention Penny Norman, Rescue Agency	Poppy the Puffin: A Case Study Guide to Single-Use Plastic Education and Graphic Novel Sarah Fischbach, Pepperdine University	Igniting awareness of home fire safety through firefighter-resident contact: Lessons from the FireSafe project Samantha Bruin, The Community Against Preventable Injuries
11.25 - 11.45	Understanding Before Persuasion: Lessons from Mental Health and Addiction Communications Eric Berndt & Adrienne Watt, Government of British Columbia	Reusable Cups, Containers — and Creative: Strategies for a Flexible, Long-Term Campaign to Reduce Single-Use Items Alison Schatz, Metro Vancouver Regional District	When the Campaign Works but the Behavior Doesn't Last: What Feedback-Based Analysis Reveals About E-Waste Disposal Programs Yue Xi, Griffith University
11.50 - 12.10	Empowering Providers and First Responders to Act on Opioid Use Disorder Becky Thomas, C+C	The Sound of Connection: Using Podcasts to Inspire Environmental Action Justin Cox, SeaDoc Society and UC Davis	Adult Toilet Training: Keeping “Unflushables” Out of the Wastewater System Carol Nicolls, Metro Vancouver Regional District
12.15 - 12.35	Resetting the Breaking Point: How California’s Evidence-Based Campaign Put Teens in Control of Their Own Mental Health Penny Norman, Rescue Agency	Beyond Awareness: Translating Environmental Concern into Meaningful Action Marilú Fernandez-Haddad & R. Carolina Lara-Gonzalez, Universidad de las Américas Puebla	Encouraging Proper Elm Wood Disposal to prevent the Spread of Dutch Elm Disease Katie Burns, City of Saskatoon

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, C+C

Paj Nandi, DH

Tracey Haldeman, Pinnacle Communications

2.30 – 2.45 - SHORT BREAK

2.45 – 3.30 - CLOSING PLENARY

CATCHING SPARKS: BIG IDEAS FOR THE ROAD AHEAD

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, Clackamas County, NWSMA Board Member

Lynda Bardfield, Vice President, Social Marketing Association of North America (SMANA); Chief Creative Officer, Creative Conscience

Marilú Fernández-Haddad, Universidad de las Americas Puebla (UDLAP), Mexico, SMANA Board Member

Alison Schatz, Metro Vancouver, NWSMA Board Member

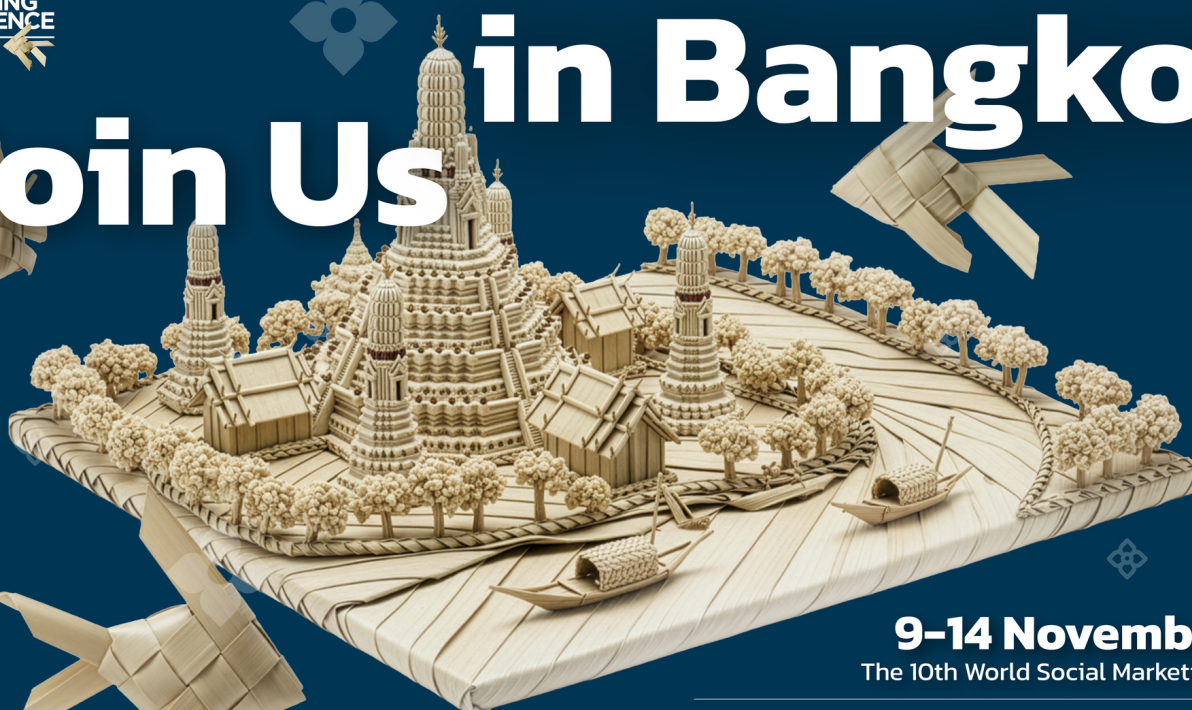
Stephanie Thomas, Cascadia Consulting Group, NWSMA Vice-President

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



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