The 6th World Social Marketing Conference
Edinburgh 4 - 5 June 2019
INFLUENCING BEHAVIOUR FOR SOCIAL GOOD

Embracing cross disciplinary solutions, new thinking and co-creation

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

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## Programme at a Glance

**Pre-Conference – Monday 3 June**
- 12.30 – Presentation drop and early registration
- 18.30 – Welcome drinks

**DAY 1 – Tuesday 4 June**
- 08.30 – Morning plenary
- 10.15 – Coffee
- 10.45 – Morning breakouts (p15)
- 12.30 – Lunch
- 13.30 – Afternoon plenary
- 14.30 – Coffee
- 14.45 – Afternoon breakouts (p20)
- 17.30 – ISMA Board Meeting & ACM
- 18.15 – SMANA Networking
- 19.15 – Gala Dinner

**DAY 2 – Wednesday 5 June**
- 08.30 – Morning plenary
- 09.45 – Coffee
- 10.15 – Morning breakouts (p29)
- 12.30 – Lunch
- 13.30 – Afternoon plenary
- 14.30 – Coffee
- 14.45 – Afternoon breakouts (p36)
- 16.30 – Final plenary

## Important Information

### Social Media
Please tag your posts with #SocMar and #WSMC19
- @WSMConference
- @wsm_conference

### Venue
Sheraton Grand Hotel & Spa, Edinburgh
1 Festival Square, Edinburgh EH3 9SR

### Contact number
Fuse Events: +44 1543 439 706

### Venue WiFi
Network name: Sheraton Conference
Password: WSMC

### Slido
Various keynotes and presenters will be using Slido during the event to use polls and other elements of audience interaction. To use Slido, navigate to www.slido.com either on your phone or laptop and enter the event code #WSMC - then select the room you are in from the menu at the top of the screen.

## Chairs’ Welcome

We are delighted to welcome you to the 2019 World Social Marketing Conference. We are sure that like us, you are looking forward to what will be a fantastic event and a milestone in the development of social marketing practice across the world. We are also delighted that the event is being held in the Capital of Scotland and for all the help and support we have received from the city and the Scottish Government. As Chair and Academic Chair, we would especially like to express our gratitude to all the members of the organising committee who have worked with us to make this event possible. We would also like to thank all those people who have acted as reviewers in selecting from among the record number of submissions we received for the conference. The volume and quality of the papers submitted indicates that there is now a depth of theory and practice in the field of Social Marketing that is going from strength to strength. We also want to thank all our keynote speakers who have travelled from around the world to share their insights and challenges with us. Finally, we would like to thank our partners, supporters and sponsors without whom this event would not be possible.

We hope you enjoy the event and are challenged and inspired by the debates and content that will be shared over the next few days. We would also urge you to take the opportunity provided by the conference to grow your professional network and make new connections with the wide range of social marketers that have gathered together for this year’s conference.

## Welcome to Scotland

The Scottish Government is delighted to welcome the 6th World Social Marketing Conference to Edinburgh, Scotland’s beautiful capital city. We look forward to hearing the contributions from the range of excellent speakers and hope both speakers and delegates can take the opportunity to explore everything Scotland has to offer. Scotland is a progressive nation built on dynamism, creativity and the warmth of our people. The Scottish Government’s purpose is to focus on creating a more successful country with opportunities for all of Scotland to flourish through increased wellbeing and inclusive economic growth. Social marketing is a key contributor to the delivery of many of the Scottish Government’s national outcomes. Our evidence and audience-based campaigns have seen the Scottish Government's Marketing and Insight Unit deliver social marketing that helps our citizens improve and save lives. We have delivered effective initiatives on policy areas as diverse as parenting and puppies (animal welfare) and made progress on issues ranging from the early detection of cancer to increasing inclusivity. For a small country, we’ve made a big impact and we continue to progress and pioneer.

Thank you for choosing to come to Scotland to share your knowledge and to learn from each other. We hope you have a wonderful stay in Edinburgh and enjoy exploring our city and meeting our people.

Best wishes,
Fiona Hyslop
Cabinet Secretary for Culture, Tourism and External Affairs, Scottish Government
**PLANNING COMMITTEE**

- **Professor Jeff French**
  Conference Chair, CEO, Strategic Social Marketing, Emeritus Professor Kings College London & Brighton University
  @JeffFrenchSSM

- **Prof. Sally Dibb**
  Academic Chair, Professor in Marketing and Society, Coventry University
  @SallyDibbCBIS

- **Pauline Aylesbury**
  Head Marketing & Insight, The Scottish Government
  @PaulineHMLamb

- **Matt Howick**
  Co-founder & Director, The Social Marketing Gateway (SMG)

- **Caroline Hill**
  Marketing Manager, The Marketing Society, Scotland

- **Nicci Motiang**
  Deputy Head of Strategy & Insight, The Scottish Government
  @NicciMotiang

- **Dr Nadina Luca**
  ESMA Board Member & Lecturer in Marketing, University of York

- **Patrick Cook**
  President, International Social Marketing Association (iSMA)
  @pcook935

- **Graeme Atha**
  Director, Marketing Society Scotland
  @graemeatha

- **Kelley Dennings**
  Center for Biological Diversity & Social Marketing Association of North America (SMANA)
  @kdennings

- **Prof. Ross Gordon**
  Professor, School of Advertising, Marketing and Public Relations, QUT Business School
  @DrRossGordon

- **Dulce Espelosin**
  Senior Manager-Training, Rare, Mexico
  @dulceespelosin

- **Alex Aiken**
  Executive Director of Government Communications, UK Government
  @AlexAiken

- **Ann Don Bosco**
  Head of Strategy, Public Health England

- **Dr Aibi Badejo**
  Founder of Grace + Grit Social Enterprise, Research Fellow and Lecturer, Griffith University
  @DrBadejo

- **Bill Novelli**
  Professor of Communications, Georgetown University
  @BillNovelli

- **Jeff Jordan**
  President and Executive Creative Director, Rescue
  @jeffreywjordan

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**KEYNOTE SPEAKERS**

- **Pauline Aylesbury**
  As Head of Marketing and Insight, Pauline is responsible for the strategic development and delivery of the Scottish Government’s social marketing initiatives, covering a breadth of policy areas including health, safety, education and climate change. Originally from an advertising agency background, working with brands such as Heineken and Baxters, Pauline has been a practitioner of social marketing for 15 years. Most notable work includes initiatives for road safety and Climate Change and her recent cross-topics, user-centred strategy for the Scottish Government. She currently sits on the Marketing Society Scotland council and is a mentor to many university students and young people.

- **Matt Howick**
  Co-founder & Director, The Social Marketing Gateway (SMG)

- **Caroline Hill**
  Marketing Manager, The Marketing Society, Scotland

- **Nicci Motiang**
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# WSMC19

## NEXT GENERATION SPEAKERS

**Natalie Rangelov** - Postdoctoral Fellow, Università della Svizzera Italiana (USI), Lecturer, Zurich University of Applied Sciences  
[natalierangelov](mailto:natalierangelov)

Dr. Natalie Rangelov is a Postdoctoral Fellow at the Institute of Public Communication Studies, Faculty of Communication Sciences, at Università della Svizzera Italiana (USI) and Lecturer at the Zurich University of Applied Sciences (ZHAW), both in Switzerland. At USI, she is a member of the BcCHANGE Research Group since 2017 and she is involved in research activities related to the intersecting fields of Social Marketing, Communication and Public Health. Her research focuses on public communication and innovative approaches in the field of health behavior change and support.

**Saud Alrakhayes** - Partner, Behavioral Strategist at Massive Change  
[@sialrakhayes](https://twitter.com/sialrakhayes)

Saud Alrakhayes is a social marketing practitioner and founder of Massive Change, a behavioral change agency in the Middle East which targets diverse social issues in the Gulf region (Health and Road Safety). Saud is a planning engineer in the oil & gas sector before attaining a Master’s degree in Business Administration and Marketing from the American University Beirut in 2015, he worked as a fieldwork coordinator in a CRONICAS Center of Excellence in Chronic Diseases, aimed at reducing salt intake in rural villages. Erik is set to complete a Master’s degree in Public Health from the University of Wollongong in July 2019.

**Erik Cateriano** - Masters Student, University of Wollongong  
[@erikcateriano](https://twitter.com/erikcateriano)

Erik has a bachelor in Media and Communication Studies in Peru and for 5 years he has worked as a communication officer for public health interventions carried out by the Ministry of Health and NGOs in his country. In 2015, he worked as a fieldwork coordinator in a social marketing campaign in Northern Peru carried out by the CRONICAS Center of Excellence in Chronic Diseases, aimed at reducing salt intake in rural villages. Erik is set to complete a Master’s degree in Public Health from the University of Wollongong in July 2019.

**Liz Foote** - PhD Student, Antioch University New England  
[@footea](https://twitter.com/footea)

Liz Foote is a marine conservationist based in Hawaii U.S., where she coordinates a watershed stewardship program integrating social marketing strategies. Liz moved to Hawaii in 1996, founded a nonprofit organization, and worked as a conservation practitioner for nearly 20 years before “discovering” social marketing which changed the trajectory of her life. Liz is now in the process of becoming a social scientist, and is a second-year PhD student at Antioch University New England’s interdisciplinary Environmental Studies program.

## SPONSORS & EXHIBITORS

The Scottish Government is delighted to welcome the 6th World Social Marketing Conference to Edinburgh, Scotland’s beautiful capital city. We look forward to hearing the contributions from the range of excellent speakers and hope that they can take the opportunity to explore everything Scotland has to offer #WSMAndNow.

Social marketing is a key contributor to the delivery of many of the Scottish Government’s national outcomes, helping to make Scotland a healthier, safer, greener, smarter, wealthier and fairer place for our people to live, and to give our children the best possible start in life. Indeed, our evidence and audience-based social marketing campaigns have seen the Scottish Government’s Marketing and Insight Unit deliver social marketing that helps our citizens improve and save lives and have been heralded as best practice internationally.

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

**The Social Marketing Gateway** is a specialist social marketing and behaviour change consultancy. We are a collaborative network of social marketers and behaviour change experts, passionate about developing and improving behaviour change programmes. We undertake a range of services for clients throughout the UK, Europe and in the Middle East that includes research and evaluation, intervention planning, development and delivery, digital development and marketing, and training. We’re really excited that the conference is coming to Edinburgh in Scotland this year and we have a stand in the exhibition area, so feel free to drop by to see us and have chat if you get time.

CIM is the world’s leading professional marketing body. For over 100 years, we’ve supported, represented and developed marketers, teams, leaders and the profession – nobody knows the industry better. There are over 30,000 CIM members worldwide (including more than 3,000 Chartered Marketers), who gain a professional advantage through the benefits available to them. We provide marketers with an unrivalled network including sector interest groups, such as The Charity and Social Marketing Group, which bring together marketers with specialist industry knowledge or interest.

NYKE is a global, award-winning specialist health communications agency dedicated to helping improve and save lives. We have deep experience working with foundations and non-profits, government organizations and pharmaceutical and biotech companies around the world to address some of today’s biggest health issues. But our greatest strength isn’t just our ability to connect the dots. It’s in creating programs that achieve real change, leveraging our skills and creative passion to break down barriers. We approach our work with compassion, enthusiasm and optimism to develop and deliver tailored programs to meet each clients’ goals and objectives. We love what we do, we live what we do, and we truly believe in what we do. To learn more about us, please visit NYKENE.COM.

## REVIEWERS

The World Social Marketing Conference team, committee and producers give a sincere thanks to every reviewer who took time to support the conference, with a record number of submissions our team had 223 papers, posters and workshops to assess. Without their hard work and dedication, the conference would not have been able to take place and we would not be able to maintain the standards and quality of presentations we aspire to. Thank you!

**REVIEW TEAM**

Prof Jeff Fryer, Strategic Social Marketing, Kings College London, University of Brighton  
Prof Sally Bibb, Coventry University  
Prof Babakhash Russell-Bennett, QUT Brisbane  
Luke van der Beek, Marketing for Change  
Jenell Walsh-Thomas, AAAS  
Dr Melanie Randle, University of Wollongong  
Nathaly Aya Pizarro, University of Lugo  
Dr Marco Bardus, American University Beirut  
Angela Bathgate, Scottish Government

Colanga Beck, LEED Green Associate  
Cheryl Hall, Scottish Government  
Wendy Billingsley, Health Protection Agency, New Zealand  
Dr Bruce Broccolci, University of South Florida  
Dr Timo Dittrich, Griffith University  
Akson Gyafie, Fuse  
Harriett Cavanagh, Universidade de São Paulo  
Nina Clark-Torngard, Scottish Government  
Patricia David, Griffith University  
Katelyn Dannings, Center for Biological Diversity  
Dr Timo Dittrich, Griffith University  
Sinead Duane, NUI Galway  
James Durf, Griffith University  
Prof Doug Evans, George Washington University  
Tina Flaherty, Griffith University  
Dr Katya Knox, Griffith University  
Prof Einion Jones, Griffith University  
Dr Patricia McHugh, Griffith University  
Ms Verónica Sampaio, Universidade de São Paulo  
Dr Natalie Rangelov, University of Lugano  
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**Dr Marco Bardus** - Lecturer, Zurich University of Applied Sciences  
[@marcobardus](https://twitter.com/marcobardus)

Dr Marco Bardus, American University Beirut

**Prof Rebekah Russell-Bennett** - Professor, School of Business and Economics, Griffith University  
[@rebekahrussellbennett](https://twitter.com/rebekahrussellbennett)

Prof Rebekah Russell-Bennett, QUT Brisbane

**Dr Angie Bathgate** - Scottish Government

**Tracey Bridges** - Prochester, New Zealand

**Dr Sally Dibb** - Associate Professor, Coventry University

**Kelley Dennings** - Director, Center for Biological Diversity

**Dr Kate Letheren** - Senior Lecturer, QUT, Brisbane

**Darcy Sawatzki** - Chief Marketing Officer, KYNE

**Melanie Randle** - Partner, Behavioral Strategist at Rescue

**Diego, CA; Los Angeles, CA; Atlanta, GA; Albuquerque, NM; and Washington, DC.

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The International Social Marketing Association (iSMA) is a group of volunteers and supporters who foster positive social change in their communities through social marketing research, teaching, and practice. We exist to fill the need for a gateway to the diverse global social marketing community. We are a registered nonprofit organization in the State of Maryland, USA. Our 1000 members are located in six continents worldwide (North America, Central America, South America, Europe, Asia, Africa, and Australia.)

ESMA was founded with the aim to connect social marketing people, research and practice that the European level. By creating a community where people practicing and researching social marketing in Europe can connect with other colleagues to share experiences, knowledge, finding, methods, and practices ESMA endeavours to contribute to the development, evidence base and promotion of the social marketing discipline in Europe.

The Social Marketing Association of North America (SMANA) is a membership organization serving the professional needs of behavior change agents in Canada, the Caribbean, Central America, Mexico, and the United States. Our members are change agents from all sectors: social marketers, behavioral scientists and economists, conservation psychologists, environmental educators, behavior change communicators, entertainment educators, health communicators, design thinkers and the list goes on. Together, we advance behavior change for social good.

The Pacific Northwest Social Marketing Association (PNrSMA) is an organization made up of members of the social marketing community across the Pacific Northwest. Its purpose is to promote the general advancement of the practice and industry of social marketing, advance the interests of social marketing professionals, facilitate training, education and research, provide a forum for exchange of information related to the practice, and promote public understanding and education about social marketing.

WE’RE PROUD TO SUPPORT

Invisible Cities is a global social enterprise that trains people who have experienced homelessness to become walking tour guides of their own city. After starting in Edinburgh in 2016, they have now expanded to Glasgow, Manchester and will soon operate in York. They have plans to go international in the next two years. Media features include BBC Stories, Unilad and Brut, reaching nearly 1 Million viewers in 2018 alone.

Designs in Mind is a studio open to everyone, to live life and challenge mental health stigma. They create high quality ambitious and experimental art & design work make independent ambition a reality. They make awards, sculptural pieces, art work for walls and products for retail through their brand JOLT – www.thisisJOLT.co.uk.

FUSE EVENTS EXISTS TO DELIVER
SOCIALLY RESPONSIBLE,
WORLD CHANGING EVENTS.

Our team brings a blend of meticulous planning, creativity and efficient communication to your event. We also run our own conferences, so we know what it’s like to be a customer and truly understand the needs of our clients.

WE CREATE PLATFORMS
FOR CHANGE

Fuse is a social enterprise. We e-invest over 50% of our business profits into running our own series of behaviour change marketing conferences; events where we train marketing professionals to use their skills to create lasting, positive change in communities around the world. Tackling global problems such as obesity, smoking cessation, environmental change, poverty, access to clean water, crime and social justice.

We created the World Social Marketing event series to become a beacon of best practice for a range of professionals across all sectors. The event series help people who are working to try and solve some of society’s most complex problems, using social marketing to create programmes which have lasting and positive behaviour change. These events serve as a hub to bring people together to share their knowledge, experiences and exchange new ideas.

WE’RE A SOCIAL ENTERPRISE

Buying social is about using your money, as an individual or an organisation, to create a positive impact on the world we live in. When you buy from a social enterprise you are choosing to spend your money with a business that is giving something back, reinvesting their profits to address the most pressing issues, from homelessness and unemployment to ethical trade and climate change.

WE’D LOVE TO WORK WITH YOU

FIND OUT MORE AT FUSEEVENTS.ORG

@FUSEEVENTSUK
FUSEEVENTS_UK

another world changing event by fuseevents.org
will not be disappointed.

walk the length and breadth of the central area; you so you are encouraged to take a couple of hours to towns in one city’. Edinburgh is a great walking city; New with wide streets, squares and solid buildings. with the crowded and smelly medieval town, built the Heritage site). From 1767 – 1850 the rich folk, fed up another world changing event by fuseevents.org #WSMC19 Edinburgh 4 - 5 June 2019 #WSMC19 Edinburgh also has a New Town, the best example of higglety-pigglety houses and shops were the location which in Scots Gaelic translates as the ‘fort on the rock’. A fortification (probably wooden) was established on the Castle Rock around the start of the 7th Century AD. Today this part of the city is called the Old Town - the hill to the Palace of Holyrood (the Queen’s residence) - called the ‘Royal Mile’. It’s narrow alleys and boutique shops to the Castle Esplanade. Just down the hill the Grassmarket is bustling with cafes and bars. Don’t miss a gelato from Mary’s Milk Bar! From there head up to the statue of Greyfriar’s Bobby, which immortalises the story of a loyal terrier dog who guarded his former owner’s grave for 14 years. Edinburgh’s Old Town sprawls down the hill from the Castle.

Edinburgh Castle

The Castle is the visitor attraction in Edinburgh and seems even bigger from the inside than it does from the outside. Take the tour round the historical displays and re-enactments. St Margaret’s Chapel within the castle is also noteworthy as the oldest surviving building in the city. Even if you don’t have time for the whole tour, head up to the Esplanade on a clear day for panoramic views of the city. The Castle dominates Edinburgh’s skyline.

Royal Botanic Garden

The Botanics in the heart of Edinburgh’s New Town is the second oldest botanic garden in Britain, with 70 acres of diverse plant life. Visit the Botanics for a relaxing couple of hours wandering through a very tranquil part of Edinburgh and for great views of the Edinburgh skyline. An oasis of calm in the city, the Royal Botanical Gardens.

TOP TIPS FOR EATING

“My theory is that all of Scottish cuisine is based on a dare.”
Mike Myers

The Outsider

17 mins
A firm favourite for high quality, fresh and traditional food. If you get the right seats near the back windows you will have univalved views of the castle. A wee bit on the higher price range but worth it for a special evening.

Calton Hill

Climbing Arthur’s Seat takes about an hour up and down - and is a stiff walk. A quicker alternative is Calton Hill at the east of Princes Street. The summit is home to the iconic Dugald Stewart Monument, the Nelson Monument, and the National Monument. The National Monument is sometimes known as ‘Edinburgh’s Folly’ because it was modeled upon the Parthenon in Athens but was never finished due to lack of funds. (It was started to celebrate the victory at Waterloo.) Calton Hill offers excellent views of the city, and it’s a less demanding climb.

Old Town

If you are looking for a stroll round the city we recommend Old Town, to the south of the Castle. Here you can wonder up the Royal Mile past boutique shops to the Castle Esplanade. Just down the hill the Grassmarket is bustling with cafes and drinks. Don’t miss a gelato from Mary’s Milk Bar! From there head up to the statue of Greyfriar’s Bobby, which immortalises the story of a loyal terrier dog who guarded his former owner’s grave for 14 years. Edinburgh’s Old Town sprawls down the hill from the Castle.

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Climbing Arthur’s Seat takes about an hour up and down - and is a stiff walk. A quicker alternative is Calton Hill at the east of Princes Street. The summit is home to the iconic Dugald Stewart Monument, the Nelson Monument, and the National Monument. The National Monument is sometimes known as ‘Edinburgh’s Folly’ because it was modeled upon the Parthenon in Athens but was never finished due to lack of funds. (It was started to celebrate the victory at Waterloo.) Calton Hill offers excellent views of the city, and it’s a less demanding climb.

Old Town

If you are looking for a stroll round the city we recommend Old Town, to the south of the Castle. Here you can wonder up the Royal Mile past boutique shops to the Castle Esplanade. Just down the hill the Grassmarket is bustling with cafes and drinks. Don’t miss a gelato from Mary’s Milk Bar! From there head up to the statue of Greyfriar’s Bobby, which immortalises the story of a loyal terrier dog who guarded his former owner’s grave for 14 years. Edinburgh’s Old Town sprawls down the hill from the Castle.

Edinburgh Castle

The Castle is the visitor attraction in Edinburgh and seems even bigger from the inside than it does from the outside. Take the tour round the historical displays and re-enactments. St Margaret’s Chapel within the castle is also noteworthy as the oldest surviving building in the city. Even if you don’t have time for the whole tour, head up to the Esplanade on a clear day for panoramic views of the city. The Castle dominates Edinburgh’s skyline.

Royal Botanic Garden

The Botanics in the heart of Edinburgh’s New Town is the second oldest botanic garden in Britain, with 70 acres of diverse plant life. Visit the Botanics for a relaxing couple of hours wandering through a very tranquil part of Edinburgh and for great views of the Edinburgh skyline. An oasis of calm in the city, the Royal Botanical Gardens.

TOP TIPS FOR EATING

“My theory is that all of Scottish cuisine is based on a dare.”
Mike Myers

The Outsider

17 mins
A firm favourite for high quality, fresh and traditional food. If you get the right seats near the back windows you will have univalved views of the castle. A wee bit on the higher price range but worth it for a special evening.
WORKSHOPS & TOURS - MONDAY 3 JUNE

09.00 - 17.00
Melville
Fostering Sustainable and Healthy Behaviour through Community-Based Social Marketing
Session Facilitator: Dr Doug McKenzie-Mohr
Session content overview: This one-day workshop with Dr Doug McKenzie-Mohr, internationally renowned social marketer and founder of community-based social marketing, provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster sustainable and healthy behaviour. Those who attend the workshop will learn the five steps of community-based social marketing (selecting behaviours, identifying barriers, developing strategies, conducting pilots, and broad scale implementation) and be exposed to numerous case studies illustrating its use. As such, this workshop provides an in-depth exposure to community-based social marketing and provides participants with the knowledge they need to develop their own programmes.

09.00 - 17.00
Culzean
Adding a “T” (Technology) into the 4Ps
Session Facilitators: Jennifer Wayman & Emily Zeigenfuse
Session content overview: Technology is a powerful tool to help social marketers. In this workshop, attendees will learn how innovative technologies can be incorporated into audience research, as well as planning, executing, and measuring social marketing programs.

10.00 - 17.00
Stirling
Planning and Evaluation: Social Marketing Projects and Programmes
Presenter: Prof Jeff French
Workshop Description: The aim of this interactive workshop session will be to explore in detail the key elements necessary when planning and evaluating Social Marketing projects and programmes. The workshop will be based on the European Centre for Disease Control technical guidance model for Social Marketing using the STELA planning framework (Scope, Test, Enact, Learn and Act). Participants will explore the ten key tasks involved in the approach and have an opportunity to engage in planning and analysis tasks. Key concepts of value creation development and selection will be covered as will the development of robust evaluation planning and reporting.

15.30 - 18.00
Edinburgh Suite
Sharing Knowledge for Best Practice in Social Marketing Education
Professors and practitioners of social marketing are cordially invited to bring together ideas about best practices in social marketing education. Kathleen Kelly, PhD, Professor of Marketing at Colorado State University will lead an interactive session where academics and practitioners can share best practices and resources for social marketing curricula. A paper on social marketing education was produced in 2009, and the purpose of this session is to gather information that can be used to update this important resource. We want your course to be represented so please bring a copy of your syllabus and a few extra to share with other participants.

17.30 - 18.15
Culzean
Mentoring – Practice
Building on the success of the Speed Mentoring session in Washington, this session will be the first of two Speed Mentoring sessions. This speed-mentoring session is a terrific opportunity for new social marketing professionals to seek guidance, knowledge and wisdom from mentors who have “been there, done that”. If you’re a potential mentor looking to pay it forward or a mentee looking for advice on practical social marketing, then do drop in!

This session will focus on social marketing in practice. Mentors and mentees interested in learning about or sharing experiences about academic social marketing are welcome to attend this session, but encouraged to attend on Wednesday June 5th from 12.45 – 13.30.

WELCOME DRINKS
Join the World Social Marketing Conference Committee, workshop facilitators, and delegates for free drinks and networking. The drinks will be opened with a short address, with remarks on the evolving social marketing landscape and what to expect in the coming two days.

FREE TO ALL DELEGATES

TRACK KEY

ADVANCING THEORY
CLIMATE CHANGE, ENVIRONMENT PROTECTION, SUSTAINABILITY
CRIME, SAFETY, SECURITY AND SOCIAL COHESION
CRITICAL SOCIAL MARKETING
DIGITAL AND TECHNOLOGICAL IMPACT ON SOCIAL BEHAVIOUR
FINANCIAL LITERACY AND WELLBEING
INTERDISCIPLINARY AND CROSS SECTOR ACTION
MENTAL HEALTH AND WELLBEING
PROMOTING EQUALITY AND REDUCING INEQUALITY
PROMOTING GLOBAL HEALTH
REDUCING THE IMPACT OF ADDICTION
USING CITIZEN FOCUSED DESIGN THINKING
USING SYSTEMS THINKING TO SOLVE COMPLEX SOCIETAL PROBLEMS
The conference will be officially opened by Conference Chair, Coventry University.

**Panel Session: Ethics in Social Marketing**

*Title:* Applying Insight and behaviour change methods to local authority services. Hampshire County Council Home to School Transport Service

*Track:* Using systems thinking to solve complex societal problems

This workshop will present how a six-stop insight and behaviour change methodology is being piloted to address transformation challenges across the County Council. This workshop will describe a live case study with the Home to School Transport Service, including the insight we gained from customers and staff and the behavioural interventions being introduced and evaluated.

*Presenters:* Helen Cutler, Robert Ormerod and Martin Gott, Hampshire County Council.

*Author:* Robert Ormerod, Hampshire County Council

**Interactive Sessions**

*Submission #55*

*Title:* Social practice theory and social marketing: Acknowledging the human and more-than-human affect social change

*Track:* Critical social marketing

This interactive workshop will explore the potential for ideas, concepts and thought tools from theories of practice to contribute to social marketing knowledge and action, and how social marketing can enable and enrich theories of practice. The session will explore case studies of practice-oriented social change in two contexts: Firstly, a UK case study on social change in schools focusing on physical activity, will be explored. Secondly, work concerning the nexus of energy consumption, climate change and sustainability, and health and wellbeing among lower income older people, and families will be considered.

*Presenter:* Dr Fiona Spotwood and Dr Ross Gordon

*Authors:* Fiona Spotwood, University of Bristol and Ross Gordon, Professor, School of Advertising, Marketing and Public Relations, OLT Business School

*Submission #207*

*Title:* Leveraging Segmentation for the Greatest Impact: A Comprehensive Approach to Strategic Planning for Social Marketing Programs

*Track:* Critical social marketing

Many social marketing programs attempt to reach broad populations with general market campaigns. This session argues that mass reach programs are only effective in specific scenarios, where the majority of the population needs to change its behavior. More often, broad strategies are used to reach subpopulations. By overlooking what makes those subpopulations different from the intended audience, this talk will present peer crowd campaign principles, how advanced audience segmentation could improve efforts to change behavior over time, and how these strategies can effectively be applied across traditional media, digital, social, interactive media, and local outreach, using several recent social marketing program examples.

*Presenter:* Jeffrey Jordan

*Authors:* Jeffrey Jordan and Sophia Lerdahl, Reusci
Title: Laboratory, Bloodworks Northwest, USA
Konkle MD, Hemostasis, Platelet Immunology, and Genomics

Author: Crystal Watson, American Thrombosis and Hemostasis Foundation, Crystal Watson, American Thrombosis and Hemostasis Foundation

Presenter: Amanda Mulally, KYNE, Val Bias, National Hemophilia Foundation, Crystal Watson, American Thrombosis and Hemostasis Foundation, Ilana Yellen, NY, Mahmooda Pasha, College of Public Health, University of South Florida, Tampa (USA), Dr. Jennifer Lynes, University of Waterloo

Track: Advancing theory

Title: Social marketing is often used to promote various behaviors, including health and wellbeing. However, several elements of social marketing are widely utilised. This session will provide an overview of the role of social marketing in promoting health behaviors and discuss some of the challenges and opportunities that arise in using social marketing to promote health behaviors.

Presenter: Ryan McAndrew, Postdoctoral research fellow, Queensland University of Technology [QUT], Australia; Kate Lethehen, Postdoctoral research fellow, QUT, Australia; Rebekah Russel-Bennett, Professor, QUT, Australia; Charmaine Clavos, Senior Lecturer, QUT, Australia; Rory Mulcahy, Lecturer, University of Sunshine Coast, Australia

Track: Advancing theory

Title: Social marketing is a powerful tool that can be used to promote healthy behaviors. It is estimated that social marketing can influence 20% of people's behavior. However, social marketing is often used in demand reduction campaigns for illegal wildlife products. This session will discuss the role of social marketing in demand reduction campaigns for illegal wildlife products and discuss some of the challenges and opportunities that arise in using social marketing to promote healthy behaviors.

Presenter: Dr. Diogo Veríssimo, Oxford Martin Fellow, University of Oxford, UK; Steven Greenfield, Cambridge Institute for Sustainability Leadership, University of Cambridge
Breakout Session 1 - Tuesday 4 June
10.45 - 12.30

**Dunvegan - 10.45 - 12.30**

**Submission #124**

**Title:** Sky Girls: A tobacco prevention campaign for teen girls in China

**Track:** Reducing the impact of addiction

To combat the rise of tobacco use amongst young people across sub-Saharan Africa, Sky Girls is a multi-channel behaviour change campaign that aims to inspire the aspiration to quit smoking and empower young people to refuse tobacco.

**Presenter:** Jennie Mitchell

**Authors:** Larissa Pereira, Director of Strategy, Good Business UK; Jennie Mitchell, Senior Consultant, Good Business UK

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**Submission #16**

**Title:** Intercultural comparison of social and cultural factors shaping adolescents' perceptions of graphic health warnings on cigarette packages: the case of the United Kingdom and the State of Qatar

**Track:** Promoting global health

The session presents results from a study that explored adolescents' perception of CHW across differing cultural contexts to establish the communicative relationship between context-specific and cross-cultural public health communication in tobacco control. Results also include adolescents' suggestions for alternative warning label messages.

**Presenter:** Nadia Fanous

**Authors:** Nadia Fanous, Heide Waeshaar, Shona Hilton and Thomas Anker, University of Glasgow

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**Submission #128**

**Title:** Breath: co-design and launch of a new three-tier smoking cessation service

**Track:** Reducing the impact of addiction

Camden & Islington councils commissioned Hitch to develop a new stop smoking service to achieve the reductions set out in the Smokefree Strategy. Hitch reviewed existing stop smoking service packages: the case of the United Kingdom and the State of Qatar.

**Presenter:** Paula Kellett, Sheila J. J. Heymans, Julia Vera, Mariluz Parga, Lora E. Fleming, Claire Estok

**Authors:** Patricia McHugh, Dr Christine Domegan, Easkey Britton, Patricia McHugh, Dr Christine Domegan

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**Submission #164**

**Title:** Quit Big Tobacco: taking on Big Industry through their friends in advertising and PR

**Track:** Interdisciplinary and cross sector action

Advertising and PR agencies are a crucial aid to the tobacco industry—but they don’t have to be. Quit Big Tobacco has united over 175 advertising and PR agencies to refuse to work with Big Tobacco or the ad & PR firms that do.

**Presenter:** Steve Hamill

**Authors:** Christina Curell and Steve Hamill, Vital Strategies

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**Submission #192**

**Title:** WE ARE SCOTLAND

**Track:** Crime, safety, security and social cohesion

The Scottish Government is committed to building a fair, smart and inclusive Scotland where everyone can feel at home. This presentation describes how we used social marketing to promote inclusivity in communities by raising awareness of the positive impact of the country’s diversity and shared inclusive values.

**Presenters:** Katherine McIsaac & Thea McGovern

**Authors:** Claire Prentice, Head of Safer & Greener Marketing, Scottish Government; Katherine McIsaac, Strategy & Insight Lead, Scottish Government; Thea McGovern, Associate Planner, The Leith Agency

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**Submission #174**

**Title:** MOBILISING SCOTLAND TO STAND UP TO HATE CRIME

**Track:** Crime, safety, security and social cohesion

We will take you on a journey through the development, execution and evaluation of the Scottish Government’s Dear Haters campaign which ran in 2018 to nudge bystanders in Scotland to report hate crime if they witness it.

**Presenter:** Claire Prentice & Katherine McIsaac

**Authors:** Claire Prentice, Head of Safer & Greener Marketing, Scottish Government; Katherine McIsaac, Strategy & Insight Lead, Scottish Government; Thea McGovern, Associate Planner, The Leith Agency

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**Submission #214**

**Title:** Do Stakeholders of Change Really Matter?

**Track:** Climate change, environment protection, sustainability

Do you struggle with stakeholder participation in your social marketing programmes or initiatives? This presentation will provide proven tasks, tools and activities for effective stakeholder participation. It will show that working ‘with’ stakeholders, rather than ‘on’ their behalf can build bridges and transform societies.

**Presenter:** Dr Christine Domegan

**Authors:** Patricia McHugh, Dr Christina Domagan, Easkey Britton, Paula Kellett, Sheila J. J. Heymans, Julia Vera, Mariluz Parga, Lora E. Fleming, Claire Estok

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**Submission #64**

**Title:** Using radio drama to improve social cohesion in Myanmar

**Track:** Crime, safety, security and social cohesion

BBC Media Action’s ‘Tea Cup Diaries’ radio drama aims to increase audiences’ understanding, openness and respect for people from different ethnic and religious backgrounds. This session will present results from a recent quantitative evaluation, discuss how research is informing development of the project and invite discussion on how to influence social cohesion through social marketing.

**Presenter:** Sally Cowland

**Authors:** Alasdair Stuart, Senior Research Manager/Senior Advisor, BBC Media Action, UK; Sally Cowland, Senior Researcher, BBC Media Action, UK

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**Lunch – 12.30 - 13.30**

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**Private Dining Room - 10.45 - 12.30**

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**Presenter:** Sally Cowland

**Authors:** Alasdair Stuart, Senior Research Manager/Senior Advisor, BBC Media Action, UK; Sally Cowland, Senior Researcher, BBC Media Action, UK

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**Afternoon Plenary - Tuesday 4 June
13.30 - 14.30**

**Session Chair:** Matt Howick, Social Marketing Gateway

**Keynote Presentations**

**Alex Aiken - UK GOV, Cabinet Office**

“Delivering Quality Campaigns at Scale”

Alex will explain the use of social marketing principles at scale across the campaigns run by the UK Government. He will set out the role, benefits and systems used to create high quality social interventions and the lessons from using rigorous evaluation and peer review to assess impact. The session will cover the experience of the practical application of social marketing in terms of developing tools for practitioners to use to influence their organisations.

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**Coffee & Networking
14.30 - 14.45**

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Another world changing event by fuseevents.org
**Title:** Understanding the Drivers of Youth Social Action in Economically Challenged Communities: A Deep Dive Qualitative Study with Young People

**Track:** Interdisciplinary and cross sector action

By considering a young-person-centric view of social action, we suggest that participation in social action could be encouraged among lower socio-economic groups if a ‘closer to home’ view of the concept was embraced: one that valued the positive social action young people say they engage with in order to help and care for family members and friends. The importance of communal motivation is also highlighted, while the findings suggest that barriers to taking action may be geographically based.

**Presenter:** Irene Camelo-Correa

**Authors:** Irene Camelo-Correa and Kevin Money, Henley Business School, University of Reading

**Parallel sessions**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Authors</th>
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</thead>
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<tr>
<td>14.45 - 14.50</td>
<td>Systems Social Marketing and Macro-Social Marketing: A Systematic Review and Methodological Critique of the Literature and Interventions</td>
<td>Dr. Christine Domegan, NUI Galway; Dmitry Brychkov, NUI Galway</td>
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<tr>
<td>14.45 - 15.30</td>
<td>Bringing Transmedia Storytelling into Your Social Marketing Program</td>
<td>Prof. Jeff French, George Washington University</td>
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<td>14.45 - 15.30</td>
<td>Two-Way Street: Social Media Strategies to Turn an Audience into a Community</td>
<td>Nedra Kline Weinreich, University of Ljubljana</td>
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<tr>
<td>14.45 - 15.30</td>
<td>Interdisciplinary and cross sector action</td>
<td>Anastasia Nurzhynska, Practicum, Ukraine</td>
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<tr>
<td>14.45 - 16.00</td>
<td>Boosting motivation through autonomy and co-creation</td>
<td>Dr. Kathy Knox, Dr. Tanja Kamin, Dr. Joy Parkinson</td>
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<tr>
<td>14.45 - 16.00</td>
<td>Critical social marketing</td>
<td>Melissa Katz, Griffith University, University of Ljubljana</td>
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**EDINBURGH SUITE - 14.45 - 17.15**

**MELVILLE - 14.45 - 17.15**

**INTERACTIVE SESSIONS**

**Submission #142**

**Title:** The Global Smart Drinking Goals Program: Influencing Alcohol-related Behaviours for Social Good

**Track:** Reducing the impact of addiction

The Global Smart Drinking Goals (GSDG) Initiative is a novel public-private partnership model to reduce the harmful use of alcohol. The program operates in Belgium, Brazil, China, Mexico, South Africa and the United States, using evidence-based interventions, including social marketing campaigns, to change behaviors and norms related to underage drinking, binge drinking and drink driving.

**Presenters & Authors:** Presenters & Authors: Allison Goldberg, Executive Director All InBev Foundation and Cate Garcia, All InBev

**Submission #21**

**Title:** Reducing the Impact of Addiction

**Track:** Digital and technological impact on social behaviour

Interactive session through the eyes of a commissioner, researcher and campaign strategist to encourage quit attempts as part of Greater Manchester’s Making Smoking History programme. Delegates will role play using key social marketing concepts, then hear what approach was taken, based on key challenges and insights, for the campaign strategy.

**Presenters:** Nick Godbeerhe & Simon Lambrecht

**Authors:** Holly Dixon and Nick Godbeerhe, Hitch

**Submission #26**

**Title:** How to develop engaging, visually appealing content for online courses

**Track:** Critical social marketing

In this session we advocate a need for evaluation and synthesis of current theoretical orientation in the field of social marketing. We incorporate critical appraisal to generate a practical structure for clarity to guide social marketing researchers and practitioners to integrate theoretical models, applications and implications with social marketing praxis. In this conceptual discussion we elaborate on defining and understanding the suitability of a theory, explore the application of evaluation of theories, and discuss development and refinement of theory. We synthesise these ideas to provide some practical structure and recommendations for the researcher/practitioner in social marketing and related social scientific fields.

**Presenters:** Prof. Jeff French, Oxford University

**Submission #28**

**Title:** System’s social marketing evidence from the academic, donor, and practitioner sectors

**Track:** Critical social marketing

This session presents perspectives on the nature, current state, and future of social marketing, and the importance of engaging and co-developing interventions which demonstrate practical insights for the progress of systems-based approaches in social marketing. It tightens the evidence of systems thinking to policy makers to ensure support for social marketing praxis. In this conceptual discussion we elaborate on incorporating critical appraisal to generate a practical structure for advancing theory.

**Presenters:** Prof. Doug Evans, Bill and Melinda Gates Foundation

**Submission #32**

**Title:** Do’s and Don’ts for using Citizen Focused Design Thinking

**Track:** Critical social marketing

Using citizen focused design thinking has produced more than 20 online courses together with different international organisations: we want to share the experiences on how to use online courses as a communications tool for social change. We will present our lessons learnt on how to develop engaging, visually appealing content for online courses with limited resources.

**Presenters & Author:** Anatolii Huchtynska, Practicum, Ukraine

**STIRLING - 14.45 - 17.15**

**INTERACTIVE SESSIONS**

**Submission #63**

**Title:** Boosting motivation through autonomy and co-creation

**Track:** Critical social marketing

Did you ever try to persuade people to change by sharing your knowledge about social marketing and behavioural science? Do those people comply with your advice and does the target group apply it directly to their everyday life? That sure would be nice. But let’s be honest: no matter how powerful a message is, spreading knowledge rarely leads to a direct shift in behaviour. In this workshop participants are challenged to offer their target audience an experience rather than creating a perfect message. The aim of the workshop is to demonstrate how principles of autonomy and co-creation can boost motivation. After this workshop the participants have experienced how they became intrinsically motivated themselves, and have tools on how to boost motivation within their own target group.

**Presenters & Author:** Rik Baas, Communication Bias

**Submission #77**

**Title:** Motivation is also highlighted, while the findings suggest that barriers to taking action may be geographically based.

**Track:** Critical social marketing

What works and what doesn’t in online learning?

**Presenter & Author:** Anastasios Huchtynska, Practicum, Ukraine

**Submission #72**

**Title:** Using citizen focused design thinking

**Track:** Critical social marketing

Using citizen focused design thinking has produced more than 20 online courses together with different international organisations: we want to share the experiences on how to use online courses as a communications tool for social change. We will present our lessons learnt on how to develop engaging, visually appealing content for online courses with limited resources.

**Presenters & Author:** Anatolii Huchtynska, Practicum, Ukraine
**BREAKOUT SESSION 2 - TUESDAY 4 JUNE**

**14.45-5.00**

**GLAMIS – 14.45 - 17.15**

**14.45 - 15.05** Submission #226
Title: Change4Life: Building and activating a cross sector coalition of partners to change behaviour in relation to childhood obesity

**Track:** Promoting global health

This paper is a case study setting out how Change4Life developed mutually beneficial long-term strategic relationships with partners to reach the target audience, at critical points on the customer journey, in order to tackle childhood obesity. It will set out and explain how those partnerships were leveraged to deliver significant employer support and drive behaviour change.

**Presenter:** Helen Hampton and Jane Asscher

**Authors:** Helen Hampton, Public Health England and Jane Asscher, ZFBuild

**15.10 - 15.30** Submission #159
Title: Influence of Personality Traits on Prosocial vs Aggressive Driving Behaviours

**Track:** Crime, safety, security and social cohesion

This study aims to investigate the relationship between overall driving behaviour and personality traits including neuroticism, extraversion, openness, agreeableness, and conscientiousness. The research was conducted with a sample of young drivers in Sri Lanka.

**Presenter:** Dr. W. D. C. Jayawickrama

**Authors:** Dr. W. D. C. Jayawickrama, Senior Lecturer, University of Sri Jayewardenepura, Sri Lanka; Dr. K.T. Thalapathiyaa, Senior Lecturer, University of Sri Jayewardenepura, Sri Lanka; Dr. M. D. Z. Sinwarda, Research Assistant, University of Sri Jayewardenepura, Sri Lanka

**15.35 - 15.55** Submission #795
Title: Steering Young Drivers to Safety Through Virtual Reality

**Track:** Crime, safety, security and social cohesion

Making driving ‘safer’ is a challenge for young men due to high levels of confidence in their abilities, and the presence of optimism bias and availability heuristics. Find out how Scottish Government and Road Safety Scotland adopted a digitally-led social marketing approach to engage young drivers of behavioural change on country roads.

**Presenter:** Lisa Sutherland and Claire Prentice

**Authors:** Lisa Sutherland, Strategy and Insight Lead, Scottish Government, Scotland

**16.00 - 16.20** Submission #102
Title: Reducing food insecurity and vulnerability for older people

**Track:** Using citizen focused design thinking

This study explores food consumption practices which support or hinder healthy eating in older people aged 55-69, this paper explores marketing practices and recommendations that address these barriers and improve healthy eating for older people. This important input in the lives of people and their high consumption is considered by WHO as one of the risk factors that favour early death from cardiovascular diseases. To beat the problem of excess pressure in Peru, a training study was proposed with the objective of describing the barriers and motivators that influence the behaviour of people in relation to salt intake (sodium), and identify the determinants to propose a social marketing strategy that promotes the gradual reduction of salt consumption.

**Presenter:** Valeriana Poncio-Lucero, Project Consultant at CRONICAS Center of Excellence in Chronic Diseases

**Authors:** Lorena Saezeda, Project Coordinator at CRONICAS Center of Excellence in Chronic Diseases; Silvina Perez-Leon, Research Assistant at CRONICAS Center of Excellence in Chronic Diseases; Erik Catoriano, Project Consultant at CRONICAS Center of Excellence in Chronic Diseases; Francisco Pizarro, Research Assistant at CRONICAS Center of Excellence in Chronic Diseases; Diego Horna, Trainee at CRONICAS Center of Excellence in Chronic Diseases.

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**BREAKOUT SESSION 2 - TUESDAY 4 JUNE**

**14.45 - 15.05** Submission #213
Title: The Ultimate Immune Boost - Supporting WHO Global Action Plan for Seasonal Influenza Vaccinations using a Social Marketing Systems Methodology

**Track:** Promoting global health

With the permission of systems thinking into social marketing gaining momentum, a social marketing systems methodology offers valuable multi-level system change potential. The WHO Global Action Plan (CAP 1 and 11) recommends that all healthcare workers (HCW’s) receive seasonal influenza vaccine (SIV) since HCW’s are at significantly higher risk of influenza (WHO 2016). Social marketing systems practice job is to listen to the system through a systems analysis, learn about this dynamics, through causal loop analysis and leverage the hospital system, structural and social mechanisms for substantive and sustained increased influenza vaccination rates.

**Presenter:** Dmitry Blychko

**Authors:** Patricia McHugh, Christine Domigan, Dmitry Blychko, Anna Heidmara, Katharina Harkin, Christine Fitzgerald and Diamoud O’Donovan

**15.10 - 15.30** Submission #70
Title: Obstacles and drivers of sport and physical activity in France analysis of individual path

**Track:** Promoting global health

One in two French people never do any sport. Encouraging physical activity requires a comprehensive approach of sport social representations as well as the individual personal histories with sport. Our broad qualitative survey focused on these dimensions to help the French government design a national strategy to encourage physical activity.

**Presenter:** Guillaume Calme

**Authors:** Laura Salveing and Guillaume Calme, Kantar, Public Division, France

**15.35 - 15.55** Submission #22
Title: Families living with type 1 diabetes – it’s not “a piece of cake”

**Track:** Promoting global health

Chronic young diabetes (type 1 diabetes) is one of the most prevalent non-preventive health condition significantly impacts the family’s quality of life. The aim of this research is to understand the impacts to family identity and suggest social marketing intervention opportunities to support families to live well.

**Presenter:** Rachel Pele

**Authors:** Rachel Pele, Professor Mike Reid and Professor Lisa Farrell, EMIT University

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**16.00 - 16.20** Submission #770
Title: A self-management educational intervention for persons with diabetes: findings on the support of social networks and its association with eating behaviors changes.

**Track:** Promoting global health

This study describes changes occurred in the eating behaviors in and the capacity to be self-effective in the daily activities among persons with diabetes after they attended a self-management program, and analyzes whether these changes are positive when persons received support from their relatives, other participants, trainers and their doctor.

**Presenter:** Anna Maria Murante

**Authors:** Anna Maria Murante, Assistant Professor, SantAnna School Institute of Management, Management and Health Laboratory

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**16.25 - 16.45** Submission #188
Title: Hug, Nudge, Smack or Shove: How do consumers react to a social dilemma

**Track:** Climate change, environment protection, sustainability

This research combines social marketing and behavioural economics through the application of French’s behavioural forms exchange matrix (french, 2011) – to examine how interventions lever encourage electricity consumers to use less electricity during event days (e.g. days of extreme heat)challenging the load on infrastructure and helping to keep prices lower.

**Presenter:** Professor Rebakah Russell-Bennett

**Authors:** Professor Rebakah Russell-Bennett, Kate Letheren, Uwe Olllack, Stephen Whyte, Martin Brumpton & Lucy Orr, Queensland University of Technology

**16.50 - 17.10** Submission #114
Title: Understanding and evaluating the impact of stereotype threat on the identity of the older consumer

**Track:** Critical social marketing

Based on semi-structured depth interviews with Australian consumers aged 55-69, this paper explores marketing practices experienced by older consumers that constitute a stereotype threat and the self-protection mechanisms these consumers use to distance themselves from negative stereotypes of aging.

**Presenter:** Professor Kate Westberg

**Authors:** Professor Kate Westberg, Professor Mike Reid, Associate Professor Poula Kopandriti, RMIT University
Recognising the potential of social media as an integral driver of engagement on their child(ren)’s wellbeing. Using empirical data to incorporate social media in social marketing campaigns.

Authors: Sharyn Rundle-Thiele, Griffith University
Presenter: Sara Shawky, Krzysztof Kubacki, Timo Dietrich and Scott Weaven, Griffith University

**Breakout Session 2 - Tuesday 4 June 14.45-5.00**

**Braemar – 14.45 - 17.15**

14.45 - 15.05 Submission #224
Title: It Starts With Me: Insights Into a Successful National HIV Prevention Campaign
Track: Promoting global health
It starts with me (ESM) is an award-winning social marketing campaign aiming to cut new HIV infections in England. It promotes testing and prevention massages and behaviours amongst Men, who have sex with men (MSM) and Black Africans (BA), who have the highest prevalence and new diagnoses rates of HIV in the UK.


15.10 - 15.30 Submission #27
Title: A Parent’s Mobile Device Engagement and The Well being of Children: What’s the connection?
Track: Critical social marketing
This study investigated consumers’ mobile device engagement in the family setting. Specifically, the effects of a parent’s mobile device engagement on their children’s wellbeing. Using empirical data from 267 parent-child dyads data from Indonesia, this study provides insights for social marketers to promote a healthy level of mobile device consumption.

Presenters: Yenny Purwati; Linda Robinson
Authors: Yenny Purwati; PhD student; Linda Robinson - Senior Lecturer, Kaleah Rahman - Senior Lecturer, RMIT University, Melbourne, Australia

15.35 - 15.55 Submission #89
Title: Benefits and challenges of social media: a social marketing review
Track: Digital and technological impact on social behaviour
There has been limited investigation into how social marketers incorporate social media in social marketing campaigns. Recognising the potential of social media as an integral driver of communication that facilitates two-way conversations, this review seeks to identify and synthesise salient benefits and challenges of social media usage in social marketing campaigns conducted worldwide between 2005 and 2017. Following a systematic literature review procedure, twenty-nine social marketing campaigns utilizing social media communications channels were identified. The findings were thematically grouped under eight main topics: targeted reach and raising awareness, continuous consumer insight, ongoing interaction and dialogue, promoting behaviour change, cost and time efficiency, discussing sensitive issues, building relationships and social media challenges. Identified taxonomies inform future research opportunities.

Presenters: Krzysztof Kubacki
Authors: Sara Shavky, Krzysztof Kubacki, Timo Dietrich and Scott Weaven, Griffith University

16.00 - 16.20 Submission #119
Title: The Drivers of Marketing Industry Leaders
Track: Critical social marketing
Through this conceptual session, we will to breakdown and explore current marketing trends and priorities, with the aim of inspiring attendees to pursue new and innovative approaches to their work.

Presenters: Brian Frymire MPH MS, President, McCann Global Health, USA

16.25 - 16.45 Submission #115
Title: Individual intentions, cultural capital and policy intervention: A social marketing theory integrating the three streams.
Track: Advancing theory
A conceptual model for social marketing capturing the three streams of interventions, focusing more on a holistic theory view that incorporates both the responsibility of the individual (Downstream), cultural capital (Mid-stream) and the effect of the policy (Upstream) in adopting a specific behaviour.

Presenters: Shorouk Hamzawi
Authors: Shorouk Hamzawi, Qing Shan Ding and Shabbar Dastgir, Huddersfield University

16.50 - 17.10 Submission #13
Title: Company Benefits & Social Benefits: Exploring Strategies for Multinational Consumer Goods Companies to Implement Mutually Beneficial Social Marketing Programs
Track: Advancing theory
In a time where people’s input highly contributes to the information we rely on, campaigns initiated by any entity need to be centred around their audience. This paper presents various benefits of social marketing gained by the people & the company. Also, challenges and strategies of implementation will be discussed. If you would like to tweet a thought on the topic please use #ThinkSocialWSMC.

Presenters: Natasha Nader
Authors: Natasha Nader, Florida State University

Dunvegan – 14.45 - 17.15

14.45 - 15.05 Submission #76
Title: Beyond 'I Do': Countervailing Narratives around LGBT Acceptance
Track: Promoting equality and reducing inequality
The 2016 legalization of same sex marriage in the U.S was the culmination of one of the most effective social movements in recent memory. While many Americans consider the issue of LGBT equality “settled”, LGBT Americans continue to face discrimination in areas such as employment, housing, and health care. This presentation provides an overview of a national campaign initiated to address these inequities, in a distinctly American context.

Presenters: Tony Folemo, SVP Strategy & Evaluation, Ad Council

15.30 - 15.50 Submission #67
Title: Rapid assessment of the gender responsiveness of social marketing interventions about neglected tropical diseases
Track: Promoting equality and reducing inequality
This study builds on the evidence gathered from a systematic review of social marketing interventions that address neglected tropical diseases and applies an adapted version of the World Health Organization Gender Assessment Tool to assess their gender responsiveness.

Presenters: Nathaly Aya Pastrana
Authors: Nathaly Aya Pastrana, BeCHANGE Research Group, Institute for Public Communication, Università della Svizzera italiana, Lugano, Switzerland; Claire Somerville, Gender Centre, Graduate Institute of International Studies, Geneva, Switzerland; L. Suzanne Suggs, BeCHANGE Research Group, Institute for Public Communication, Università della Svizzera italiana, Lugano, Switzerland

15.55 - 16.15 Submission #188
Title: Increasing female student retention in university STEM programs: Co-designing innovative solutions
Track: Promoting equality and reducing inequality
This paper discuss an innovative solution created by engaging consumers in a STEM female retention social marketing program development.

Presenters: James Durl
Authors: Jeawon Kim, James Durl, Carina Roemer, Bo Pang and Sharyn Rundle-Thiele, Griffith University

16.00 - 16.20 Submission #134
Title: Inclusive Marketing: a tool for universal satisfaction. Include, don’t be left out
Track: Promoting equality and reducing inequality
This paper discusses an innovative tool created by engaging consumers in a STEM female retention social marketing program development.

Presenters: Silvia Applicata
Authors: Silvia Applicata, Marketing & Innovation Ideas & Chief of Retail Department, Pampolina City Hall, Luis Casado, Founder and President, Fundacion Ideas
BREAKEOUT SESSION 2 - TUESDAY 4 JUNE
14.45-5.00

PRIVATE DINING ROOM – 14.45 - 17.15

14.45 - 15.30

Keynotes in Conversation and extended Q&A
Put your questions to our speakers in a more intimate setting during this extended Q&A and discussion session.
Session Chair: Gail O’Sullivan, Georgetown University
- Nico Mortag - Scottish Government
- Ann Don Bosco - Public Health England
- Prof Bill Newell - RMIT University
- Olubisole Adewale - Grace & Core Social Enterprise, Griffith University

15.35 - 15.55 Submission #60
Title: Why A Change In Financial Behaviour Does Not Always Trigger A Change In Financial Well-Being?
Track: Financial Literacy and wellbeing
It is criticised that barely any literature has focused on social marketing products (Glenane-Antoniadis et al., 2003). Can financial education intervention be used as a social marketing product to promote financial behaviour change and well-being? This needs a creative approach to create financial well-being intervention using financial education as a social marketing product that can be marketed for social good. The main purpose of this study is to explore how to make use of online financial education to promote desirable financial behaviour change and well-being.
Presenter: Tam-Nguyen Cousins
Authors: Tam-Nguyen Cousins, The Open University Business School, Martin Upton, Senior Lecturer in Finance and Director of the Centre for the Public Understanding of Finance (PUPFin), The Faculty of Business and Law, The Open University Business School, Helen Raby, Research Fellow, Faculty Research Centre for Business in Society, Coventry University, Visiting Research Fellow, Open University

16.00 - 16.20 Submission #85
Title: Pragmatic muddling, denial and magical thinking: The retirement voice of Australian Single Baby Boomer Women
Track: Financial Literacy and wellbeing
Senior, single baby boomer Australian women represent the lowest income earning family group, where 35% of this cohort live in poverty. This research offers insightful views of the complexity of retirement and implications for social marketers in the area of financial literacy.
Presenters: Foula Kopanidis and Linda Robinson
Authors: Foula Kopanidis, Associate Professor, RMIT University, Australia; Linda Robinson, Senior Lecturer, RMIT University, Australia, Diane Martin, Professor, RMIT University, Australia, Mike Reid, Professor, RMIT University, Australia

16.25 - 16.45 Submission #77
Title: From Public Will to Social Marketing: Lessons from a Campaign Promoting Trauma-Informed Care in Post-Katrina New Orleans
Track: Mental health and wellbeing
This session will use a case study of the In That Number campaign (New Orleans, Louisiana, USA) promoting attitudinal shifts & policy change for youth impacted by trauma to explore how a public will campaign can evolve into a social marketing campaign. When is the community sufficiently primed? Let’s discuss!
Presenter: Iman Shervington
Authors: Iman Shervington, MFA, Director of Media & Communications, Institute of Women & Ethnic Studies, United States; Lisa Richardson, PhD, Chief Impact Officer, Institute of Women & Ethnic Studies, United States; Dianne Shervington, MD, MPH, President, Institute of Women & Ethnic Studies, United States

GALA DINNER & POST EVENT NETWORKING
TUESDAY 4 JUNE
17.30 - 18.30

ISMA BOARD MEETING & AGM
Join keynote speakers, panelists and social marketing experts from across the world at the Burns Night themed gala dinner. We’ll be piping in the Haggis and giving delegates a taste of a traditional Burns’ Night dinner on what will be a great evening for networking and celebrating the 2019 round of World Social Marketing awards.
19.30 - 23.30 Drinks and networking

SMANA NETWORKING DRINKS
18.15 - 19.30

Private Dining Room
The Board of the International Social Marketing Association would like to invite you to join us and your fellow ISMA members for our annual general meeting (AGM). The AGM will be an opportunity for members to meet our current Board members, ask questions about our financial position, annual report, and hear about our progress over the past year.

Main conference foyer & Edinburgh Suite
Join keynote speakers, panelists and social marketing experts from across the world at the Burns Night themed gala dinner. We’ll be piping in the Haggis and giving delegates a taste of a traditional Burns’ Night dinner on what will be a great evening for networking and celebrating the 2019 round of World Social Marketing awards.
19.30 - 20.00 Pre-dinner drinks from in the main conference lobby area
20.05 Doors open
20.10 Special Pre-dinner Presentation – Mark Beaumont
20.20 – 22.30 Gala dinner and ceremony of the World Social Marketing Achievement Awards
22.30 – 23.30 Drinks and networking

BURNS NIGHT GALA DINNER & AWARDS
19.30 - 23.30

#WSMC19 Edinburgh 4 - 5 June 2019 #WSMC19 Edinburgh 4 - 5 June 2019 #WSMC19

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World Record holding adventurer and TV broadcaster Mark Beaumont has become a household name through his documentaries about ultra endurance and adventure. Having smashed the circumnavigation cycling World Record in his case, he now holds this 18,000 mile title in a time of 78 days and 34 hours, averaging 240 miles a day. His epic documentaries have taken viewers to over 100 countries, into the Arctic, the high mountains and around the Commonwealth, also surviving capsize in the mid-Atlantic.

Mark Beaumont
World Record holding adventurer and TV broadcaster Mark Beaumont has become a household name through his documentaries about ultra endurance and adventure. Having smashed the circumnavigation cycling World Record in his case, he now holds this 18,000 mile title in a time of 78 days and 34 hours, averaging 240 miles a day. His epic documentaries have taken viewers to over 100 countries, into the Arctic, the high mountains and around the Commonwealth, also surviving capsize in the mid-Atlantic.
# WELCOME AND OPENING REMARKS

**Session Chair:** Professor Ross Gordon - Professor, School of Advertising, Marketing and Public Relations, QUT Business School

**Keynote Presentations**

**Dulce Espelosin - Senior Manager, Rare, Mexico**

“Contributors of Social Marketing in Latinamerica”

Human behavior lies at the center of conservation, both as the problem and the solution. Over the last 30 years, Rare has been working in Latinamerica to change behaviors through the use of Social Marketing. Join Dulce Espelosin at her presentation and you will learn about the work done in this great region with over 20 countries and get inspired by some of our stories in the field.

**Coffee & Networking**

9.45 – 10.15

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# MORNINGS PLENARY - WEDNESDAY 5 JUNE

8.30-9.45

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# EDINBURGH SUITE - 10.15 - 12.30

**Panel: Food, health and the environment: A systems perspective on healthy and sustainable diets**

Title: Food, health and the environment: A systems perspective on healthy and sustainable diets

**Chair:** Dr Nadina Luca, University of York, England

**Panel Members:**

- Becky Ramsing, Johns Hopkins University, Maitland Monday, United States
- Dr. Seda Erdem, Stirling University, Scotland
- Dr. Arinade Kapatanska, University of Hertfordshire, England
- Yana Maruyuk, Sighth and Lifu, Egypt

**Submission #141**

Title: Is it appropriate for commercial organisations to fund not-for-profit programmes that address ‘sensitive’ social issues

Track: Reducing the impact of addiction

It is increasingly understood that commercial organisations have a social responsibility. Little understood however is ‘how’ they should enact that responsibility. What is deemed appropriate varies from market to market and industry to industry. Are there transferrable parameters/criteria that should be applied? How can the commercial entity’s resources be utilised without the ‘goal’ being compromised? How can this all be policed?

Presenter & Author: Sheena Horgan, CEO, Drinkaware

**Submission #121**

Title: Cancer Research UK’s first UK-wide Obesity Campaign: The Evaluation

A summary of the key findings from the evaluation of Cancer Research UK’s first UK-wide ‘obesity is a cause of cancer’ campaign (March 2019). This session will cover the background to the campaign, followed by results from the evaluation, the impact, and what has been done since.

Track: Using systems thinking to solve complex societal problems

Presenter: Debbie Rennie

Authors: Charlotte Ide, Hollie Webb, Sam Throssell, Dabi Rennie, Cancer Research UK

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# MELVILLE - 10.15 - 12.30

**Interactive Sessions**

**Submission #8**

Title: Dementia and Cognitive Decline – Why it matters and what social marketers can do

Track: Mental health and wellbeing

In the face of demographic change, it is necessary to address the challenges that come with older age. Dementia and cognitive decline have a strong impact on those affected, their families, friends, and societies. The session will provide participants with knowledge on disorder, relevance, and risk factors. In addition, we will discuss what social marketers can do as well as the specific challenges of the field. The session is based on current research, and it is suitable for researchers and health professionals who are interested in working in the prevention of dementia and cognitive decline.

Presenter: Felix S. Huissooneder

Authors: Felix S. Huissooneder, Researcher, Institute of Social Medicine, Occupational Health and Public Health (ISAP), University of Leipzig, Germany; Francisca S. Rodriguez, Researcher, Center for Cognitive Science, University of Kaiserslautern, Germany; Ines Conrad, Researcher, ISAP; University of Leipzig, Germany; Staffi G. Biedel-Heller, Director ISAP (ISAP), University of Leipzig, Germany

**Submission #139**

Title: Co-creating Mental Health and Resilience with young people

Track: Mental health and wellbeing

This interactive session will examine a live mental health campaign, HeadStart, Kent, targeting young people and peers. We will consider the challenge, approach to engaging audiences and cocreating the solution with young people. After a delegate feedback, the actual approach taken will be shared.

Presenter: Jude Hackitt, Hitch

Author: Holly Dixon, Hitch

**Submission #201**

Title: How to engage stakeholders to help define health priorities?

A collaborative strategy for local health planning in Central Lisbon, Portugal

Track: Using citizen focused design thinking

While developing Local Health Plan in Central Lisbon, only health professionals and governmental stakeholders formally collaborated in defining main priorities. Considering a context of low human and financial resources we are seeking the best alternatives to include community stakeholders in health planning, including both institutions, groups and individuals.

Presenter & Author: Duarte Vital Brito, Public Health Unit - ACES Lisboa Central

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# BREAKOUT SESSION 3 - WEDNESDAY 5 JUNE

10.15-12.30
10.15 - 10.35 Submission #196
Title: We are Survivors - Encouraging People to Overcome Fear of Finding Out… and get checked early for cancer.

Track: Promoting global health

We will show how consumer insight shaped every touchpoint of a dramatic change in strategy. Evaluation shows ‘Survivors’, with its well-crafted and targeted messaging, successfully cut through the confusing ‘cancer noise’, challenged misperceptions that surviving cancer is a ‘tack and fate’, and undermined the weakened belief in the link between acting early, and increased survival.

Presenter: Andrea Kinver and Thea McGovern
Authors: Andrea Kinver, Senior Strategy & Insight Manager, Scottish Government, Thea McGovern, Associate Planner, The Leith Agency

11.20 - 12.40 Submission #145
Title: Promoting family planning, maternal and child health through beauty parlors in Afghanistan

Track: Promoting global health

The USAID-funded SHOPS Plus project, is implementing an innovative pilot in Afghanistan, training beauty parlor staff to deliver FP and MCH information and educational materials to female clients. This presentation will share the baseline survey findings on perception of Turkish health authorities and practices in addition to initial qualitative findings on the pilot’s successes and challenges.

Presenter: Soumitra Ghosh
Authors: Soumitra Ghosh, Chief of Party, SHOPS Plus Afghanistan, Abt Associates Inc Afghanistan; Marianne El-Khoury, Senior Associates, Abt Associates USA; Ethelried M Habdir, Executive Director, Afghan Social Marketing Organization, Afghanistan; Tee Shina, Senior Analyst, SHOPS Plus, Abt Associates USA

11.55 - 12.15 Submission #107
Title: Normative influence and effectiveness of recycling policy on household waste separation

Track: Climate change, environment protection, sustainability

This study examines the respective role of personal and social norms on the intention to engage in household waste separation for recycling, and how this influence is moderated by the presence of a recycling policy. A closed-ended survey was conducted in two cities, and data were analyzed using structural equation modeling (SEM) to identify the mediating role of recycling policy on household waste separation for recycling.

Presenter: Dr Paul B Issac
Authors: Prof Marc Meghjani, University of Johannesburg, South Africa; Prof Roberts-Lombard Moray, University of Johannesburg, South Africa

12.40 - 12.50 Submission #148
Title: Academic and community-based MMIs: Applying in international food waste interventions.

Track: Climate change, environment protection, sustainability

The uniqueness of Asian culture has strong impacts on people’s eating habits and waste generation. This paper discusses the application of food waste interventions in Asian countries, including Malaysia and Vietnam, and highlights the importance of integrating academic and community-based approaches.

Presenter: Choong Weng Wai
Authors: Jeawon Kim, Dr Kathy Knox and Prof Sharyn Rundle-Thiele, Griffith University
Title: School-PACT: School Physical Activity Cultural Transition. A school-based physical activity intervention integrating social marketing with theories of practice
Track: Critical social marketing
This paper explores practice-oriented intervention and considers how insights from practice theory, combined with social marketing, might overcome criticisms of individualist-behavioural intervention. Critical reflections from pilot studies in UK primary schools will be presented, exploring how practices can be situated as the unit of enquiry and sites of intervention.
Presenter: Dr Fiona Spotwood
Authors: Dr Fiona Spotwood, University of Bristol, Gareth Wiltshire, University of Bath, Sara Spear, University of the West of England

11.20 - 12.40 Submission #113
Title: To empower or not to empower – social marketing contributions to (dis)empowering processes and outcomes
Track: Critical social marketing
Empowerment is a concept commonly used by designers, implementers and evaluators of behaviour and social change programs. However, what do they actually refer to, when they talk about empowerment in social and behaviour change context? This paper aims to understand empowerment in the social marketing context.
Presenter & Author: Tanja Kamin, associate professor, University of Ljubljana, Slovenia

11.55 - 12.15 Submission #12
Title: Empowerment – a mobile game, using citizen focused design thinking as a “Nugget”, a mobile game, using citizen focused design thinking as part of a transmedia initiative targeting girls and boys to address gender discrimination and stereotyping. Learning coming out of this intervention can inform the area of ‘games for social good’.
Presenter: Radharani Mitra
Authors: Emabat Wulub-Mutungi, Ragini Pasricha, Radharani Mitra, Gayneke Hutchison

10.40 - 11.00 Submission #98
Title: Designing Thinking. A Foundation for Enacting Transformative Social Marketing
Track: Using citizen focused design thinking
Transformative social marketing calls for a more transdisciplinary approach to social change. This paper presents a conceptual framework premised on the key principles of design thinking as a means of enacting the transformative social marketing concept.
Presenter: Professor Sharyn Rundle-Thiele
Authors: Kate Letheren, Charmaine Clavas, Rebekah Russell-Griffiths, Australian, Mike Reid, Professor, RMIT University, Australia, Francis Farrelly, Professor, RMIT University, Australia, Lisa Farell, Professor, RMIT University, Australia, Tony Worsley, Professor, Deakin University, Australia

11.05 - 11.25 Submission #189
Title: Household Energy Programs: Using design thinking and behavioural economics to uncover consumer insights
Track: Using citizen focused design thinking
This research combines co-design methodology with behavioural economics theory to uncover household needs and desires when it comes to engaging with energy efficiency programs (specifically, demand management programs). The results of four qualitative co-design workshops provide insights for informing programs designed to increase the energy efficiency and wellbeing of households.
Presenter: Kate Letheren
Authors: Kati Lethen, Charmaine Clavas, Rebekah Russell-Griffiths, Australian, Mike Reid, Professor, RMIT University, Australia, Francis Farrelly, Professor, RMIT University, Australia, Lisa Farell, Professor, RMIT University, Australia, Tony Worsley, Professor, Deakin University, Australia

10.15 - 12.30
Track: Social Marketing Capacity Building for Social Change
Title: Social Marketing Capacity Building for Social Change
Track: Reducing the impact of addiction
The AB InBev Foundation supports six science-based City Pilot programs each designed to reduce the harmful use of alcohol and its effects in their respective cities. To support the City Pilots, the Foundation and partners developed a digital platform (the “Smart Drinking Toolkit”) to provide learnings, best-practices, and resources related to program implementation and social marketing approaches.
Presenter & Authors: Allison Goldberg, AB InBev and Briana Ferrigno, McCann Global Health

10.40 - 11.00 Submission #118
Title: Alcohol Education - What Matters
Track: Reducing the impact of addiction
Bringing alcohol education to the classroom and classroom community
Presenter: Sheena Horgan
Authors: Sheena Horgan, CEO & Martha Sweeney, Education Manager, Drinkaware

11.05 - 11.25 Submission #158
Title: Alcohol Brands and Drinking Identities: Implications for Social Marketing and Public Health Interventions
Track: Reducing the impact of addiction
Alcohol brands play an important role in consumers’ self-identification and consumption behaviour. Existing studies, however, provide limited insight into the complex interplay between self-identity and alcohol brand consumptions. This ethnographic study deepens understanding of alcohol consumption on a brand level and expands previous research by formulating nine types of drinking identities.
Presenter: Peter Steven Mathies
Authors: Peter Steven Mathies (Lecturer - Marketing, La Trobe University, Australia); Dr Michal Carrington (Senior Lecturer - Management & Marketing, The University of Melbourne, Australia)

10.55 - 12.15 Submission #113
Title: Social Marketing Capacity Building for Social Change
Track: Reducing the impact of addiction
The AB InBev Foundation supports six science-based City Pilot programs each designed to reduce the harmful use of alcohol and its effects in their respective cities. To support the City Pilots, the Foundation and partners developed a digital platform (the “Smart Drinking Toolkit”) to provide learnings, best-practices, and resources related to program implementation and social marketing approaches.
Presenter: Allison Goldberg, AB InBev and Briana Ferrigno, McCann Global Health

12.20 - 12.40 Submission #84
Title: A consumption-related lifestyle analysis of older male alcohol disorder
Track: Reducing the impact of addiction
Much attention has been given in the media to alcohol consumption, and the dramatic increase in episodic drinking, however less emphasis has been on middle age and older age men where problem drinking is emerging as a significant issue. This research adopts a consumption lifestyles framework to examine men’s drinking.
Presenter: Foula Kopandis
Authors: Foula Kopandis, Associate Professor, RMIT University, Australia, Mike Reid, Professor, RMIT University, Australia, Francis Farrelly, Professor, RMIT University, Australia, Lisa Farell, Professor, RMIT University, Australia, Tim Fry, Professor, RMIT University, Australia, Tony Worsley, Professor, Deakin University, Australia

12.20 - 12.40 Submission #129
Title: Stories of Change that started with Shame and Ended with Empowerment
Track: Using citizen focused design thinking
The session will contrast two prominent themes utilized often in social marketing which are shaming and empowerment. Furthermore, the session will explore the opportunities of combining the two themes from literature and case studies from the Middle East.
Presenter & Author: Saud Alrakhayes, Behavioral Strategist, Massive Health House (https://www.health-house.be/) is an innovative platform in Leuven, Belgium, that showcases exhibits focused on the future of health and healthcare. The “Smart Drinking” exhibition at Health House aims to increase knowledge and insights around alcohol and harmful drinking behaviour, and to offer strategies to adopt healthier and more sustainable behaviour.
Presenter & Author: Nils Smits, General Manager, Tweeperenboom; Representative from Ku Leuven
Critical social marketing

A common assumption in many social change efforts is that there is a “best way” people should live or their wellbeing will suffer. This study explores the concept of value destruction to understand what leads individuals to terminate service use designed to support wellbeing. Surprisingly, the findings suggest service termination did not necessarily negatively impact wellbeing and that there are personal agency implications.

Presenter: Dr Nadia Zainuddin

Authors: Dr Nadia Zainuddin, Senior Lecturer University of Wollongong Australia, Dr Cheryl Leo, Senior Lecturer Murdoch University Australia

Track: Interdisciplinary and cross sector action

In Africa, there exists some cultural or social structures/systems and practices that can be used to increase the use of effective contraceptives. For example, pre-marriage counselling in Zambian society has been identified as a potential platform for disseminating health information but its influence on a couple’s fertility choices has not been explored.

Presenter: Lucy Nyundo, PhD Student, James Cook University

Authors: Lynne Eagle, James Cook University, Australia, Maxine Whittalaker, James Cook University, Australia, David R. Low, Charles Darwin University, Australia

Title: Exploring the influence of pre-marriage counselling on fertility decisions in Lusaka District, Zambia

INTERVENTION DESIGN - WEDNESDAY 5 JUNE 11.15 - 12.30

Title: Building on the success of the Speed Mentoring Session in Washington, this session will be the second of two Speed Mentoring sessions. This speed-mentoring session is a terrific opportunity for social marketing students and recent graduates to seek guidance, knowledge and wisdom from mentors who have “been there, done that.”

If you’re a potential mentor looking to pay it forward or a mentee seeking to improve your knowledge and skills in social marketing, this Speed Mentoring session is a great opportunity to get involved.

Presentation begins at 11.45

Facilitator: Patrick Cook

MENTORING – ACADEMIC

12.45 - 13.30

Culzean

Building on the success of the Speed Mentoring Session in Washington, this session will be the second of two Speed Mentoring sessions. This speed-mentoring session is a terrific opportunity for social marketing students and recent graduates to seek guidance, knowledge and wisdom from mentors who have “been there, done that.”

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

This session will focus on social marketing in academia. Practitioners of social marketing are welcome to attend, but encouraged to attend the session on Monday, June 3rd from 17:30 - 18:15.
This special session will offer critical reflections about the conference and the discourse of social marketing discussed during the event. Panel members will review prominent narratives running through the conference, while critically reflecting upon a forward-thinking approach to advancing our principles and practice. Topics that may be discussed include how ideas on power, the impact of commercial marketing, institutions and ideology on society; gender; culture; race and ethnicity; postcolonialism; and theoretical and methodological plurality have been discussed and progressed at the conference. The panellists will also pose some challenging questions, test assumptions, and consider how social marketing has advanced and where it still needs to go. An interactive discussion will then follow, with the opportunity for those in attendance to respond, ask questions, comment and critique, and offer their own reflections.

Panel Chair: Prof. Sally Dibb, Coventry University
Panel Members
Professor Ross Gordon, Professor of Social Marketing and Public Relations, QUT Business School
Dr. Fiona Spotwood, University of Bristol
Associate Professor Tanja Kamin, University of Ljubljana
Nathaly Aya Pastrana, University of Italian Switzerland

**Panel Session - Critical Social Marketing: Reflecting on WSMC 2019**

- **14.45 - 16.15**
- **Submission #1**
  - **Title:** Measuring the influence of gratitude-based response messages on social marketing (as part of 2019's conference)
  - **Track:** Interdisciplinary and cross sector action
  - **Presenter:** Associate Professor Tanja Kam in - University of Ljubljana

- **14.45 - 16.30**
  - **Submission #2**
    - **Title:** Choosing a multi-field behaviour change mix: A practical tool for management decision making
    - **Track:** Interdisciplinary and cross sector action
    - **Presenter:** Dr. Dibba Human-Van Eck, Stellenbosch University, South Africa

- **14.45 - 16.30**
  - **Submission #3**
    - **Title:** Communicating in unison towards an efficient co-creation of the health promotion programmes
    - **Track:** Interdisciplinary and cross sector action
    - **Presenter:** Prof. Ross Gordon - University of Ljubljana

- **14.45 - 16.30**
  - **Submission #4**
    - **Title:** Female STEM Undergraduate Retention: Exploratory potential of Theory of Planned Behaviour
    - **Track:** Advancing theory
    - **Presenter:** Dr. Jami'i Durr
    - **Authors:** Dr. Jami'i Durr, Catrina Roemer, Jeevan Kim, Bo Pang, Patricia David and Shayan Runkle-Thiik

- **14.45 - 16.30**
  - **Submission #5**
    - **Title:** "I'm only trying to help" the drama triangle and social marketing communications
    - **Track:** Advancing theory
    - **Presenter:** Dr. Dibba Human-Van Eck
    - **Authors:** Dr. Dibba Human-Van Eck, Stellenbosch University, South Africa

**EDINBURGH SUITE - 14.45 - 16.15**

**INTERACTIVE SESSIONS**

**14.45 - 16.30 Submission #27**

- **Title:** Does “thank you” matter? A neuromarketing perspective on the influence of gratitude-based response messages

**Track:** Advancing theory

- **Presenter:** Brandon Tate
- **Authors:** Brandon Tate and Jeffrey Jordan, Rescue

**14.45 - 16.30 Submission #222**

- **Title:** I’m only trying to help” the drama triangle and social marketing communications

**Track:** Interdisciplinary and cross sector action

- **Presenter:** Dr. Philip Holden, Brighton University
- **Authors:** Dr. Philip Holden

**15.35 - 15.50 Submission #77**

- **Title:** Tracking Surveys: Leveraging Their Explanatory Power While Avoiding Potential Pitfalls

**Track:** Advancing theory

- **Presenter:** Tony Fokeko, SVP Strategy & Evaluation, Ad Council, USA

**15.35 - 16.15 Submission #39**

- **Title:** Educating Today’s Students to be Tomorrow’s Social Marketing Leaders

**Track:** Interdisciplinary and cross sector action

- **Presenter:** Karen H. Smith, Texas State University

**15.35 - 16.05 Submission #175**

- **Title:** Giving Malaria the Boot! USAID’s Malaria Action Programme for Districts’ World Cup Malaria Campaign 2018

**Track:** Promoting global health

- **Presenter:** Dr. Joy Parkinson, Senior Lecturer, Griffith University, Australia
- **Authors:** Dr. Joy Parkinson, Senior Lecturer, Griffith University, Australia
Guided by a socio-ecological model (SEM), the overall objective of this aimed at restaurant/café/bars owners, the largest group of non-compliant owners, the municipality and citizens to initiate change. The social goal of the program was to protect families and children from the effect of kills' in uppercase or lowercase, a 'skull and crossbones' pictogram, designed to be dissuasive (either displaying the warning 'Smoking

This research applies McGuire's Psychological Motives Framework to seeking in at-risk gamblers.

This research applies McGuire's Psychological Motives Framework to unattractive shades of brown or dark green, or a combination of all

The current research develops and uses a systems social marketing

This paper examines what creates a good everyday life from a citizen perspective. A review of qualitative analysis (n=548) revealed that citizens value their social relationships, ability to do meaningful things and getting enough rest. The insight can be used to create public policies and services that resonate with citizens' everyday lives.

This paper examines the importance of developing and enhancing critical social marketing

The objective of this research is to explore perceptions of cigarettes designed to be dissuasive (either displaying the warning 'Smoking kills' in uppercase or lowercase, a skull and crossbones' pictogram, unattractive shades of brown or dark green, or a combination of all these negative cues).

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POST CONFERENCE WORKSHOPS
THURSDAY 6 JUNE

09.00 - 12.30
Melville
DIVERSITY AND CULTURAL COMPETENCE IN SOCIAL MARKETING: ROLE OF CULTURE IN DESIGNING BEHAVIOUR CHANGE INTERVENTIONS
Session Facilitator: Radhika Howarth

Aim of the workshop:
Understanding health behaviours of culturally diverse groups requires an understanding of culture and health literacy in designing behaviour change interventions
This session will seek to answer the explore:
• How would understanding the relevance of culture planning and delivery of health services?
• How does culture impact health behaviours and uptake of health services (including mental health services)?
• Do people from Black minority communities need to be treated differently?
• Culture and mental health – heartfulness vs mindfulness
• Language of trauma, grief and recovery in different cultures – do western models of trauma and to address the needs of BME cultures (experience from Grenfell)
• Where do we begin? How do we start the process of being culturally competent?

Key objectives:
1. Highlight the role of culture intelligence in health care and consumer behaviour
2. Explore the relationship between culture, health and social marketing
3. Understand the influence of culture on patient/consumer behaviour
4. Define the concept of cultural openness and culturally sensitive research and how social marketers can tap into cultural insights to build deeper relationships with a broader range of consumer demographics
5. Examine the role of culture as a factor in enhancing the effectiveness of health communication
6. Demonstrate through practical examples the impact (positive and negative) of culturally relevant approaches in health

13.00 - 17:00
Melville
DEFINING YOUR AUDIENCE’S PATHWAY TO BEHAVIOUR CHANGE
Session Facilitator: Jeff Jordan

Workshop Description:
This workshop will provide an overview of how health communications and social marketing can contribute to health behaviour change by exploring the behaviour change pathways of knowledge, ability, and norms. Following the framework, the session will explore the components of effective behavior change initiatives, including segmentation and targeting, as well as case studies showcasing how each pathway has been successfully implemented within a specific community and through a specific program. Evaluation best practices will be shared and tips for setting up a social marketing program for success from the time a behavioral challenge is identified and a strategic pathway is selected, through campaign development, implementation and evaluation.

Finally, participants will engage in interactive exercises that allow them to apply the Behavior Change Pathways Framework and evaluation principles to their local communities. Challenges and tips for identifying the strategy that will drive the most impact with the most efficient use of scarce funds will be explored through peer-to-peer discussions and case studies.

Workshop Outcomes:
• By the end of this workshop, participants will have a strong foundation of behavior change science to guide their programs at home. Workshop participants will leave with the outline of an action plan that is tailored to their specific area of focus. This workshop provides an opportunity to reflect on learnings from the conference and to incorporate new knowledge into your social marketing intervention.

CITY TOURS WITH INVISIBLE CITIES

Follow one of their walking tour guide along the streets of Edinburgh. A volunteer will take you from the conference venue to the start of the tour and you will discover: the story of Maggie Dickson and the last public execution place in Edinburgh. The story of local hero Bobby Greyfriars, but also local stories of projects that support the most vulnerable members of our society. The tour will end near the Scottish Parliament which you can explore in your own time or visit the many local cafés and bars in the area.

Tours will be available at 10.00 / 12.00 / 14.00.
Tours can be booked at the conference registration desk at £25 per person.
Max tour size 12 people.

POSTERS

Poster Number 1
Title: Telling the Story - Using Storytelling to Disseminate Agricultural Safety and Health Messaging
Description: Fear of stigma and discrimination makes seeking help with mental health difficult, especially for boys who are less likely to have healthy coping strategies than girls. He worked with Hertfordshire County Council, and other stakeholders, to develop a campaign to tackle mental health stigma in males aged 11-18 in Hertfordshire.
Authors: Gary Wootton, Hitch Marketing
Submission Number: 14

Poster Number 2
Title: Analysis of the Effectiveness of Anti-Cyberbullying Campaigns
Description: Cyberbullying is recognized as a serious public health problem. Its effects range from depression, anxiety, isoation, physical health issues, and lower academic success, all of which can persist from childhood into adulthood. In addition, cyberbullying has been associated with a greater number of suicide cases in young people. MITRE undertook exploratory research and analysis of the cyberbullying issue via social media analysis.
Authors: Alison Dingwall PhD, MITRE; Brian Holmes, MITRE; Kristian Kian PhD, MITRE; Jennifer Mathieu PhD, MITRE; Dawn Stapleton, MITRE; Lee Stan, MITRE; Jian Tung Galent MS, MITRE
Submission Number: 10

Poster Number 3
Title: Reducing Barriers to HIV Self-Testing Among Black African Communities with Digital Innovation
Description: In Public Health England funding, Terence Higgins Trust offered 20,000 self-test kits online to communities most affected by HIV, including black Africans, adding a Click-and-Collect delivery option to make testing more accessible. Reasons for self-testing barriers included a lack of trust in online HIV testing, www.test.tht.org.uk
Authors: Caroline Barker, Terence Higgins Trust; George Hafer, Terence Higgins Trust; Takudzwa Mukwa, Terence Higgins Trust; Donenx: Edward Terence Higgins Trust
Submission Number: 225

Poster Number 4
Title: Appealing attributes of low carbon innovation
Description: Many consumer facing technologies exist which offer lower carbon alternatives to high emitting behaviour. In this poster presentation we explore appealing insights into the wide ranging public attributes of these lower carbon innovations. We conclude that consumers need encouragement to seek other sources of added value, in line with societal identity.
Authors: Hazel Pettit, Senior Researcher, Tyndall Centre for Climate Change Research, University of East Anglia, UK
Submission Number: 14

Poster Number 5
Title: Progetto Raperonzolo-dona i tuoi capelli
Description: Progetto Raperonzolo has the aim to create awareness on the possibility of making a hair donation in favour of communities patients affected by alopecia. It tries to encourage that donation clarifying all the steps and inviting as many hairdressers as possible to support the initiative.
Authors: Dr. Riccardo Bulgari, Student of Social Marketing, University of Bologna, Dr. Rebecca Molinari, University of Bologna, Dr. Erika Simonazzi, University of Bologna, Dr. Sara Vancini, University of Bologna, Dr. Elena Veronesi, University of Bologna, Dr. Giuseppe Fattori, University of Bologna
Submission Number: 25

Poster Number 6
Title: How can social marketing help to change the behaviour of young people in the UK regarding safe sex
Description: The poster presents research on the theoretical development of social marketing and its role in promoting safe sex. Social marketing has moved on from being focused on consumer-oriented management to government-led, to a consumer-oriented approach with company and brand engagement on social issues. Existing social marketing models and frameworks are based on a push strategy for marketing communication and ignore the sustainability of a behaviour. A Delphi study with social marketing experts was used to redefine a social marketing framework to address these failures.
Authors: Bilal Akbar
Submission Number: 10

Poster Number 7
Title: SOCIAL MARKETING AND ENVIRONMENT: PLOTTING FOR STUDENTS OF UNIVERSITY OF BOLOGNA
Description: Uni-Pioggia is a project born at the university of Bologna in a Social Marketing course to make students aware of environmental problem, showing them plogging activity. Our goal includes topics such as environmental protection, socialization and healthy lifestyle.
Authors: Emilia Vergato, University of Bologna, Martina Saco, University of Bologna, Giuseppe Fattori, Professor of University of Bologna
Submission Number: 37

Poster Number 8
Title: Setting for silver in São Tomé: The difficulties of gold standard evaluation in conservation
Description: Interventions to reduce demand for threatened wildlife species are very popular but rarely evaluated. We explore some of the practical challenges in carrying out a “gold standard” impact evaluation in practice, using a conservation marketing campaign aimed at reducing the consumption of sea turtles in São Tomé as a case study.
Authors: Laura Thomas-McAteer, Diogo Verissimo, Vera Veiga
Submission Number: 45

Poster Number 9
Title: Social Marketing for Human-Wildlife Conflict “Living with Tigers”
Description: The project’s aim is to reduce human-wildlife conflict in Nepal. The main conflicts identified were livestock predation and human-tiger incursions. We developed a 5M campaign from baseline household surveys. We used the final household surveys to evaluate the impacts of this intervention and the effectiveness of MS for human-tiger conflict.
Authors: Amy Fitzmaurice and Diogo Verissimo
Submission Number: 61

Poster Number 10
Title: The importance of customer trust in influencing energy-efficient consumption behaviours
Description: The purpose of this study is to examine the impact of customer trust on four behavioural outcomes, namely eco-friendly purchase intention, customer satisfaction, social and environmental energy efficiency, and customer loyalty to eco-friendly offers and positive word-of-mouth about pro-environmental offers. A survey involving 505 users of electronic appliances with energy-efficiency rating was conducted in South Africa. The findings support that customer trust is a key driver for the adoption of energy-efficient products in the long-term.
Authors: Dr. Paul B Iseke, University of Johannesburg, South Africa Prof Mercy Mpinganjera, University of Johannesburg South Africa Prof Moramy Roberts-Lombard, University of Johannesburg, South Africa
Submission Number: 47

Poster Number 11
Title: An Evaluation of Existing Social Marketing Planning Approaches
Description: A critical review method was adopted to analyse selected social marketing planning approaches against self-selected criteria. The discussion presented here highlights the growing connection between

Authors: Amy Fitzmaurice and Diogo Verissimo
Submission Number: 55

Invisible (Edinburgh) is operated by Invisible Cities, a social enterprise that trains people who have experienced homelessness to become walking tour guides of their own city.
social marketing planning approaches and theoretical foundations from ISM and RSM. However, existing social marketing planning approaches have moved on from older product-driven strategies towards a more customer-oriented, stakeholder engagement and value co-creation narrative. This highlights the need for further comprehensive social marketing planning approaches to better understand consumer perspective at a deeper level.

**Authors:** M Bilal Akbar

**Submission No. 65**

**Poster Number 12**

**Title:** Two methods to include critical perspectives in marketing management courses

**Description:** Students expect to cover business-related topics in marketing management class (as part of business studies) but are open to critical perspectives as well. Methods that lend themselves to critical reflection upon marketing management practices are the forensic method and journals.

**Authors:** Annaeus Hotell, Professor of Business Administration, Hvrk Berlin

**Submission No. 69**

**Poster Number 13**

**Title:** Professional development of professionals in communications for social change

**Description:** Communication for social change is a relatively new discipline for both social transformations and equity organizations and communities with the necessary tools in order to solve critical issues by changing minds and improving lives. Critical skills the required for success in the field are scarce and the focus is not on changes in practice and practices. How do we ensure that there are enough professionals who can do that work in the field and have the best in place to do it?

**Authors:** Leonidas A. Stieropolou MBA, PyCERT, PyGMS, BSc. National (GR) Representative of European Social Marketing Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA)

**Submission No. 87**

**Poster Number 16**

**Title:** Making impossible choices possible: How our health service prioritises our social marketing programs

**Description:** Our model assists the health service to prioritise social marketing campaigns across a range of topics and audiences, to make the most of resources for competing needs. The model allows health service to plan and prioritise efforts and funding across all health service campaigns, gaining the best outcomes for people living in the best outcomes for people.

**Authors:** Fidimeline Brown, Head of Communications Programmes and Campaigns, HSE, Ireland

**Submission No. 74**

**Poster Number 14**

**Title:** Is there Islamophobia in hiring practices? An exploratory study as part of formative research in Social Marketing

**Description:** The world has witnessed a volatile rise in animosity and intolerance in the phenomenon of Islamophobia in recent years. The aim of this study is to measure the presence of Islamophobia in social marketing practices in Ticino Switzerland as a first step in a social marketing process that starts by understanding a social problem before proposing solutions. An experimental study was conducted with employees in TESSINSPACE in Ticino. The results show that Muslim candidates are negatively perceived and hence rejected in hiring of front office staff. The sample reached in this study is too small to be representative but does have implications for further work to understand and address Islamophobia.

**Authors:** Dr Natalie Ranjelov (Postdoctoral Researcher and Teaching Assistant in Social Marketing), Yassmeen El-Mahdis—Università della Svizzera Italiana (Lugano, Switzerland)

**Submission No. 76**

**Poster Number 15**

**Title:** A Citizen Designed Program to Ban Smoking in Enclosed Public Spaces—The Trikala City Programme, Greece

**Description:** Legislation in Greece bans smoking in enclosed public spaces, yet there is extensive tolerance across Greece that allows smoking indoors. The overall objective of the project was to enforce the ban on smoking indoors in the city of Trikala. The program design involved business owners, the municipality and existing and inactive citizens and behaviours.

**Authors:** Leonidas A. Stieropolou MBA, PyCERT, PyGMS, BSc. National (GR) Representative of European Social Marketing Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA); Angela Makris MPH, DSc. National (GR) Association (ESMA)

**Submission No. 110**

**Poster Number 19**

**Title:** Utilising digital social marketing to reduce impact of harmful drinking at Christmas in Ireland

**Description:** Research findings from the Drinkaware index informed a month-long campaign to encourage Irish adults to be proactive and plan ahead to reduce negative impacts of alcohol throughout Christmas. Tailored to audiences, the campaign resonated with targeted demographics, resulting in significant increases across all digital KPIs.

**Authors:** Miriam Tabar, Communications & Marketing Coordinator, Drinkaware (Ireland)

**Submission No. 111**

**Poster Number 20**

**Title:** Coffee—how your drug dealer can help

**Description:** duskcoffee.org is a sustainable coffee movement that has grown significantly in just a matter of decades, but there is a gap between the amount produced under a sustainability schemas (55%) and the much less sustainable modes (45%). The University of Adelaide will develop a co-design methodology to generate ideas for on how to shift coffee consumers’ behaviour within the framework. Coffee retailers, coffee roasters, and individual consumers will be involved in the development, review, and design intervention campaign. The result is an intervention change project that is still in the formative research stages. We expect initial findings, recommendations, and conclusions from late 2019 onwards.

**Authors:** Matthew Bowie, The University of Adelaide; Diego Velezus, University of Sydney; Grayson Hearn, Griffith University; Libby Dowling, the University of Adelaide; Michelle Hasham, The University of Adelaide; Philip Casas, The University of Adelaide; Liam Pin Koh, Conservation International

**Submission No. 228**

**Poster Number 21**

**Title:** Campaign to reduce alcohol risk drinking in Edinburgh—exploring alcohol problems and seeking for help

**Description:** Campaign targets risky drinkers who have related their alcohol problem at an early stage. We introduced a method of self-assessment journey for risky drinking motivated them to take steps to reduce their alcohol consumption.

**Authors:** Helen Noormets, Head of Centre for Health Marketing, National Institute for Health Development, Estonia; Kari Kjell, Researcher, National Institute for Health Development, Estonia; Eeva Klad, Research Expert, National Institute for Health Development, Estonia; Triin Ulesoo, Project Manager, National Institute for Health Development, Estonia

**Submission No. 115**

**Poster Number 22**

**Title:** The ROLE OF CORPORATE ABILITY AND IMPLEMENTATION IN FACILITATING BEHAVIOUR change at scale TO ENHANCING ORGANIZATIONAL, IMAGE AND ATTRACTIVENESS

**Description:** The present paper articulates two major sources of organizational attractiveness, corporate ability (CA) and corporate reputation (CAR). Based on the signaling and social identity theory, we expect the signaling of corporate consciousness separately enhances organizational image which leads to higher levels of corporate attractiveness.

**Authors:** Ankur Jha, PhD. Student, Indian Institute of Management, Lucknow, Ankur, PhD., Indian Institute of Management, Lucknow

**Submission No. 118**

**Poster Number 23**

**Title:** The surprising cost of fasting: How an unexplained message can drive information-seeking and behavior-seeking

**Description:** Fasting is an underutilized social good that can protect against food-related illness. This campaign takes advantage of the recognition that fasting culture project that is still in the formative research stages. We expect initial findings, recommendations, and conclusions from late 2019 onwards.

**Authors:** Destry Aman, HWC, Allison Collins (Theory Strategy, Behavioral Change, HWC), Christopher Howson, HWC, Butch Kennedy, National Insurance and Mitigation Administration of the Federal Emergency Management Agency; Matt Mampara, Development; Andrew Macfie, MSCR, Morgan Bank, New York; John Wills, HWC

**Submission No. 119**

**Poster Number 24**

**Title:** Measuring for change: Air quality feedback to reduce second-hand smoke (SHS) in the home

**Description:** Second-hand smoke is a cause of serious illness for children and adults. In most European countries this exposure occurs predominantly in the home. In this current study, which sits within the TackSHS project (www.tackshs.eu) we monitored air quality (PM2.5) in participants’ homes over one month. The intervention, conducted over the 2nd and 3rd weeks, included both SMS messages and email messages with visualisations of air quality data in the home. In the results from Scotland, Italy and Greece (50 households) the intervention was shown to lead to a small but significant decline of 21% in measured PM2.5 between baseline and follow up measurements (conducted during week 1 and 3 weeks).

**Authors:** Rachel O’Donnell, University of Stirling; Ashraful Dobson, University of Stirling; Sean Semple, University of Stirling; Esteve Fernandez, School of Medicine, Universitat de Barcelona, L’Hospitalet de Llobregat and the TackSHS Project Investigators

**Submission No. 120**

**Poster Number 25**

**Title:** Developing a harm reduction approach to protect disadvantaged children from second-hand smoke: A qualitative study with parents and practitioners

**Description:** A recent attack on SHS (second-hand smoke) is a significant risk to child health, and in Scotland, children living in disadvantaged homes are 1.5 times more at risk than those living in affluent areas. The purpose of this project was to gather the required insight to develop an appropriate social marketing campaign that would encourage parents and practitioners (including professionals, teachers, and parents) to reduce exposure to SHS and their children.

**Authors:** Dr. Andy McArthur, Managing Director, The Social Marketing Gateway, UK

**Submission No. 125**

**Poster Number 26**

**Title:** Facilitating behaviour change at scale to reduce childhood obesity

**Description:** The Making Every Contact Counts programme improves the behaviour change intervention skills and confidence of the people who have routine and daily contact with local residents in need of help. It focuses on the role of the frontline staff and community workers to be more active in offering behaviour change brief interventions with citizens.

**Authors:** Dr. Andy McArthur, Managing Director, The Social Marketing Gateway, UK

**Submission No. 126**

**Poster Number 27**

**Title:** Encouraging Chilamydra Screening Uptake in East Sussex

**Description:** Screening rates for young men in East Sussex, particularly those living in rural areas, are low in comparison to girls. The purpose of this project was to gather the required insight to develop an appropriate social marketing campaign that would encourage young people (including professionals, teachers, and parents) to reduce exposure to SHS and their children.

**Authors:** Dr. Andy McArthur, Managing Director, The Social Marketing Gateway, UK

**Submission No. 127**

**Poster Number 28**

**Title:** Just Talk—Boys’ Mental Health Campaign

**Description:** Boys are less likely to talk about their mental health or access support. They’re also at an increased risk of suicide, being three times more likely than females to take their own life. Just Talk is a celebrity and positive mental health campaign, designed to make it okay to talk and raise awareness about mental health.

**Authors:** Gary Wooster, Managing Director, Czech Marketing, UK

**Submission No. 129**

**Poster Number 29**

**Title:** Promoting the use of less salt in homemadefood in families of preschoolers in Lima, Peru, results from a formative research study

**Description:** Salt is an essential seasoning in the diets of Latin Americans. High consumption has been considered one of the risk factors that favor the development of chronic diseases. The purpose of these findings is to reach and address health campaigns. The Latin American has one of the highest rates of blood pressure and consumption of salt is double the recommendations. This study looks at the barriers and motivators in relation to
Author campaigns.

Design, social marketing programmes and

Institute of Hygiene and Tropical Medicine

Health and Tropical Medicine at Portuguese

Jorge Simões, GHTM-IHMT - Global Health

Institute of Hygiene and Tropical Medicine;

Ana Beatriz Nunes, Public Health Unit -

Minho; Inês Fronteira, GHTM-IHMT - Global

ACeS Lisboa Central, GHTM-IHMT - Global

what really drives consumer behaviour.

Electronic Health Records in seven EU

However, most health professionals are not

empowerment of low-literate patients.

healthy behaviours?

Marketing Department, J.E. Cairnes School of

Communications, safefood, Ireland.

Dr Christine Domegan, Senior Lecturer,

National University of Ireland, Galway, Ireland; Dr Christine Domegan, Senior Lecturer, Marketing Department, J.E. Cairnes School of Business and Economics, National University of Ireland, Galway, Ireland; Dr Aileen McGloin, Interim Director of Marketing Communications, safefood, Ireland.

Submission No. 47

Poster Number 47

Title: Using emotional analysis to help social

marketing

Description: Emotions drive 95% of consumer decisions. Using cutting edge emotional analytics blended with trial and tested research - emotional analysis helps to understand customer emotions and reveal what really drives consumer behaviour. Using these emotional responses from a range of data sources contributes to policy design, social marketing programmes and campaigns.

Authors: Holly Dixon & Nick Godbold

Submission No. 197

Poster Number 68

Title: Is my health online? Patient Accessible

Electronic Health Records

Description: Patient Accessible Electronic Health Records (PAEHR) refer to health records related and controlled by the patient, which improves disease management and patients’ satisfaction. We performed a comparative quantitative and qualitative analysis of PAEHR in Portugal, Germany, Denmark, Austria, Italy, Malta and Netherlands, which revealed different stages of implementation and functionalities.

Authors: Duarte Brito, Public Health Unit -

AAC’s Lisboa Central, CHTM-IHM - Global Health and Tropical Medicine at Portuguese Institute of Hygiene and Tropical Medicine; Ana Beatriz Nunes, Public Health Unit -

Alenya Central; Sara Duarte, Public Health Unit – Unidade Local de Saúde do Alto Minho; Inda Frontaira, GHTM-IHM - Global Health and Tropical Medicine at Portuguese Institute of Hygiene and Tropical Medicine; Jorge Simões, CHTM-IHM - Global Health and Tropical Medicine at Portuguese Institute of Hygiene and Tropical Medicine.

Submission No. 199

Poster Number 49

Title: How can a visual literacy, information design and social marketing influence healthy behaviours?

Description: Education materials using visual aids like pictographs or images can improve understanding, memorization and empowerment of low-literate patients.

However, most health professionals are not aware of it. We conducted a rapid review relating “visual literacy” and “health” highlighting how information design can play a relevant role in healthcare sector.

Authors: Dr Duarte Brito

Public Health Unit - AAC’s Lisboa Central Prof. Pedro Almada

Fine-Arts Faculty - University of Lisbon

Submission No. 200

Poster Number 50

Title: Don’t be that Person- CPR Campaign

that starts with shame and ends with empowerment

Description: In this campaign, we utilized the Theory of Planned Behaviour to design and execute a campaign for Heart Saver’s group to raise awareness on CPR skills within the Kuwaiti society. The campaign captured attention through a shaming theme which was transformed into the empowerment of 6,600 individuals on CPR skills.

Authors: Abdulrahman Alqashan, MD Pediatrician, Ministry of Health, Kuwait; Hanadi Akullab, MD Pediatrician, Ministry of Health, Kuwait

Submission No. 203

Poster Number 51

Title: Can’t Pass it On: Battling Stigma With Science

Description: Can’t Pass it On is a myth-busting multi-channel campaign aiming to end HIV stigma, and cut HIV transmission.

The campaign responded to two seminal findings; - conclusive proof that people on effective HIV treatment can’t pass on the virus, and that only 3% of the British public know this. www.tht.org.uk/cantpassit

Authors: Caroline Barker – Head of Marketing (Terrence Higgins Trust) - UK

Takudzwa Mukiwa – Head of Social Marketing (Terrence Higgins Trust) - UK

Dominic Edwards – Executive Director of Digital and Communications (Terrence Higgins Trust) - UK

Submission No. 223

Poster Number 52

Title: Facebook Exploring social marketing

MAS theory for social change

Description: Focusing on the mechanisms of Layton’s (2015) MAS Theory this poster examines the social media channel, Facebook, from a systems perspective. Facebook facilitates social mechanisms and thus affords social marketers with unique opportunities to discover value creation in the system (Layton, 2015, Duffy, 2016).

Authors: Tina Flaherty, PhD Student, National University of Ireland, Galway, Ireland; Dr Christine Domigan, Senior Lecturer, Marketing Department, J.E. Cairnes School of Business and Economics, National University of Ireland, Galway, Ireland; Dr Aileen McGloin, Interim Director of Marketing Communications, safefood, Ireland.

Submission No. 47

Poster Number 53

Title: The Ultimate Immune Boost - Supporting WHO Global Action Plan for Seasonal Influenza Vaccinations using a Social Marketing Systems Methodology

Description: With the permeation of systems thinking into social marketing gaining momentum, a social marketing systems methodology offers valuable multi-level systemic change potential. The WHO Global Action Plan (GAP 1 and 11) recommends that all healthcare workers (HCW) in health services annually receive the seasonal influenza vaccine (SIV) since HCW’s are at significantly higher risk of influenza (WHO 2016). Social marketing’s systems practice job is to listen to the system through a systems analysis; learn about the dynamics; through causal loop analysis and leverage the hospital system, structures and social mechanisms for substantive and sustainable increased flu vaccination rates.

Authors: Patricia McLaugh, Christine Domigan, Dmitry Bрычков, Aine McNamara, Katharina Harlen, Christine Fitzgerald and Diamuid O’Donovan

Submission No. 213