



NORTH AMERICAN  
SOCIAL  
MARKETING  
CONFERENCE

IGNITED BY  
**SPARKS**



# AGENDA



**SMANA**

SOCIAL MARKETING ASSOCIATION  
OF NORTH AMERICA



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

**#NASMC26**

## PLATINUM SPONSORS

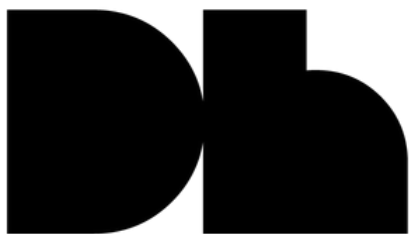


C+C | ALL ABOUT THE GOOD

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



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



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

## FOSTERING EQUITY SPONSOR



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

## GOLD SPONSOR



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

## AWARD SPONSOR



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

## BRONZE SPONSORS



## BADGE SPONSOR



## EXHIBITOR



# AGENDA - OCT 2

## 8.30 – 10.00 - OPENING PLENARY

### WELCOME TO NASMC 2026

**Karyn Dudley**, President, SMANA

**Kristen Haley**, President, NWSMA

### KEYNOTE SESSION

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

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

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

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

## 10.00 – 10.30 - BREAK

## 10.30 – 12.00 - MID-MORNING PLENARY

### THE ARTS & HEALTH: A NEW PRESCRIPTION

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

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

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

#### THE SPEAKERS

##### A Social Marketing Challenge

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

##### Social Prescribing: A Preview of Coming Attractions

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

#### MARKETING THE ARTS PANEL

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

**Paula Toledo**, Ode to Wonder

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

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

## 12.00 – 1.00 - LUNCH

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# AGENDA - OCT 2

ONLINE | 1.00 - 2.35

## SPARKS TALKS (Zoom)

1.00 - 1.15

**StreamWise Program Development**, Alex Pittman, Snohomish County Surface Water Management

1.20 - 1.35

**From Attention to Action: Teaching and Translating Social Marketing for Sustainable Behavior Change in the Age of AI**, Dr. Misha Kouzeh, University of Southern California (USC)

1.40 - 1.55

**From Insight to Impact: A Social Marketing Approach to Strengthening a Pregnancy Medical Home Model**, Natalie Erasme, University of South Florida (USF) College of Public Health

2.00 - 2.15

**Integrating Social Marketing into Brazil's National School Feeding Program: A Community-Based Approach to Childhood Obesity Prevention**, Evellin Damerie Venancio Muller Malta, Adventist University Center of Sao Paulo

2.20 - 2.35

**Q&A, Discussion and MC's Wrap-up**

## 2.35 – 3.00 - BREAK

## ONLINE PRESENTATIONS (Zoom)

3.00 - 3.20

**When People Stay Invisible: The Confidence Gap in Behaviour Change**  
Sheena Yap Chan, The Tao of Self-Confidence

3.25 - 3.45

**Building trust with uninterested property owners**,  
Alison Schweitzer, King County

3.50 - 4.10

**Food Stewardship in Contract-managed Foodservice**  
Dr Svetlana De Vos, Australian Institute of Business

4.15 - 4.35

**What works in remote communities? Developing community-centered strategies for single-use plastic reduction**, Sharyn Rundle-Thiele, Griffith University

4.40 - 5.00

**Hero Appeals and Anticipated Pride: Promoting Help-Seeking for Healthier Communities**  
Dr Svetlana De Vos, Australian Institute of Business

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# AGENDA - OCT 3

**ONLINE | 9.00 - 10.30**

| SPECIAL SESSION (Zoom) |                                                                                                                                                                                                                                                                    |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00 - 9.25            | <b>What we've learnt over the last ten years and what we need to do now</b><br>Jeff French, CEO Strategic Social Marketing, Chair of the European Social Marketing Association (ESMA) and past president of the International Social Marketing Association (ISMA). |
| 9.25 - 9.45            | Q&A                                                                                                                                                                                                                                                                |
| 9.45 - 10.10           | <b>Developing a Strategic Social Marketing Plan: 10 Steps</b><br>Nancy Lee, Social Marketing Services, Inc.                                                                                                                                                        |
| 10.10 - 10.30          | Q&A                                                                                                                                                                                                                                                                |

**10.30 – 11.00 - BREAK**

**ONLINE | 11.00 - 12.40**

| ONLINE PRESENTATIONS (Zoom) |                                                                                                                                                                           |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11.00 - 11.15               | <b>Driving Engagement in the Digital World: A Longitudinal Analysis of Integrated Social Marketing and the Rise of Virtual Communities</b> , Park Beede, Zayed University |
| 11.20 - 11.35               | <b>Ethnic Media – working with media partners build your social marketing strategy</b> , Mary Robourn, King County                                                        |
| 11.40 - 11.55               | <b>Scaling Responsible Beverage Service: Using Digital Tools and Community Engagement to Reduce Underage Alcohol Sales</b> , Angela Rizzo, AB InBev Foundation            |
| 12.00 - 12.15               | <b>Autism Spectrum Disorder in a developing economy: Etiological and publicity precept from social marketing perspective</b> , Martin Owusu Ansah                         |
| 12.20 - 12.40               | <b>Reducing Homelessness: A Social Marketing Approach</b><br>Nancy Lee, Social Marketing Services, Inc.                                                                   |

**12.40 – 1.30 - LUNCH**

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# AGENDA - OCT 3

## 1.30 – 2.30 - AFTERNOON PLENARY

### INDUSTRY INSIGHTS PANEL

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

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

### PANEL MEMBERS

**Julie Colehour**, C+C

**Paj Nandi**, DH

**Tracey Haldeman**, Pinnacle Communications

## 2.30 – 2.45 - SHORT BREAK

## 2.45 – 3.30 - CLOSING PLENARY

### CATCHING SPARKS: BIG IDEAS FOR THE ROAD AHEAD

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

### CONTRIBUTORS

**Rob Sadowsky**, Clackamas County, NWSMA Board Member

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

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

**Alison Schatz**, Metro Vancouver, NWSMA Board Member

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



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



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