



**WORLD
SOCIAL
MARKETING
CONFERENCE**



The 8th World Social Marketing Conference



Cali 1 - 3 November 2023

INCLUSION, EQUITY AND EQUALITY

Fostering societal transformation through behaviour influence



OUR SPONSORS



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Fostering societal transformation through behaviour influence



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WELCOME

¡Bienvenidas y bienvenidos a Colombia! Welcome to Colombia!

On behalf of the Latin American Social Marketing Association (LAMSO) and the International Social Marketing Association (ISMA) we are delighted to welcome you to the 8th World Social Marketing Conference. Over the last 17 years the conference has been staged around the world, and this is the first time that it has been held in Latin America. Latin America encompasses more than a geographical territory. The region groups countries sharing historical, cultural, social, political and economic legacies and horizons. By joining us at the conference, you are able to learn more about the countries in this region and the similarities and differences it has with other countries. We hope that you find attending the conference in Colombia is an enriching and energizing experience.

The aim of the conference is to capture and spread good practice in the application of Social Marketing to promote more citizen focused approaches to developing and delivering effective, efficient, and ethical community wide social, economic, environmental, and health programmes and policy. At this year's conference we are giving particular attention to a focus on inclusion, equity, and equality. The conference organisers and the planning committee have been committed to developing a program that is relevant to our challenging times and is context relevant. Serving as a platform for diverse voices and realities was also important in organizing the event. This is why we are delighted you have chosen to join us in Colombia to be part of this process.

At the conference we welcome representatives, speakers, and paper presenters from over 30 countries this is a truly global learning event. We want to thank you for

investing time in attending especially if you, like the majority of attendees, are actively contributing insights about how we can foster societal transformation through social marketing research and practice.

One of the most valuable outcomes of the conference will be the new relationships that are forged at the event. We have designed the conference to give you many opportunities to meet, discuss and form new networks of interest and collaborations. So please do actively reach out to other delegates, and explore areas of mutual concern and interest.

We also personally are looking forward to meeting and speaking with you over the next few days, best wishes and enjoy the conference.

Nathaly and Jeff



Dr Nathaly Aya Pastrana - Honorary President and co-Founder, Latin American Social Marketing Association (LAMSO), and Founding President, IMEK Research Center in Marketing & Development



Professor Jeff French - iSMA President, CEO Strategic Social Marketing, Emeritus Professor Kings College London & Brighton University



PROGRAMME AT A GLANCE

DAY 1 – Thursday 2 November

- 08.00 – 09.00 Registration
- 09.00 – 10.00 Welcome and Opening Keynotes
- 10.00 – 10.30 Coffee & Networking
- 10.30 – 12.30 Morning Breakout Sessions
- 12.30 – 13.30 Lunch
- 13.30 – 15.30 Afternoon Breakout Sessions
- 15.30 – 16.00 Coffee & Networking
- 16.00 – 17.00 End of Day Plenary
- 19.00 Social @ Hotel Spiwak

DAY 2 – Friday 3 November

- 09.00 – 10.00 Morning Plenary Session
- 10.00 – 10.30 Coffee & Networking
- 10.30 – 12.00 Morning Breakout Sessions
- 12.00 – 13.00 Lunch
- 13.00 – 14.30 Afternoon Plenary Session
- 14.30 – 14.40 Break
- 14.40 – 15.00 Afternoon Breakout Sessions
- 15.00 – 15.30 Coffee & Networking
- 15.30 – 16.30 Closing Plenary Session

Conference Venue

Hotel Spiwak, Chipchape Shopping Mall, Av. 6D Nte. #36N-18, Cali, Valle del Cauca, Colombia

IMPORTANT INFORMATION

WIFI

Network: Hotelesspiwak
Password: spiwak20222

SOCIAL MEDIA

Please tag your posts with #SocMar and #WSMC23
Follow @WSMConference / @isma_org / @LAMSO_org

WELCOME RECEPTION

**Wednesday 1 November – 18:00-22:00
@ Hotel Spirito by Spiwak – Atrio Salon**

All conference delegates are invited to attend the conference welcome reception which will take place in Hotel Spirito by Spiwak, located directly opposite Hotel Spiwak, in the Atrio Salon breakfast room.. Come down and enjoy the complimentary evening of networking and refreshments, guests will also be invited to collect their programme and delegate badge early to miss the morning rush the following day.

CONFERENCE SOCIAL

**Thursday 2 November from 19.30
@ Hotel Spiwak – Hall of the Stars**

All conference attendees are invited to join us for a night of socialising and salsa dancing! The 11th floor of the Hotel Spiwak boasts impressive views over Cali and will play host to our evening social. We will be joined by to pairs of professional salsa dancers from Cali as well as a local Salsa DJ to get the festivities going. We hope to see you there.

Self-service buffet good will be provided to all guests. Drinks are not included.



PLANNING COMMITTEE



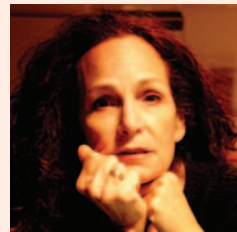
Professor Jeff French
iSMA President, CEO Strategic Social Marketing, Emeritus Professor Kings College London & Brighton University
[@JeffFrenchSSM](#)



Dr Nathaly Aya Pastrana
Founder, Latin American Social Marketing Association (LAMSO), and Founding President, IMEK Research Center in Marketing & Development
[@AP_Nathaly](#)



Inés Besada Paullier
Universidad de Montevideo, Uruguay, and Board of Directors, Latin American Social Marketing Association (LAMSO).
[@inesbp](#)



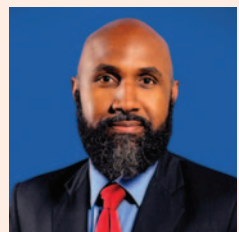
Lynda Bardfield
Creative Conscience & Tufts University School of Medicine, USA



Luke van der Beeke
Founder and Managing Director, The Behaviour Change Collaborative, Australia



Dr Joy Parkinson
Professor and Associate Dean, Australian Catholic University & Editor-in-Chief - Health Marketing Quarterly



Dr Livingston A. White
The University of the West Indies at Mona, Caribbean School of Media and Communication, Jamaica



Dr Sameer Deshpande
Associate Professor, Director, Social Marketing @ Griffith, Australia



KEYNOTE SPEAKERS



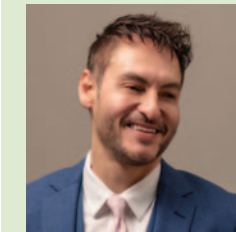
Adelaida Trujillo
Director Fundación Imaginario & Citura Productions, Colombia



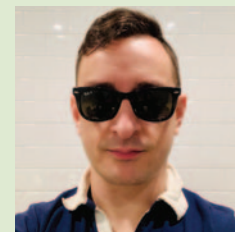
Jair Vega Casanova
Professor of social communication at the Universidad del Norte, Colombia



Dra. Raquel Schlosser
Founder of the Institute for Transgenerational Studies (IET), Mexico



Jeffrey Jordan
President and Founder, Rescue, USA
[@jeffreywjordan](#)



Prof. Ross Gordon
Professor, School of Advertising, Marketing and Public Relations, QUT Business School, Australia



REVIEWERS

The World Social Marketing Association Conference team, committee and producers give a sincere thanks to every reviewer who took time to support the conference and review the exceptional and wide range of papers, poster, and workshops which were submitted. Without their hard work and dedication, the conference would not be able to take place and we would not be able to maintain the standards and quality of presentations we aspire to set. - **Thank you!**

REVIEW TEAM

- Dr Bilal Akbar, Nottingham Trent University, UK
- Lynda Bardfield, Adjunct Professor, Tufts University School of Medicine, USA
- Dr Marco Bardus, University of Birmingham, UK
- Inés Besada Paullier, Universidad de Montevideo and LAMSO, Uruguay.
- Sarah Cork, University of Brighton, UK
- Prof. Debbie Ellis, AfSMA & UKZN, South Africa
- Prof. Doug Evans, The George Washington University, USA

- Prof. Jeff French, iSMA, Strategic Social Marketing, UK
- John French, World Social Marketing & Fuse Events
- Pamela Hatton, Department of National Defence, Canada
- Neil Hopkins, NHS Professionals, UK
- Menna Kamel, Social Marketing and Behaviour Change Consultant, Egypt
- Krzysztof Kubacki, University of Plymouth, UK
- Lucy Nyundo, John Snow Health, Zambia
- Bo Pang, Griffith University, Australia
- Dr. Joy Parkinson, Australian Catholic University & Editor-in-Chief - Health Marketing Quarterly
- Dr Nathaly Aya Pastrana, IMEK Research Center in Marketing & Development and LAMSO, Colombia.
- Vilarmina Ponce-Lucero, LAMSO, Peru.
- Darcy Sawatzki, Evoke Kyne, USA
- Luke van der Beeke, The Behaviour Change Collaborative, Australia
- Diogo Verissimo, University of Oxford, UK

JOURNAL PARTNERS



Health marketing quarterly - The mission of *Health Marketing Quarterly* is to advance its leadership in health marketing research, strengthen and broaden its impact on academia, practice, and society, and be inclusive and global. *Health Marketing Quarterly* aims to publish impactful research, is willing to develop key innovative ideas with authors, welcomes various methods and multiple sources of data, and endeavours to be relevant to all health marketing stakeholders, including health consumers, researchers, managers, and policymakers. *Health Marketing Quarterly* accepts submissions regarding the development of the health marketing literature on both a conceptual and empirical basis that is relevant to researchers, practitioners, and policy makers.

Health Marketing Quarterly is directed at academics and practitioners who are concerned with the concepts, practice, and research of health marketing in today's complex environment. The journal addresses important contemporary issues in the use of marketing for health by researchers and health care organisations like hospitals, individual practitioners, health services, and public health care organizations. This includes the use of marketing to promote, position, deter, and enhance health and health services.



Social marketing quarterly - Social Marketing Quarterly (SMQ), is a peer-reviewed international journal focused exclusively on theory, research, and practice in the use of marketing principles and techniques to improve the health, safety, and wellbeing of people, society, and the environment. It addresses topics relevant to a range of professionals, including academics, practitioners, and policymakers. SMQ is proud to partner with the International Social Marketing Association (iSMA) to produce a curated issue of content from the 2022 World Social Marketing Conference. For a limited time, articles from the last WSMC curated issue are free access. Contact the conference team for details.



BEST POSTER VOTING

Don't forget to view the poster submissions on display and cast your vote for the best poster at WSMC 2023.

Follow the QR code to vote:



SPONSORS & EXHIBITORS

RESCUE
The Behavior Change Agency

Rescue | The Behavior Change Agency is focused on changing health behaviors such as tobacco prevention and cessation, substance misuse prevention, nutrition education, and more. We believe that marketing can do more than sell goods; it can create good. As a full service marketing and advertising agency, Rescue provides research, strategy, creative, production, digital, traditional media, social media, policy change, youth engagement, and experiential marketing services to clients in over a dozen states and provinces, as well as to federal government agencies. Rescue has 180 staff members located in offices in San Diego, CA; Washington, DC; Los Angeles, CA; Albuquerque, NM; Sacramento, CA; Richmond, VA; and in over 30 cities across the country where our work comes to life at the local level.

Cali Valle Bureau
CONVENTION & VISITORS

We extend our heartfelt gratitude to ProColombia and the Cali Convention Bureau for their unwavering support of the World Social Marketing Conference. Their dedication and advocacy have been instrumental in making this event a resounding success. We couldn't have organized it without their exceptional commitment. Thank you for being invaluable partners in promoting positive social change.

COLOMBIA

The promotion of exports of non-mining energy goods and services in markets with potential, the expansion of Colombian companies, the attraction of foreign direct investment to Colombia, the positioning of the country as a tourist destination for vacations and meetings and Colombia Country Brand, are the main axis on which PROCOLOMBIA focuses its work.

MAGENTA
choose better

MAGENTA is a women-led social and behaviour change (SBC) agency that specialises in understanding human decision-making processes to design and deliver complex research and implementation programmes in development, fragile and conflict-affected environments. We use a multidisciplinary behavioural science approach to understand the determinants of practices through an understanding of the media landscape, and how brands and content producers engage audiences - which is a highly influential factor in shaping perceptions and social norms. MAGENTA brings together a team of experts with collective experience of over 25 years in developing evidence-based SBC strategies and delivering impactful communications. Based and registered in Amman, Jordan and operating across the Middle East, Africa, Asia and Latin America and the Caribbean, MAGENTA has delivered over 100 projects these 5 past years.

Universidad Pontificia Bolivariana
Vigilada por el Estado

Discover the academic excellence and innovation of Pontifical Bolivarian University at our exhibition stand. As a leading educational institution, we are excited to showcase our commitment to empowering futures and transforming societies through education.

- Cutting-Edge Research: Explore our groundbreaking research projects that address global challenges and drive positive change.
- World-Class Faculty: Meet our distinguished professors and learn about our diverse academic programs.
- International Partnerships: Discover our global network of

partnerships, offering exciting opportunities for collaboration and student exchange.

- Student Success Stories: Hear inspiring stories from our alumni who are making a real impact in their communities and beyond.

We provide a nurturing and inclusive learning environment that fosters critical thinking, creativity, and social responsibility. Our commitment to social marketing aligns with our mission to create positive social change through education.

IMEK
Centro de Investigación en Mercadeo & Desarrollo

IMEK Research Center in Marketing & Development is a Colombian non-profit organization, a foundation, led by women that addresses problems related to health, education and gender in the Global South using interdisciplinary marketing and communication perspectives. The foundation advances social change and sustainable development agendas through high-quality research, capacity building and knowledge exchange. For more information, visit www.imek.org.co

LAMSO
Latin American Social Marketing Association

The Asociación Latinoamericana de Mercadeo Social (LAMSO) represents Latin America before the international social marketing community. The regional association promotes research and practice of social marketing in Latin American countries. LAMSO connects people, disseminates good practices, and develops skills in social marketing in the region. The association facilitates the exchange of experiences and the creation of collaborative networks between academics, students, and professionals from different areas to impact positively society and the environment. Find out more at www.lamso.org

ISMA
International Social Marketing Association

iSMA (International Social Marketing Association), is the global hub for advancing social marketing to create positive societal impact. At iSMA, we are committed to driving change, fostering innovation, and promoting ethical practices in social marketing.

Our Mission:
We are a network of passionate individuals and organizations dedicated to using social marketing principles to address complex social issues. Our mission is to facilitate collaboration, share knowledge, and elevate the field of social marketing.

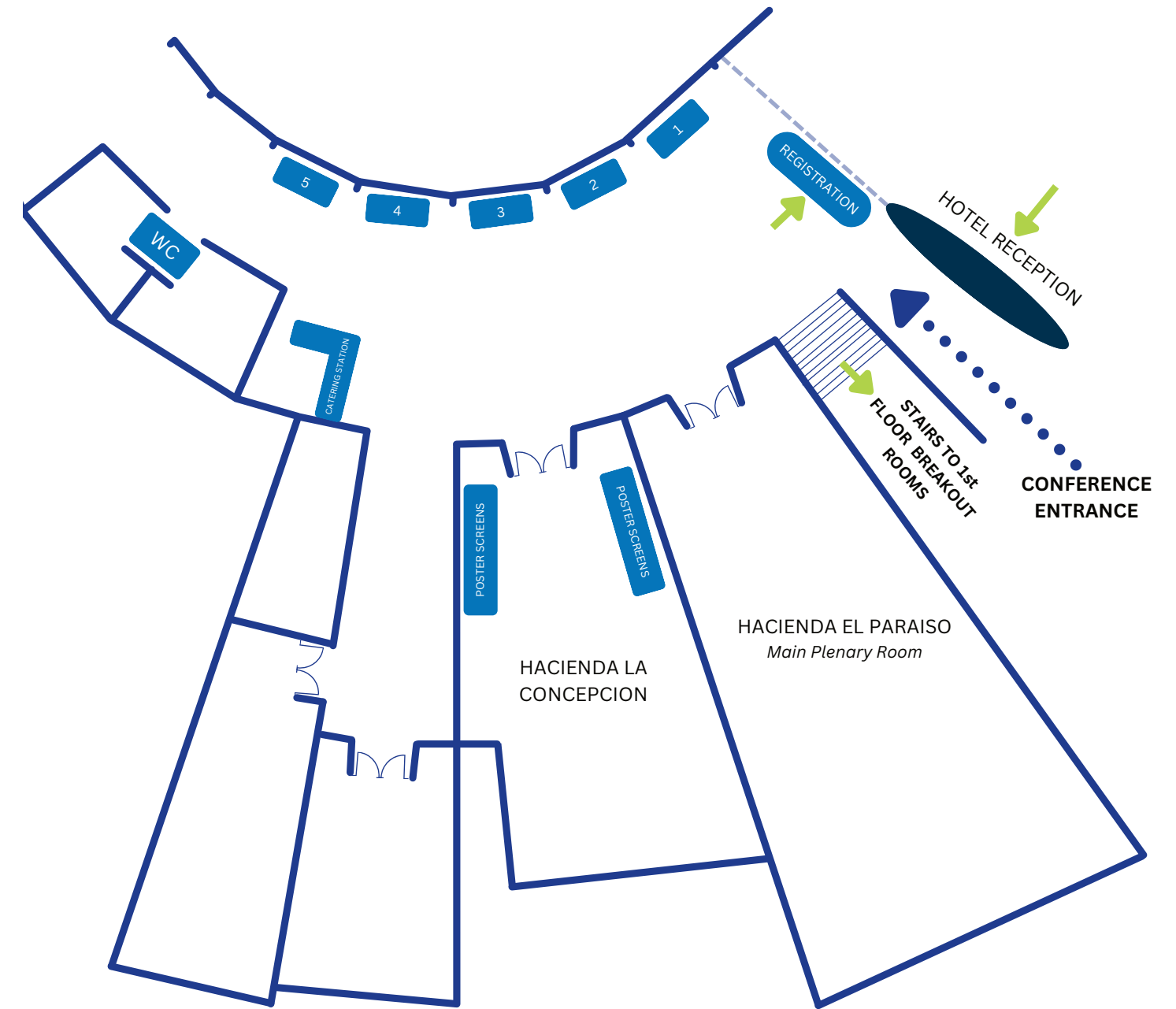
- What We Offer:**
- Resourceful Insights: Access cutting-edge research, case studies, and expert insights to stay ahead in the dynamic field of social marketing.
 - Global Connections: Connect with professionals, academics, and change-makers from around the world through our conferences, webinars, and events.
 - Educational Initiatives: Join our educational programs and workshops to enhance your skills and knowledge in social marketing.
 - Ethical Guidelines: We promote ethical standards in social marketing, ensuring that campaigns prioritize the well-being of individuals and communities.

Join the Movement:
Discover how iSMA can empower your efforts to make a difference. Together, we can harness the power of social marketing to address pressing societal challenges.

SUPPORTERS



FLOOR PLAN & EXHIBITORS



- ### BREAKOUT ROOMS
- The following rooms are on the first floor
- Hacienda Los Ciruelos
 - Hacienda Alejandria
 - Hacienda Mulalo
 - Hacienda Pichichi

- ### EXHIBITORS
1. International Social Marketing Association (iSMA)
 2. MAGENTA
 3. Universidad Pontificia Bolivariana (UPB)
 4. Asociación Latinoamericana de Mercadeo Social (LAMSO)
 5. IMEK Centro de Investigación en Mercadeo & Desarrollo

DAY 1 - THURSDAY 2 NOVEMBER - AT-A-GLANCE

	9	10	11	12	13	14	15	16	17
Hacienda El Paraiso	9:00-10:00 OPENING PLENARY Welcome and opening keynotes Driving Social Change in Colombia	10:00-10:30 BREAK	10:30-11:30 PANEL Blending in Social Marketing: Growth in Theory, Research, and Practice	11:35-11:55 #101 Aplicación del mercado social para prevenir los factores de riesgo de las enfermedades crónicas transmisibles.	12:00-12:20 #71 Co-creation approach to develop interventions in low- and middle-income countries	12:30-13:30 LUNCH	13:30-13:50 #28 Co-creating insights for a new social emotional learning program for Australian primary schools	15:30-16:00 BREAK	16:30-17:00 KEYNOTE Violence has no transdisciplinary behaviour and social change?
Hacienda Concepcion	Todas las sesiones mostradas en esta sala serán presentadas en español.	10:00-10:30 BREAK	10:30-11:15 #62 Cambios de comportamiento, factor clave para reducir los accidentes de tránsito	11:20-12:05 #92 The global scale-up of evidence-based public health interventions for the prevention of harmful alcohol use: the digital imperative	12:10-12:30 #94 Fostering Safer Drinking Practices through Responsible Beverage Service Implementation in Mexico	12:30-13:30 LUNCH	13:30-14:15 #56 Lanzamiento de "Manu", el primer ChatBot en Centroamérica, enfocado en el abordaje de temas de salud sexual y prevención del VIH.	15:30-16:00 BREAK	
Hacienda Los Ciruelos		10:00-10:30 BREAK	10:30-11:15 #65 The Theory Card Sorting Activity: A tool to increase theory application in social marketing	11:20-12:05 #57 People Powered Design: Building Agency, Building Power	12:10-12:30 #73 Unlocking Teacher Insights: Exploring the Transformative Effect of Blurred Minds Academy	12:30-13:30 LUNCH	14:20-14:50 #62 Harvesting the Power of Behavior Change for promoting sustainable wildlife management in Congo, Guyana, and Madagascar	15:30-16:00 BREAK	
Hacienda Alejandra		10:00-10:30 BREAK	10:30-10:50 #66 Supporting CALD Australians to be empowered energy consumers	11:20-11:40 #19 Tech Care: Preventing Technology Facilitated Gender Based Violence in Northern Iraq	11:45-12:15 #77 Value Co-Creation in Social Marketing: Micro, Meso and Macro Well-being Consequences of Sustainable Agriculture Actor Engagement	12:30-13:30 LUNCH	14:45-15:05 #38 Improving the lives of babies and children in Mozambique through an integrated Social Marketing	15:30-16:00 BREAK	
Hacienda Mulalo	Todas las sesiones en esta sala serán presentadas en español	10:00-10:30 BREAK	10:30-10:50 #55 Campañas sociales para la generación de impacto y cambio de comportamiento en la seguridad vial: Análisis de caso de la campaña "No es un accidente" en Quito.	11:20-11:40 #72 Revisión de programas sobre mercado social y el desarrollo sostenible, cambio de comportamiento y social en América Latina	11:45-12:15 #50 Stop COVID-19 in Our Community: A Vaccine Awareness Campaign	12:30-13:30 LUNCH	14:45-15:05 #66 "Mujeres en el clima": propuesta creativa de apropiación social de conocimiento en saneamiento básico para la zona rural de Matanza - Santander	15:30-16:00 BREAK	
Hacienda Pichichi		10:00-10:30 BREAK	10:30-10:50 #10 Supporting the launch of Five Thrive by Five International Programme on Early Childhood Development in Uzbekistan	11:20-11:40 #74 Removing the Marketing Power of cigarettes (REMAP)	11:45-12:15 #100 Youth Vaping Prevention Strategies That Work	12:30-13:30 LUNCH	14:45-15:05 #45 Redefining Influencers: Mobilising Filipino Mothers to Champion Being Resilient Behaviours in Communities	15:30-16:00 BREAK	

DAY 2 - FRIDAY 3 NOVEMBER - AT-A-GLANCE

	9	10	11	12	13	14	15	16
Hacienda El Paraiso	9:00-10:00 PLENARY PANEL Thinking Inside the Box: How to embed and Institutionalize Social Marketing Within Various Organizational Structures	10:00-10:30 BREAK	10:30-11:30 PANEL Citizen participation and intersectional experiences for better social cohesion and peacebuilding in Colombia	11:35-11:55 #99 Using Social and Behavioral Change to improve UNHCR's service delivery to refugees and migrants in Brazil	12:00-13:00 LUNCH	13:30-14:30 PLENARY PANEL ANOTHER VOICE HEARD: How storytelling transforms our thoughts and behaviors	14:40-15:00 #11 Men with Type II Diabetes in Peru: A Family Health Experience	15:30-16:30 PLENARY Closing Debate Session and Conference Wrap-Up
Hacienda Concepcion		10:00-10:30 BREAK	10:30-11:00 #3 Social media videos to promote legal compliance for sustainable hunting and wildlife choices	11:40-12:00 #85 An Experimental Investigation into the Impact of Fear Appeal Advertisements Targeted Against Consumption on Behavioural Intentions among Young Adults.	12:00-13:00 LUNCH	13:30-14:30 KEYNOTE Using Lived Experiences to Achieve Equitable Behavior Change	15:00-15:30 BREAK	
Hacienda Los Ciruelos		10:00-10:30 BREAK	10:30-11:00 #95 A Community-Centered Approach to Rethink HIV Social Marketing in the US	11:40-12:00 #104 Crowdsourcing as a tool for social marketing research – experiences from a nutrition project in Indonesia and Kenya	12:00-13:00 LUNCH	14:40-15:00 #13 National intervention campaign to counter xenophobic rhetoric used for political gain in the build-up to the 2024 national elections in South Africa.	15:00-15:30 BREAK	
Hacienda Alejandra		10:00-10:30 BREAK	10:30-10:50 #64 No Bat, No Me: Co-creating an Approach to Reduce Human-bat Conflict	11:45-12:05 #24 Reducing the spread of misinformation through short social media videos: Evidence from an online randomised controlled trial	12:00-13:00 LUNCH	14:40-15:00 #67 The process of co-designing messages to improve COVID-19 vaccine uptake via a national mHealth intervention in Colombia	15:00-15:30 BREAK	
Hacienda Mulalo		10:00-10:30 BREAK	10:30-10:50 #105 SBI Brazil: Implementing primary health care-based screening and brief advice program for heavy drinking in Brazil	11:45-12:05 #98 'Social Capital and Gambling Risk Perception': A social marketing dilemma	12:00-13:00 LUNCH	14:40-15:00 #63 Co-creating value: method co-creation phase to improve river health in Australia	15:00-15:30 BREAK	
Hacienda Pichichi		10:00-10:30 BREAK	10:30-10:50 #91 Co-creación de una intervención para implementar un multipositivo de punto de atención para enfermedades transmisibles en establecimiento s del primer nivel de salud en Perú	11:45-12:05 #90 Inclusive strategies for sharing research results: Survey of the study titled 'Entrepreneurship in Vulnerable Contexts in Cali (EECV) 2022	12:00-13:00 LUNCH	14:40-15:00 #70 Implementation of a salt substitute intervention using social marketing in resource-limited communities in Peru: a process evaluation study	15:00-15:30 BREAK	

SESSION INDEX / índice de sesión de trabajo

SESSION INDEX / índice de sesión de trabajo

SUBMISSION NO.2

“When Less is More”: An analysis of influencer marketing framing strategies and online engagement in the #deinfluencing campaign

Presenter(s): Rodrigo Perez-Vega & Irene Garnelo-Gomez, Henley Business School, University of Reading United Kingdom

Our project aims to uncover the characteristics and effectiveness of communication strategies employed by influencers in the #deinfluencing campaign, contributing to existing literature aiming to understand the role of marketing in changing behaviours for good (e.g., Garay et al., 2017; Siraj et al., 2022; Florence et al., 2022).

Author(s): Rodrigo Perez-Vega, Irene Garnelo-Gomez, Ilaria Mazzoli, Henley Business School, University of Reading, UK, Miguel Sanchez Razo, Rockborne, UK

Track: Digital and technological impact on social behaviour

SUBMISSION NO.3

Social media videos to promote legal compliance for sustainable hunting and wildmeat choices

Presenter(s): Evi Paemelaere, CIFOR, Colombia & Luke McKenna, CIFOR, Guyana

An overview of campaign research and development with preliminary evaluation will lead a discussion on social media campaigns for conservation.

Author(s): Evi AD Paemelaere, Luke McKenna, Nathalie van Vliet, CIFOR, Oswin David, SWM, Guyana

Track: Climate change, environment protection, sustainability

SUBMISSION NO.4

‘Keep the Rupununi Wild’ - Wildlife-friendly tourism in the Rupununi, Guyana, South America

Presenter(s): Yusuf Abraham

This presentation highlights a campaign done by and for the people of the Rupununi in Guyana, focusing on wildlife-friendly tourism promotion and wildlife conservation. It discusses challenges in audience engagement and campaign effectiveness. The session seeks to foster discussion and gather feedback for future actions and refinement.

Author(s): Melanie McTurk, Karanambu Lodge/Visit Rupununi, Guyana

Track: Climate change, environment protection, sustainability

SUBMISSION NO.5

Empowering Women to Make Meaningful Family Planning Decisions: A Case Study of the Innovative Secure Salon Project

Presenter(s): Salamatu Abdulai & Esinam Gle, Total Family Health Organization, Ghana

The salon, although not a traditional means of providing FP information, counseling, and services, is showing promise. The salon setting is a safe space for women of reproductive age to access quality education on SRH/FP and FP services.

Author(s): Salamatu Abdulai & Esinam Gle, Total Family Health Organization, Ghana

Track: Education, peacebuilding and transparency

SUBMISSION NO.8

Failing Forward: Harnessing the Power of Experience, Learning, and Sharing

Presenter(s): Valentina Bollenback & Lana Anabtawi, MAGENTA FZE, Jordan

This session aims to foster a culture of learning from failure, encouraging participants to reflect on their own experiences and share lessons learned. By embracing the idea that failures are stepping stones to success, we can drive innovation and create effective strategies that bring about meaningful and lasting positive change.

Author(s): Ana Cecilia Campos & Patricia Gonzalez

Track: Interdisciplinary and cross sector action

SUBMISSION NO.9

Using Social and Behavioral Change to improve UNHCR's service delivery to refugees and migrants in Brazil

Presenter(s): Monica Vierna, MAGENTA FZE, Mexico

Addressing the unique needs of Venezuelan refugees and migrants in Brazil through a tailored behavioural change strategy. Learn more about our aims, target audiences, and systematic planning to improve integration outcomes.

Author(s): Patricia Gonzalez & Ana Cecilia Campos

Track: Addressing intersecting inequalities and advancing equality

SUBMISSION NO.10

Supporting the launch of the Thrive by Five International Programme on Early Childhood Development in Uzbekistan

Presenter(s): Lana Anabtawi, MAGENTA FZE, Jordan

To support the uptake of positive parenting practices in Uzbekistan, MAGENTA designed and delivered a campaign using a participatory and co-creation approach. The objective was to increase the uptake of the Thrive By Five app and the practice of positive ECD key behaviours amongst parents and caregivers of children.

Author(s): Lana Anabtawi

Track: Using citizen focused design thinking

SUBMISSION NO.11

Men with Type II Diabetes in Peru: A Family Health Experience

Presenter(s): Isabella Ferrazza & Dr Amalia Pesantes, Dickinson College, USA

This session discusses the role of family involvement in supporting the management of Type II Diabetes among Peruvian men and examines how masculine norms affect (1) the way support from family/friends are received/perceived, (2) the motivation to adhere to treatment, and (3) the need for a family health experience approach.

Author(s): Isabella Ferrazza & Dr Amalia Pesantes, Dickinson College, USA

Track: Promoting global and local health

SUBMISSION NO.12

I hear voices: can podcasts reduce stigma towards people with mental health issues?

Presenter(s): Tiago Durães, CITCEM/FLUP, Portugal

This study investigates how listening to a podcast series may change attitudes toward mental health stigma. A six-episode series focused on stigma in mental health was developed. The research used the pretest-posttest design to assess attitude changes.

Author(s): Tiago Durães & Vasco Ribeiro, University of Porto, CITCEM/FLUP, Beatriz Casais, University of Minho, School of Economics and Management / CICS.NOVA, Pedro Morgado, University of Minho, Life and Health Sciences Research Institute (ICVS) / School of Medicine

Track: Mental health and wellbeing

SUBMISSION NO.13

National intervention campaign to counter xenophobic rhetoric used for political gain in the build-up to the 2024 national elections in South Africa.

Presenter(s): Euston Witbooi & Jesse Cann, CABC, South Africa

Xenophobic and anti-immigrant sentiment is currently being mobilised in South Africa for political gain. New political formations such as Action SA, the Patriotic Alliance (PA) and Put South Africans First (PSAF), have mobilised rhetoric that scapegoats immigrants- through mis- and disinformation and distortion of narratives - to garner political support.

Author(s): Euston Witbooi, Jesse Cann, Yossabel Chetty, Centre for Analytics and Behavioural Change, South Africa

Track: Mis and disinformation

SUBMISSION NO.19

'Tech Care': Preventing Technology Facilitated Gender Based Violence in Northern Iraq

Presenter(s): Lana Anabtawi, MAGENTA FZE, Jordan

Exploring a multimedia prevention-based approach to addressing and reducing Technology-Facilitated Gender-Based Violence (TFGBV). By addressing root causes and strengthening support for survivors of TFGBV, the intervention creates a strong social deterrent by instilling a collective sense of moral responsibility within the community to foster protective and positive online social norms.

Author(s): Laurelle May, Magenta Consulting, Jordan

Track: Crime, safety, security and social cohesion

SUBMISSION NO.24

Reducing the spread of misinformation through short social media videos: Evidence from an online randomised controlled trial

Presenter(s): Mayra Cabrera, The Behavioral Insights Team, Mexico

This study counters disinformation about sexual and reproductive health education (SRHE) using behavioral science and a Fact-Alert-Myth-Refutation-Fact framework. An online trial involving 4,007 Peruvian parents and teachers found the treatment reduced intention to share SRHE misinformation by 9% and increased support for SRHE in schools by up to 18%.

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Author(s): Paloma Bellatin Nieto & Sebastian Salomon Ballada, The Behavioral Insights Team, Perú

Track: Mis and disinformation

SUBMISSION NO.25

Can behaviorally informed TikTok videos shift sexual and reproductive health and teen dating violence behaviours and knowledge? A randomised controlled trial in El Salvador

Presenter(s): Mayra Cabrera, The Behavioral Insights Team, Mexico

El Salvador's youth faces high rates of intimate partner violence (IPV) and teenage pregnancy, while having limited access to sexual/reproductive health (SRH) and support services. In partnership with ISDEMU and the IADB, we created short TikTok-style videos aiming to enhance their online help-seeking intention, knowledge, attitudes, and safety behaviors.

Author(s): Paloma Bellatin Nieto, The Behavioral Insights Team, Perú, Jasmine Pineda, The Behavioral Insights Team, USA, Mayra Cabrera, The Behavioral Insights Team, México, Marta Garnelo, The Behavioral Insights Team, USA, Monserrat Bustelo & Agustina Suaya, Inter-American Development Bank

Track: Addressing intersecting inequalities and advancing equality

SUBMISSION NO.26

Fatherhood and diabetes management among Peruvian men

Author(s): Amalia Pesantes, Isabella Ferrazza and J. Jaime Miranda

Track: Promoting global and local health

SUBMISSION NO.28

Co-creating insights for a new social emotional learning program for Australian primary schools

Presenter(s): Timo Dietrich, Griffith University, Australia

Social emotional learning (SEL) skills can help children cope with adverse experiences like bullying and emotional distress. This paper describes the co-creation activities used to start designing an SEL program to empower primary school teachers by providing them with engaging gamified resources that teach children SEL skills.

Author(s): Kristin Magarry, Assoc. Prof. Timo Dietrich, Dr Pamela Saleme, Assoc. Prof. Nadine Connell, Dr Zac

Fitz-Walter, Griffith University, Australia, Prof. Joy Parkinson, Australian Catholic University, Australia

Track: Mental health and wellbeing

SUBMISSION NO.30

Caring to Escape Food Poverty: The Food Well-Being Resilience among Low SES Families in a Crisis Context

Presenter(s): Ophélie Mugel, FERRANDI Paris, France & Margot Dyen, University Savoie Mont Blanc, France

This research investigates how the pandemic crisis has affected the food well-being (FWB) of low SES families. Our findings reveal three phases that constitute the resilience process of the families' FWB system and lead to a conceptual model of the FWB resilience process anchored in the ethics of Care.

Author(s): Ophélie Mugel, FERRANDI Paris, IRC EA2354, France, Margot Dyen, University Savoie Mont Blanc, IREGE, France, Valérie Hémar-Nicolas, Paris-Saclay University, RITM, France

Track: Mental health and wellbeing

SUBMISSION NO.35

Social Media and Intersectionality in Trinidad and Tobago - Implications for Critical Social Marketing

Presenter(s): Ave Le Blanc, Queensland University of Technology, Australia

This research employs an intersectional lens to investigate how gender dynamics shape Social Media Influencers' (SMIs') content during Trinidad and Tobago's Carnival. Using Feminist Critical Discourse Analysis, the study reveals SMIs' emancipatory strategies that challenge societal norms. The study underscores the significance of integrating intersectionality into Critical Social Marketing strategies.

Author(s): Ave Le Blanc, Prof. Ross Gordon, Dr Lisa Schuster, Queensland University of Technology, Australia, Dr Sue Ann Barratt, University of the West Indies, Trinidad and Tobago

Track: Critical social marketing

SUBMISSION NO.38

Improving the lives of babies and children in Mozambique through = integrated Social Marketing

Presenter(s): Valentina Bollenback, Magenta FZE, Jordan

Explore our journey addressing child malnutrition

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through social marketing in Mozambique. Learn from our research, challenges, and innovative solutions to foster healthier eating habits and behaviors.

Author(s): Elise Knutsen, Magenta

Track: Promoting global and local health

SUBMISSION NO.45

Redefining Influencers: Mobilising Filipino Mothers to Champion Rights-Claiming Behaviours in the Communities

Presenter(s): John Leinard Ramos & Claire Elizabeth Lim, AHA! Behavioral Design®, Philippines

This project sought to encourage rights-claiming behaviors in Filipino communities, including both affiliated and unaffiliated mothers, through behaviorally designed solutions. It emphasized fostering discussions that link everyday needs with human rights principles and explored various messaging strategies to engage the "movable middle" in terms of human rights awareness and engagement.

Author(s): Angela Marie Garcia, Claire Elizabeth Lim, Maria Shairra Alyssa Bello, John Leinard Ramos, Christopher Joshua Villaester, AHA! Behavioral Design®, Philippines

Track: Addressing intersecting inequalities and advancing equality

SUBMISSION NO.47 - En español

"La vida cambió" Experiencia de la consulta comunitaria en la formulación y actualización de la campaña de comunicación "La vida cambió" para reducción de violencia, dirigida a mujeres adultas y adolescentes y a mujeres mayas del Altiplano de Guatemala en contextos de COVID-19.

Presenter(s): Alejandra Cabrera, PASMO, Guatemala

Experiencia en procesos de consultas comunitarias para el desarrollo de una campaña para responder a la necesidad de acudir a los servicios de salud reproductiva y responder a la violencia basada en género en mujeres de pueblos Maya y mestizo del altiplano de Guatemala en el contexto COVID-19.

Author(s): Dr. José Carlos Quiñónez, Sofia Batres, Alejandra Cabrera

Track: Using citizen focused design thinking

SUBMISSION NO.49 - En español

Young Activists Perceptions on Pro-Environmental Behaviour Change: a Social Marketing Perspective

Presenter(s): Inés Besada Paullier, Universidad de Montevideo, Uruguay

How youth ecological movements understand and define environmental problems, what beliefs they hold regarding the behaviour change to respond to the climate crisis. This study analysis focus groups members of youth organizations working for environmental sustainability in Uruguay. It could signal a route to help organizations embrace behaviour facilitation strategies.

Author(s): Lic. Inés Besada Paullier, Universidad de Montevideo, Uruguay, PhD. Victoria Gómez, Universidad de Montevideo, Uruguay

Track: Climate change, environment protection, sustainability

SUBMISSION NO.50

Stop COVID-19 In Our Community: A Vaccine Awareness Campaign

Presenter(s): Sukyi Naing & Mandela Howard-Mparuri, Outreach Global Group, USA

OGG launched a digital health campaign called Stop COVID-19 In Our Community to promote vaccination in preparation for the winter holidays, and provide scientifically sound information on infectious disease prevention despite misinformation and political divisiveness. SCOC targeted adults ages 21-45 in seven American cities and had 40.78 million impressions.

Author(s): Sukyi Naing, MPH, Mandela Howard-Mparuri, MA, MPH, Dr. Jacqueline Howard-Matthews, Outreach Global Group, USA

Track: Promoting global and local health

SUBMISSION NO.51

Leveraging Behavioural Communication Interventions to Nudge Condom Use & Discussions among Filipino Male Youth

Presenter(s): John Leinard Ramos & Claire Elizabeth Lim, AHA! Behavioral Design®, Philippines

The project aims to enable conversations about safe sexual activities and condom use among sexually active male adolescents. The study involves behaviorally-informed communication prototypes, addressing gaps in intention-action, normalizing conversations, and

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promoting privacy. The project's success is indicated by increased conversations and condom usage among participants.

Author(s): Christopher Joshua Villaester, Nicoline Rosalina Lizarrondo, Maria Shairra Alyssa Bello, John Leinard Ramos, AHA! Behavioral Design®, Philippines

Track: Promoting global and local health

SUBMISSION NO.52 - En español

"Más vacunados. Más protegidos": Understanding barriers and insights to develop an SBCC campaign to increase COVID-19 vaccine uptake and preventive measures among urban youth in Guatemala

Presenter(s): Alejandra Cabrera & Susana Lungo, Pan American Social Marketing Organization (PASMO)

In 2021, the Pan American Social Marketing Organization (PASMO) was tasked to help increase COVID-19 prevention measures and vaccine uptake among urban youth in Guatemala to contribute to the national COVID-19 communications and vaccination plans. This presentation will explore the co-development process with youth and results.

Author(s): Alejandra Cabrera, Susana Lungo & Dr. José Carlos Quiñónez, Pan American Social Marketing Organization (PASMO), Guatemala

Track: Using citizen focused design thinking

SUBMISSION NO.55 - En español

Campañas sociales para la generación de impacto y cambio de comportamiento en la seguridad vial: Análisis de caso de la campaña "No es un accidente" en Quito.

Presenter(s): Gabriela Cabascango, Vital Strategies, Ecuador

Cada año mueren 1.3 millones de personas por siniestros de tránsito en el mundo. En Quito se desarrolló la campaña "No-es-un-accidente" en donde el 84% de las personas que vieron el anuncio intentaron no exceder el límite de velocidad. Este artículo analiza resultados en el cambio de comportamiento ciudadano post-campaña.

Author(s): María Fernanda Cárdenas, Gerente Senior de Comunicación para Latinoamérica de Vital Strategies, Colombia & Gabriela Cabascango, Gerente de Comunicación de Vital Strategies, Ecuador.

Track: Promoting global and local health

SUBMISSION NO.56 - En español

Lanzamiento de "Manu", el primer ChatBot en Centroamérica, enfocado en el abordaje de temas de salud sexual y prevención del VIH.

Presenter(s): Mtr. Carlos Palma & Lcda. Susana Lungo, Asociación PASMO, Guatemala

Durante este taller, la audiencia conocerá el proceso de creación, lanzamiento y resultados del primer ChatBot en Centroamérica enfocado proveer información y facilitar el acceso a servicios de Salud Sexual y VIH a población clave, y discutirá cómo este tipo de herramientas pueden ampliarse o aprovecharse en otras problemáticas sociales.

Author(s): Mtr. Carlos Palma & Lcda. Susana Lungo, Asociación PASMO, Guatemala

Track: Digital and technological impact on social behaviour

SUBMISSION NO.57

People Powered Design: Building Agency, Building Power

Presenter(s): Monica Curca, Activate Labs, USA

Discover the potential of the "People-Powered Design Process" and how it is a transformative social marketing and behavioral change tool. Through an interactive and experiential workshop, participants are introduced to practical strategies for creating empowering campaigns using citizen insights, participatory methods, and action-research approaches.

Author(s): Monica Curca, Activate Labs, USA

Track: Using citizen focused design thinking

SUBMISSION NO.58 - En español

Análisis de la campaña llevada a cabo en Ecuador "Baja la Velocidad, tu familia espera" sobre la generación de impacto, recordación, percepción y cambio de comportamiento en el factor de velocidad en la vía.

Presenter(s): Cabascango Naranjo, Vital Strategies, Ecuador

En Ecuador la Agencia Nacional de Tránsito junto con Vital Strategies desarrolló la campaña "Baja la Velocidad, tu familia espera" que muestra la afectación de las familias por las consecuencias mortales del exceso de velocidad e insta a los conductores a reducir la velocidad. El caso analiza los resultados de-la-campaña

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Author(s): Ernesto Varas, Director General de la Agencia Nacional de Tránsito, Ecuador, María Fernanda Cárdenas, Gerente Senior de Comunicación para Latinoamérica, Vital Strategies, Ecuador, Gabriela Cabascango Naranjo, Gerente de Comunicación Vital Strategies, Ecuador

Track: Promoting global and local health

SUBMISSION NO.60 - En español

"Providing a Complete Digital Experience to the User: HIV Prevention Interventions in Central America"

Presenter(s): Lcda. Susana Lungo, Asociación PASMO, Guatemala

Digital technology and social media are widely used by young population, including key populations in Central America. We need to think digital: as a result, PASMO implements HIV prevention, care & treatment interventions transferring the entire user journey to the digital approach: Cyber-educators, telemedicine, virtual follow up, E-learning for providers.

Author(s): Susana Lungo & Alejandra Cabrera, Pan American Social Marketing Organization (PASMO), Guatemala

Track: Digital and technological impact on social behaviour

SUBMISSION NO.61

Conserving wildlife through sustainable consumption: the three social marketing case studies in the urbanised areas of Brazzaville, Ouesso and Pokola (The Republic of Congo).

Presenter(s): Jenny Nthsila, WCS, Congo

Preliminary results and challenges of the three social marketing campaigns implemented in the northern Congo urban areas of Brazzaville, Ouesso and Pokola will be presented. The campaigns aim at changing the behaviour of urban population to reduce bushmeat consumption by increasing alternative consumption of domestic and home-growing proteins.

Author(s): Dr. Daniela Antonacci, Jenny Ntshila, Dr. Rodrigue Mouanda, Ruben Ekouasse, Angela Mouabe, Berdevi Ndzoko, Dr. Germain Mavah, Wildlife Conservation Society, Congo, Dr. Juliet Wright, Wildlife Conservation Society, UK, Caroline Abid, Wildlife Conservation Society, Belgium, Liliana Vanegas, Wildlife Conservation Society, Rwanda, Brian Day, Environmental Communication & Training - LLC, USA

Track: Climate change, environment protection, sustainability

SUBMISSION NO.62

Harnessing the Power of Behavior Change for promoting sustainable wildlife management in Congo, Guyana, and Madagascar

Presenter(s): Liliana Vanegas, WCS, Rwanda

This session aims to discuss the strategies and approaches used in social marketing campaigns to promote sustainable consumption of wild meat. The session will share the specific objectives, challenges, and lessons learned from three BC campaigns implemented in the Republic of Congo, Guyana, and Madagascar.

Author(s): Liliana Vanegas, WCS, Rwanda, Daniela Antonacci, Republic of Congo, WCS, Evi Paemelaere & Luke Mc Kenna, CIFOR, Guyana, Nathalie Van Vliet, CIFOR, Colombia, Julie Linchant, WCS, Madagascar, Brooke Tully, Brooke Tully, LLC, USA, Caroline Abid, WCS, Belgium

Track: Climate change, environment protection, sustainability

SUBMISSION NO.63

Co-creating value: reflections on a multi-method co-creation phase to improve river health in Australia

Presenter(s): Timo Dietrich, Social Marketing @ Griffith, Australia

Co-creating solutions are needed to establish common interest and deliver understanding of widely supported actions. This engaging session demonstrates how five co-creation activities were undertaken with diverse stakeholders, drawing on multiple methods and theories, to identify actions for river health in Australia.

Author(s): Carina Roemer, Timo Dietrich, Vanessa Salamone, Christine Allen, Kathie Le Busque, Sharyn Rundle-Thiele, Social Marketing @ Griffith, Australia

Track: Interdisciplinary and cross sector action

SUBMISSION NO.64

No Bat, No Me: Co-creating an Approach to Reduce Human-bat Conflict

Presenter(s): Sharyn Rundle-Thiele, Social Marketing @ Griffith, Australia

This presentation will explain how the Co-create, Build and Engage process was used to develop a social

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marketing program that could be implemented by Byron Shire Council to effectively engage the community to achieve a reduction in human-bat conflict in the Byron Shire Council area.

Author(s): Prof. Sharyn Rundle-Thiele, Ms. Melissa Dalley, Griffith University, Australia

Track: Using citizen focused design thinking

SUBMISSION NO.65

The Theory Card Sorting Activity: A tool to increase theory application in social marketing

Presenter(s): Sharyn Rundle-Thiele, Social Marketing @ Griffith, Australia

Theory provides a roadmap that others can follow. This workshop will show you how to apply theory to your interventions and evaluations. In this workshop you'll learn how to apply the Theory Card Sorting Activity (TCSA) to test whether your intended theory ideas are evident in interventions and evaluations.

Author(s): Prof. Sharyn Rundle-Thiele, Ms. Tori Seydel, Ms. Aliena Matthew, Ms. Yue Xi, Dr. Jessica Harris, Griffith University, Australia, Dr. Taylor Willmott, University of Adelaide, Australia

Track: Advancing theory

SUBMISSION NO.66

Supporting CALD Australians to be empowered energy consumers

Presenter(s): Ross Gordon, QUT, Australia

This paper presents the findings and social marketing recommendations from a project aiming to support CALD Australians to be empowered energy consumers. We draw upon conceptual ideas from narrative theory and intersectionality and a three-stage research project featuring narrative text analysis, ethnographic research with CALD energy consumers, and co-design.

Author(s): Ross Gordon, Foluké Badejo, Theresa Harada, QUT, Australia

Track: Critical social marketing

SUBMISSION NO.67

The process of co-designing messages to improve COVID-19 vaccine uptake via a national mHealth intervention in Colombia

Presenter(s): Nathaly Aya Pastrana, IMEK, Centro de Investigación en Mercadeo & Desarrollo, Colombia

A four-phase methodology to co-design evidence-

based audio messages to increase vaccination uptake among adults in Colombia will be presented. Three categories (intervention arms) of audio-messages were co-developed: (1) factual messages, (2) narrative messages, and (3) mixed messages, with a fourth arm for control without a message was proposed.

Author(s): Dr. Nathaly Aya Pastrana, IMEK Centro de Investigación en Mercadeo & Desarrollo, Colombia, Dr. Sandra Agudelo-Londoño, Oscar Franco-Suárez, María Camila López-Sánchez, Instituto de Salud Pública, Pontificia Universidad Javeriana, Colombia, Deivis Nicolás Guzmán-Tordecilla & Dr. Andrés I Vecino-Ortiz, Department of International Health, Johns Hopkins Bloomberg School of Public Health, United States, Jessica Otero Machuca, University of North Carolina at Chapel Hill, United States

Track: Using citizen focused design thinking

SUBMISSION NO.69 - En español

Medellín's women's active mobility profile using transport means

Presenter(s): Alejandra Maria, Alvarez-Orrego, EAFIT University, Colombia

Cities are implementing strategies to prioritize sustainable and inclusive mobility. We made a marketing study in Medellín to understand mobility experiences using a transformative marketing approach in a mixed-methodology. The results provide insights into users' perceptions and experiences providing insights to promote sustainable and inclusive mobility solutions for public policies.

Author(s): Professor Laura Rojas-DeFrancisco, EAFIT University, Colombia, Alejandra Maria Alvarez-Ordoñez, Despacio, Colombia

Track: Using citizen focused design thinking

SUBMISSION NO.70 - En español

Implementation of a salt substitute intervention using social marketing in resourced-limited communities in Peru: a process evaluation study

Presenter(s): Maria Lazo-Porrás, CRONICAS, Peru

This study is a process evaluation that identified aspects of intervention components that enabled a successful trial. The social marketing campaign succeeded in incorporating the salt substitute into the day-to-day cooking by participants in the intervention villages.

Author(s): Lazo-Porrás M, Del Valle A, Beran D,

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Pesantes MA, Perez-Leon S, Ponce-Lucero V, Bernabe-Ortiz A, Cárdenas MK, Chappuis F, Perel P, Miranda JJ, Diez-Canseco F.

Track: Promoting global and local health

SUBMISSION NO.71

Co-creation approach to develop complex interventions in low-and middle-income countries

Presenter(s): Maria Lazo-Porrás, CRONICAS, Peru

This study shows the implementation of a method to co-create interventions to address the complexity of chronic disease management at the Primary Health Care level in rural areas of Low- and Middle-Income Countries.

Author(s): Lazo-Porrás, M., Damasceno, A., Sharma, S., Miranda, J. J., Pesantes, M. A., Cardenas, M. K., Perez Leon, S., Aya Pastrana, N., Singh, S. B., Bazan-Maccera, M., Mayo-Puchoc, N., Pereyra-Zaplana, R., Beran, D.

Track: Promoting global and local health

SUBMISSION NO.72 - En español

Revisión de programas sobre mercadeo social y comunicación para el desarrollo sostenible, cambio de comportamiento y social en América Latina

Presenter(s): María Camila López Sánchez, IMEK Centro de Investigación en Mercadeo & Desarrollo, Colombia

Presentar resultados sobre un estudio que examina la oferta formativa de universidades de América Latina sobre mercadeo social, comunicación para el desarrollo, cambio de comportamiento y social, y economía comportamental.

Author(s): Dra. Nathaly Aya Pastrana, IMEK Centro de Investigación en Mercadeo & Desarrollo, Colombia

Track: Critical social marketing

SUBMISSION NO.73

Unlocking Teacher Insights-Exploring the Transformative Effect of Blurred Minds Academy

Presenter(s): Timo Dietrich, Social Marketing @ Griffith, Australia

Research reveals teachers' limited involvement in alcohol, vaping and drug prevention program design. This study evaluates the "Blurred Minds Academy," an online platform for high school substance education. Findings discuss implementation challenges, teacher effects, and emphasize co-creating platforms with

teachers for more impactful alcohol, vaping and drug education.

Author(s): Huyen Trang Nguyen, AProf. Timo Dietrich, Dr. James Durl, Dr. Murooj Youself, Prof. Donna Pendargast, Griffith University, Australia

Track: Digital and technological impact on social behaviour

SUBMISSION NO.74

REmoving the MArketing Power of cigarettes (REMAP)

Presenter(s): Crawford Moodie, Institute for Social Marketing and Health, United Kingdom & Blanca Llorente, Fundacion Anaas, Colombia

This session will cover an on-going case study exploring the marketing of flavour cigarettes in Argentina, Guatemala, Mexico and Peru, how adolescents view these, and what are termed 'dissuasive cigarettes', which are cigarettes designed to be visually unappealing. It will also cover capacity building.

Author(s): Crawford Moodie, Institute for Social Marketing and Health, United Kingdom & Blanca Llorente, Fundacion Anaas, Colombia

Track: Reducing the impact of addiction

SUBMISSION NO.75

Strengthening capacity and engagement of private providers including SMOs to ensure sustained access to and use of primary care among Afghan women and poor in a fragile country.

Presenter(s): Soumitra Ghosh, Abt Associates Inc, Afghanistan

War, conflicts, challenging cultural norms, a crippled public health system due to global sanctions, make Afghanistan significantly fragile and vulnerable. The session demonstrates how USAID's Local Health System Sustainability project is restoring primary care and SBC initiatives addressing gender and social inequity through local private providers and social marketing organizations.

Author(s): Soumitra Ghosh, Abt Associates Inc, Afghanistan, Tess Shiras & Dr Hedayatullah Saleh, Abt Associates Inc., USA, Dr Ebrahim Heidar, Afghan Social Marketing Organization (ASMO), Afghanistan

Track: Promoting global and local health

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SUBMISSION NO.77 (PRE-RECORDED SESSION)

Value Co-Creation in Social Marketing: Micro, Meso and Macro Well-being Consequences of Sustainable Agriculture Actor Engagement

Presenter(s): İrem Buran, Ankara University, Türkiye & Bayram Zafer Erdogan, Anadolu University, Türkiye

The study focuses on the role of participation and wellbeing as a result of actors' co-creation of value in sustainable agricultural services. It aims to reveal the drivers of value co-creation, determinants and the wellbeing implications of sustainable agriculture engagement are explored in micro, meso and macro dimensions.

Author(s): İrem Buran, Ankara University, Türkiye & Bayram Zafer Erdogan, Anadolu University, Türkiye

Track: Using citizen focused design thinking

SUBMISSION NO.78

Reducing Urban Wildmeat Consumption of Young Women in Kinshasa: Fostering Social Transformation in Central Africa

Presenter(s): Liliana Vanegas, WCS, Rwanda

This session aims to share results and lessons learned from the "Yoka Pimbo!" BC campaign. This campaign reframes conservation through the promotion of an urban conservation movement by inviting people in Kinshasa to reduce their wild meat consumption while still savouring the delights of Congolese cuisine, of course, wild meat-free.

Author(s): Liliana Vanegas & Michelle Wieland, WCS, Rwanda, Brian Day, Environmental Communication & Training, LLC, USA, Jean Michel Ntalemwa & Robert Mwinyihali, WCS, Democratic Republic of Congo, Lude Kinzonzi, WCS, Republic of Congo, Juliet Wright, WCS, UK

Track: Climate change, environment protection, sustainability

SUBMISSION NO.79

Maximizing Impact: Enhancing a Digital Solution for Alcohol Harm Prevention

Presenter(s): Bettina Grajcer, Auíri, Brazil

This session explores the impact of digital platforms and technology on social behavior, focusing on the e-SBI platform for behavior change in alcohol harm prevention. Participants discuss user needs, content enhancement, user experience, behavioral science, and social marketing integration to optimize digital solutions.

Author(s): Bettina Grajcer, Angela Rios, Auíri, Brazil Leandro Piquet Carneiro, Universidade de São Paulo, Brazil

Track: Digital and technological impact on social behaviour

SUBMISSION NO.80 - En español

Estudio de caso las Amigas de Liz: Uso de la fuerza de ventas en mercadeo social para introducir un sustituto de la sal en Perú.

Presenter(s): Maestra Vilarmina Ponce-Lucero, CRONICAS, Peru

Al norte de Perú hay preocupaciones sobre la salud cardiovascular debido al alto consumo de sodio. Para abordar esto, "Amigas de Liz" presentó la "sal de Liz", con menos sodio y más potasio, y promovió su uso con divertidas campañas. Resultado, cambiaron preferencias y la salud comunitaria mejoró.

Author(s): Mg. Vilarmina Ponce-Lucero, PhD. María Lazo Porras, Mg. Adela del Valle, PhD. Antonio Bernabé Ortiz

Track: Promoting global and local health

SUBMISSION NO.81 - En español

Conectando a los no conectados. Los desafíos para lograr un 100% de conectividad al alcantarillado

Presenter(s): Mercedes Zevallos, CONACCION, Perú

Un problema cuando se construyen servicios de alcantarillado es el bajo nivel de conectividad de las familias, arriesgando salud, ambiente, valor de la vivienda y calidad de vida. Mostramos un modelo para el cambio de comportamiento que ha sido ensayado en cuatro estudios de casos rural y urbano en Perú.

Author(s): Mercedes Zevallos, CONACCION SAC, Perú

Track: Using systems thinking to solve complex societal problems

SUBMISSION NO.82 - En español

Cambios de comportamiento, factor clave para reducir los accidentes de tránsito

Presenter(s): Prof. Raúl Pasco & Prof. Netter Pinedo, Pontificia Universidad Católica del Perú (PUCP), Perú

El taller buscará fortalecer la habilidad de los participantes para realizar diagnósticos orientados a formular planes de mercadeo social, enfatizando la identificación de problemas sociales, problemas de mercadeo social, causas de comportamiento y públicos

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involucrados. Se abordará el caso de los accidentes de tránsito. Se emplearán métodos interactivos y colaborativos.

Author(s): Prof. Raúl Pasco & Prof. Netter Pinedo, Pontificia Universidad Católica del Perú (PUCP), Perú

Track: Promoting global and local health

SUBMISSION NO.83

Integrating Systems Thinking and Social Marketing to Reduce Inequities

Presenter(s): Brian Biroscak, Case Western Reserve University, USA

There are opportunities for accelerating population health impact and reducing health disparities by bringing together methods from social marketing and community-based system dynamics. This session will describe the design of a new consultancy service to be offered to clinical and translational research teams, with opportunities built-in for attendee input.

Author(s): Dr. Brian J. Biroscak, Dr. Robinson Salazar Rua, Dr. Peter S. Hovmand, Case Western Reserve University, USA

Track: Promoting global and local health

SUBMISSION NO.85

An Experimental Investigation into the Impact of Fear Appeal Advertisements Tailored Against Marijuana Consumption on Behavioural Intention among Young Adults.

Presenter(s): Nana Afua Kumiwaa Asante, Stellenbosch Business School, South Africa

This working paper is the second phase in an exploratory sequential mixed methods design study which seeks to explore how testimonial fear appeal ads in the form of film and animation, and type of threat would influence behavioural intention with regard to marijuana consumption among young adults.

Author(s): Nana Afua Kumiwaa Asante, Stellenbosch Business School, South Africa, Prof. Marlize Terblanche-Smit, Stellenbosch Business School, South Africa

Track: Reducing the impact of addiction

SUBMISSION NO.86 - En español

"MUJERES EN EL CAMPO": PROPUESTA CO-CREATIVA DE APROPIACIÓN SOCIAL DE CONOCIMIENTO EN SANEAMIENTO BÁSICO PARA LA ZONA RURAL DE MATANZA – SANTANDER

Presenter(s): Stefany García León, UPB, Colombia

La ponencia muestra el proceso de investigación de la UPB- Bucaramanga y mujeres campesinas del municipio de Matanza, Santander (Colombia), en relación con las problemáticas ambientales de la zona. La experiencia logró diálogo directo, claridad de conceptos, recordación y recopilación de saberes. "Mujeres en campo" fue un producto de co-creación.

Author(s): STEFANY GARCÍA LEÓN, Facultad Comunicación Social y Periodismo, UPB, Bucaramanga, Mg. GIOVANNI BOHÓRQUEZ PEREIRA & Ph. D. ALEXANDRA CERÓN VIVAS, Docente Asociado UPB, Bucaramanga

Track: Climate change, environment protection, sustainability

SUBMISSION NO.87

Businesses that care: A case study for community prevention of youth alcohol use in Zacatecas, Mexico

Presenter(s): Eric Brown, University of Miami, USA

Author(s): Eric Brown, Pablo Montero-Zamora, Carolina Guidi-Gentil, Francisco Cardozo and Victoria Pinilla Escobar

Track: Reducing the impact of addiction

SUBMISSION NO.89

Effectiveness of social marketing interventions: A scoping umbrella review

Presenter(s): Marcos Bardus, University of Birmingham, UK

The presentation will include the results of a scoping umbrella review on the effectiveness of social marketing interventions. Specifically, a classification of systematic reviews according to their level of relatedness to social marketing concepts and focus on social marketing-based interventions will be presented. Gaps in the available evidence and coverage of thematic areas will also be discussed along with the next steps for research evaluating the effectiveness of social marketing across domains and research areas.

Author(s): Marco Bardus, L. Suzanne Suggs, W. Douglas Evans, Sharyn Rundle-Thiele and Krzysztof Kubacki

Track: Advancing theory

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SUBMISSION NO.90

Estrategias inclusivas para compartir resultados de investigación: Encuesta de Emprendimientos en Contextos Vulnerables (EECV) 2022

Presenter(s): Daniel Girón Castellanos Fundación WWB Colombia

En el año 2022, la Fundación WWB Colombia realizó la investigación Caracterización de Emprendimientos en Contextos Vulnerables (EECV) en la ciudad de Cali teniendo en cuenta que en Colombia las mediciones sobre emprendimientos – con enfoque diferencial – son escasas. Compartiremos los resultados y las principales discusiones de una forma innovadora.

Author(s): Daniel Girón, Soraya Husain Talero and Daniel Gamba

Track: Addressing intersecting inequalities and advancing equality

SUBMISSION NO.91 - En español

Co-creación de una intervención para implementar un dispositivo multiparámetro de punto de atención para enfermedades no transmisibles en establecimientos del primer nivel de salud en Perú

Presenter(s):

The presentation will show the experience of conducting a co-creation process of strategies for implementing a point-of-care device for chronic diseases at the primary level of healthcare in Peru. The process included two co-creation sessions with community members, health personnel and regional health decision-makers.

Author(s):

Leonardo Albitres-Flores, Silvana Perez-Leon, Antonio Bernabe-Ortiz, Janeth Tenorio-Mucha, Ricardo Gamboa, María Lazo-Porras, Maria Kathia Cardenas, Universidad Peruana Cayetano Heredia, Peru, Beatrice Vetter & Elvis Safary, FIND, Switzerland, Vicente Cordova, Dirección Regional de Salud de Tumbes, Peru, Reena Gupta & Andrew Moran, Resolve to Save Lives, USA, David Beran, Geneva University Hospitals & University of Geneva, Switzerland

Track: Using citizen focused design thinking

SUBMISSION NO.92

The global scale-up of evidence-based public health interventions for the prevention of harmful alcohol use: the digital imperative

Presenter(s): Tom Achoki, AB InBev Foundation, USA, Catalina Garcia, AB InBev, USA, Angela Rizzo, AB InBev Foundation, USA

This session covers the role social marketing interventions play in the progress towards the GSDG agenda of tackling harmful alcohol use globally. It will specifically focus on the expansion of screening and brief intervention in Mexico, Brazil, South Africa and Zambia. The session also expands on the role digital innovation plays in supporting further expansion.

Author(s): Elena Cardenas Vargas, AB InBev Foundation, Mexico, Catalina Garcia, AB InBev, USA, Angela Rizzo, Tom Achoki, Sam Stephens & Kelly Saeli, AB InBev Foundation, USA

Track: Promoting global and local health

SUBMISSION NO.93

Addressing Harmful Alcohol Use: Insights from the AB InBev Foundation's Escalamos Screening and Brief Intervention Program in Zacatecas

Presenter(s): Elena Cardenas, AB InBev Foundation, Mexico & Angela Rizzo, AB InBev Foundation, USA

We discuss AB InBev Foundation's initiative called Escalamos, which is a Screening and Brief Intervention (SBI) that aims to reduce harmful alcohol use in Zacatecas, Mexico, and beyond. It is an evidence-based program to identify and address excessive alcohol consumption and comorbid depressive symptoms. It has reached over 150,000 individuals.

Author(s): Elena Cardenas, Tom Achoki, Angela Rizzo, Sam Stephens, Kelly Saeli, Catalina Garcia

Track: Reducing the impact of addiction

SUBMISSION NO.94

Fostering Safer Drinking Practices through Responsible Beverage Service Implementation in Mexico

Presenter(s): Elena Cardenas, AB InBev Foundation, Mexico & Angela Rizzo, AB InBev Foundation, USA

We discuss the "Responsibility Challenge" initiative in Zacatecas, Mexico, which is part of AB InBev's Global Smart Drinking Goals program, which aims to reduce the harmful use of alcohol by implementing Responsible Beverage Service (RBS) programs that

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focus on training alcohol service staff, compliance checks and communication.

Author(s): Elena Cardenas, Tom Achoki, Angela Rizzo, Sam Stephens, Kelly Saeli, Catalina Garcia

Track: Reducing the impact of addiction

SUBMISSION NO.95

A Community-Centered Approach to Rethink HIV Social Marketing in the US

Presenter(s): Danny Azucar, Rescue Agency, USA

In this session, researchers will dive into an innovative HIV social marketing campaign that established a baseline understanding of risk and increased the relevance of this information among audiences affected by HIV/AIDS. You'll learn how to combine data-driven, personally relevant messaging with community mobilization to empower audiences to take action.

Author(s): Danny Azucar, Rescue Agency, USA

Track: Promoting global and local health

SUBMISSION NO.97

Are We Prioritizing Mental Health? How to Craft Communications to Destigmatize Mental Health Challenges

Presenter(s): Anna Trout, Rescue Agency, USA

Mental health campaigns often fail because they're too general and don't address the real barriers to support-seeking our audiences face. In this presentation, experts will share evidence-based research, an effective social marketing framework, and case studies to help you create mental health campaigns that have a lasting impact.

Author(s): Anna Trout, Rescue Agency, USA

Track: Mental health and wellbeing

SUBMISSION NO.98

'Social Capital and Gambling Risk Perception' A social marketing dilemma

Presenter(s): Otila Osborne, Otago University, New Zealand

This qualitative study explores how women aged 50+ years perceive the risks involved in recreational gambling, and the influence that social capital has on these perceptions. The risk perception attitude framework along with social capital paradigms frame the study. Implications are intended to inform social marketing theory and praxis.

Author(s): Otila Osborne, PhD Candidate Otago

University, Pro Vice Chancellor Prof. Maree Thyne Otago University, NZ, Head of Department, Associate Prof. Dr Kirsten Robertson, Otago University, New Zealand, Dr Janet Davey, Head of Post Graduate Programs, Victoria University of Wellington, New Zealand

Track: Promoting global and local health

SUBMISSION NO.100

Youth Vaping Prevention Strategies That Work

Presenter(s): Jeffrey Jordan, Rescue Agency, USA

Teen vaping challenges 30+ years of tobacco prevention progress. In this session, behavior change expert Jeff Jordan will examine research from 15 U.S. states to identify at-risk teens and reveal strategies that motivate them to reconsider their behaviors. Learn from diverse case studies and revolutionize teen vaping prevention campaigns.

Author(s): Jeffrey Jordan, Rescue Agency, USA

Track: Promoting global and local health

SUBMISSION NO.101 – En español

Application of Social Marketing to Prevent Non-Communicable Chronic Disease Risk Factors.

Aplicación del mercadeo social para prevenir los factores de riesgo de las enfermedades crónicas no transmisibles.

Presenter(s): Leo Nederveen, PAHO

Las enfermedades no transmisibles (ENT) son la principal causa de muerte a nivel mundial, pero pueden ser prevenidos reduciendo los principales factores de riesgo conductuales: el uso de tabaco, el uso nocivo de alcohol, la alimentación no saludable y la inactividad física. La OPS tiene un curso virtual de capacitación de mercadeo social para mejorar la capacidad técnica en diseñar, implementar y evaluar campañas efectivas de salud pública.

Author(s): Leo Nederveen, Asesor en Alimentación, Nutrición y Actividad Física en Escuelas con la Organización Panamericana de la Salud.

Track: Promoting global and local health

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SUBMISSION NO.104

Crowdsourcing as a tool for social marketing research – experiences from a nutrition project in Indonesia and Kenya

Presenter(s): Leah Taub, Premise, USA & Alexandra Wilson, Public Sector Marketing & Communications, Premise, USA

Effective social marketing relies on data-driven decision-making. This session highlights how a global nutrition nonprofit utilized crowdsourcing technology for rapid data collection from local citizens in Indonesia and Kenya. The session will highlight how social marketing programs can use crowdsourcing to conduct retail audits, administer surveys, and map vendors.

Author(s): Leah Taub, Eric Lovell, Eda Reed, Premise, USA, Wendy Gonzalez, GAIN, Switzerland, Fred Wangila, GAIN, Kenya

Track: Digital and technological impact on social behaviour

SUBMISSION NO.105

SBI Brazil: Implementing primary health care-based screening and brief advice program for heavy drinking in Brazil

Presenter(s): Bettina Grajcer, Auíri, Brazil

This case study addresses alcohol consumption as a global health risk, focusing on Brazil and the "SAFER Initiative." It discusses challenges in implementing SBI programs, highlights a 6-year project history, including adaptation to COVID-19 with Tele-SBI, and introduces SBI in a digital solution. Emphasizes stakeholder engagement and protocol development.

Author(s): Bettina Grajcer & Angela Rios, Auíri, Brazil, Leandro Piquet Carneiro, University of São Paulo - USP, Brazil, Angela Rizzo & Tom Achoki, ABI Foundation, EUA

Track: Promoting global and local health

ESMC - LJUBLJANA SEPTEMBER 2024



EARLY REGISTRATION AND CALL FOR ABSTRACTS FROM DECEMBER

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EARLY REGISTRATION AND CALL FOR ABSTRACTS FROM NOVEMBER 2-DAY TRAINING ACADEMIES

The Social Marketing Association of North America (SMANA) and the University of South Florida (USF) proudly present the revamped North American Social Marketing Conference. Formerly known as USF's flagship annual social marketing and public health training event, we're thrilled to announce this exciting new chapter in the conference's history.

After more than 25 successful years organized solely by the University of South Florida, SMANA has taken the reins and infused the event with fresh perspectives and innovative ideas. We are delighted to invite you to join us for this groundbreaking conference, which will take place at the breathtaking Clearwater Beach in South Florida.

FIND OUT MORE: wsmconference.com/florida-2024



PLENARY & KEYNOTE SESSIONS / sesiones plenarias y magistrales

Driving Social Change in Colombia

Adelaida Trujillo, Director Fundación Imaginario & Citurna Productions, Colombia

Jair Vega Casanova, Professor of social communication at the Universidad del Norte, Colombia

With powerful images introducing Colombia's 60 years of violent conflict and the example of Romper el Silencio, a strategy to address our country's transition towards peace, truth and non repetition, we will address some key challenges that social marketing raises in the communication for social change field in Latin America. The complexities of peacebuilding and the need for dialogue and historical thinking on controversial issues that polarized our country will be the vehicle to examine the tensions between individual behavior change and its techniques (human centered design, behavioural insights, behavioural economics) and the structural issues that underpin sustainable social change: culture and local contexts analysis, dialogical and participatory processes, social norms , cosmovisions and sovereignty in peoples' decision making on their actions , to name a few. We'd like to bring to the fore this Latin American perspective, dialogical and participative, and how we see a huge contribution from the social marketing field to complex social justice and democracy issues in Latin America.

Using Lived Experiences to Achieve Equitable Behavior Change

Jeff Jordan, President and Founder, Rescue, USA

Interventions to change behavior often focus on a two-dimensional problem, such as a specific health concern or environmental issue. But making progress on those issues requires looking beyond the topic of concern to understand the people and behaviors that contribute to these behaviors. More importantly, you must understand why those behaviors are performed in the first place and what could change them. Diving deep into the lived experiences of our audiences not only improves our understanding of the behavior and opportunities to change it but makes equitable outcomes possible by helping us understand why inequities exist. This keynote will explore how Rescue Agency achieves equitable behavior change through a deep understanding of its audiences' lived experiences and how they influence their behavioral decisions.

Violence has no Expiration Date

Dra. Raquel Schlosser, Founder of the Institute for Transgenerational Studies (IET), Mexico

Raquel, as the rector of the Institute for Transgenerational Studies, will enlighten us with her expertise in understanding how the past influences the present. Her talk, "Violence has no expiration date," delves into translating this knowledge into teaching programs, methodology, and transgenerationality theories. With over two decades of experience in psychology, psychoanalysis, and family therapy, Raquel brings a unique perspective on addressing the challenges of our times.

Thinking Inside the Box: How to embed and Institutionalize Social Marketing Within Various Organizational Structures

Moderator:

Gael O'Sullivan, MBA – Adjunct Professor of Social Marketing, Georgetown University and founding board member, International Social Marketing Association

Panellists:

Nathaly Aya Pastrana, MSc, PhD – Founding President, IMEK Research Center in Marketing and Development, and Honorary President and co-Founder, Latin American Social Marketing Association (LAMSO)

Jeff French, PhD, MBA, MSc, DipHE – President of the International Social Marketing Association, Visiting Professor at Brighton University, and CEO, Strategic Social Marketing

Anton Schneider - Social and Behavior Change (SBC) Advisor, US Agency for International Development (USAID)

Diana Pulido - Senior Health and Nutrition Technical Expert, Save the Children, Colombia

This session will explore ways in which social marketing is viewed and applied in different types of organizations, with the goal of eliciting insights, challenges, and lessons learned that can be applied across government, multilateral, non-profit and commercial entities. Dr. Aya Pastrana will begin by sharing recent research that has been published on this topic. Dr. French will share experiences integrating social marketing in various governments at the federal level. Mr. Schneider will discuss how social marketing fits within the SBC portfolio in USAID's Bureau for Global Health, especially given the ongoing COVID-19 pandemic, and Ms. Pulido will discuss how social marketing principles are applied

PLENARY & KEYNOTE SESSIONS / sesiones plenarias y magistrales

in Save the Children Colombia's portfolio. Much Save the Children Colombia's work addresses emergency needs and relates to the WSMC theme of 'Equity and Equality – Fostering Societal Transformation through Behavioral Influence'. One of the session goals is to identify action items and solutions that different types of organizations can use to institutionalize social marketing concepts and tools.

Towards transdisciplinary behaviour and social change?

Prof. Ross Gordon, Professor, School of Advertising, Marketing and Public Relations, QUT Business School, Australia

In this keynote presentation, Ross will reflect on his experiences from working with the WHO, European Commission, Australian Government and a range of other organisations and stakeholders on transdisciplinary behaviour and social change initiatives. Ross will consider some of the key issues, challenges, and opportunities for transformative change, and the role that social marketing can play. He will end with a challenge to social marketers, and indeed anyone working in behaviour and social change to acknowledge our socio-political context, engage with constructive criticality, and adopt collectivist approaches – providing some practical ideas on how to do this in our everyday practice.

Another Voice Heard: How storytelling transforms our thoughts and behaviors

Session chair: Lynda Bardfield, Adjunct Professor of Social Marketing at Tufts University School of Medicine & Chief Creative Officer, Creative Conscience, USA

Panellists:

Adelaida Trujillo, Director Fundación Imaginario & Citurna Productions, Colombia

Dra. Raquel Schlosser, Founder of the Institute for Transgenerational Studies (IET), Mexico

Maria Amalia Pesantes, MA, MPH, PhD, Medical Anthropologist & Assistant Professor Dickinson College, USA

We listen. We empathize. We learn from people we've never met. Storytelling has the power to shift social norms, reduce stigma, change behavior, and give a voice to the underserved. Join this panel of veteran social marketers, academics, social scientists, and creative professionals from across the Americas who describe the potential of storytelling as a tool for individual and social change.



BREAKOUT PANEL SESSIONS / sesiones de panel

Branding in Social Marketing: Growth in Theory, Research, and Practice

Session chair: Professor Doug Evans, George Washington University, USA

Panellists:

Lynda Bardfield, Creative Conscience & Tufts University School of Medicine, USA

Anton Schneider - Social and Behavior Change (SBC) Advisor, US Agency for International Development (USAID)

Catalina Garcia, AB InBev, USA

This panel session promises to be a fascinating exploration of the symbiotic relationship between branding and social marketing. By bringing together a diverse range of experts, including a seasoned practitioner, academic luminary, and representatives from prominent organizations working in Latin America, attendees will gain a comprehensive understanding of branding's transformative power to create positive behaviour change.

Key Takeaways:

1. Gain a comprehensive understanding of branding theory and its application in social marketing.
2. Explore real-world examples of successful branding strategies from both Latin American organizations and international perspectives.
3. Discover how branding can amplify the impact of social marketing initiatives and foster connections with target audiences.
4. Learn from Lynda Bardfield's first-hand experiences on the effective implementation of branding strategies.
5. Engage in insightful discussions and Q&A sessions with esteemed panellists.

Be part of this enriching session that promises to inspire, challenge, and ignite new ideas, empowering you to make a lasting impact in the world of social marketing through the power of branding.

Breaking down the silos: Interdisciplinary and diversity perspectives for gender equality

Rompiendo silos: perspectivas interdisciplinarias y de diversidad para la igualdad de género

Session chair: Dr. Nathaly Aya Pastrana, Founding President, IMEK Research Center in Marketing & Development, Honorary President, Latin American Social Marketing Association (LAMSO).

Panellists:

Eugenia D'Angelo - Executive Director, MundoSur. Coordinator, Latin American Network Against Gender Violence, Argentina / France

Dr María Amalia Pesantes Villa - Assistant Professor of Anthropology, Department of Anthropology and Archaeology, Dickinson College, United States, Peru / United States

Dr Camilo Pérez - Assistant Professor, Social Communication and Journalism, Universidad del Norte Colombia

Dr Nadia Zainuddin - Senior Lecturer, Faculty of Business and Law, School of Business, University of Wollongong Australia, Singapore / Australia

En este panel interdisciplinario las discusiones girarán en torno a investigaciones y experiencias prácticas en contextos del Sur y del Norte Global para abordar las inequidades y desigualdades de género. Las panelistas y el panelista discutirán cómo integran perspectivas de género, derechos humanos, interculturales e interseccionales en su investigación y trabajo para abordar problemáticas relacionadas a los derechos humanos, la salud y la protección del medio ambiente. Se compartirán desafíos y oportunidades para avanzar en la igualdad de género a nivel comunitario, de sistemas y políticas.

In this interdisciplinary panel, discussion will revolve around research and practical experiences in Global South and Global North settings to address gender inequities and inequalities. Panellist will discuss about how they integrate gender, human rights, intercultural, and intersectional perspectives into their research and work to address issues related to human rights, health, and environmental protection. Challenges and opportunities to advance gender equality at the community, systems, and policy levels will be shared.

BREAKOUT PANEL SESSIONS / sesiones de panel

Citizen participation and intersectoral experiences for better social cohesion and peacebuilding in Colombia

Participación ciudadana y experiencias intersectoriales para una mejor cohesión social y construcción de paz en Colombia

Session chair: Carlos Fernando Valencia Peñuela, Associate Professor, Universidad Pontificia Bolivariana (UPB) Palmira, Colombia, Member, Board of Directors, Latin American Social Marketing Association (LAMSO).

Panellists:

Erika Acevedo, Líder de Alianzas y Transferencias, Fundación Carvajal, Colombia

Sr. Eric Aldemar Díaz García, Líder de la comunidad. Director de la emisora "La Isla" de Buenaventura, Colombia

Jair Vega Casanova, Profesor, Departamento de Comunicación Social, Universidad del Norte, Colombia

Este panel se llevará a cabo en idioma español y reúne diversas voces para compartir sus experiencias y perspectivas en el avance de la cohesión social para la construcción de paz en Colombia. En este

conversatorio los panelistas compartirán ideas sobre su participación en iniciativas implementadas en diversos territorios rurales y urbanos, algunos afectados por el conflicto armado. Los panelistas discutirán sobre cómo, al abordar las raíces de las inequidades y las desigualdades, y trabajar en articulación con las comunidades afectadas, la sociedad civil, el gobierno y el sector privado están fomentando cambios sociales y de comportamiento para una sociedad más cohesiva y pacífica.

This panel will be conducted in Spanish language and brings together diverse voices to share their experiences and perspectives advancing social cohesion for peacebuilding in Colombia. Through an engaging dialogue panellists will share insights about their participation in initiatives implemented in diverse rural and urban territories, some affected by the armed conflict. Panellists will share how by addressing the roots of inequities and inequalities, and working in articulation with affected communities, civil society, the government, and the private sector they are fostering behavior and social changes for a more cohesiva and peaceful society.



POSTERS

POSTER NO.1

Submission #14

'Violence isn't me ... I am greater' violence reduction campaign

A violence reduction campaign, across Greater Manchester, UK focusing on bystander theory. The campaign aimed to increase the number of 'active bystanders', who act when they witness low-level negative behaviours, to stop violence before it starts and contribute to long-lasting attitudinal and behaviour change.

Authors: Holly Dixon, Gary Wootten, Nick Godbehere, Hitch Marketing, UK

Track: Crime, safety, security and social cohesion

POSTER NO.2

Submission #15

Gender-Based Violence Reduction Campaign - #IsThisOk?

Greater Manchester's Gender-Based Violence Strategy was launched in 2021, with public engagement a priority. #IsThisOk? is a multi-platform campaign across TV, out-of-home, social and digital via an innovative storytelling strategy designed by rigorous research of the target audience.

Authors: Holly Dixon, Gary Wootten, Nick Godbehere, Hitch Marketing, UK

Track: Crime, safety, security and social cohesion

POSTER NO.3

Submission #16

'Wear Real' counterfeit football shirt prevention, World Cup 2022

This UK-wide campaign aimed to raise awareness of counterfeit football shirts in the lead up to the FIFA World Cup 2022 in QATAR, and their links back to organised crime groups. It educated and discouraged consumers from buying these products, both knowingly and unknowingly, with insight-driven creative messaging.

Authors: Holly Dixon, Gary Wootten, Nick Godbehere, Hitch Marketing, UK

Track: Crime, safety, security and social cohesion



POSTER NO.4

Submission #17

Consumer Attitudes towards Reusable/Refillable product packaging

Campaigning to stop plastic pollution at the source, this project was designed to scale uptake of refill and reuse behaviours. In-depth research to further understand the consumer drove recommendations to facilitate behaviour change. This was applied to campaigning work and shared with businesses to increase uptake of reuse and refill.

Authors: Holly Dixon, Gary Wootten, Nick Godbehere, Hitch Marketing, UK

Track: Climate change, environment protection, sustainability

POSTER NO.5

Submission #18

Equipping public health communication officers in Africa to increase efficiency and potency of field-related marketing products through the use of a free, user-friendly graphic design platform (Canva)

Equipping communications officers with graphic design skills through utilizing user-friendly, free or low-cost platforms such as Canva allows the tacit and implicit project knowledge the CO has to inform marketing and design products that consequently benefit project outcomes quickly and effectively.

Authors: Gena Thomas, The CORE Group Partners Project, United States of America, Abubakar Salah, The CORE Group Partners Project, Kenya

Track: Digital and technological impact on social behaviour

POSTER NO.6

Submission No. 42

Social media-based behavioural design intervention to battle social isolation among female Filipino students from public schools

The sandbox project shifted the application of behavioral interventions to peers of socially isolated students instead of the students themselves. Results showed that through the collective use of the prototypes, peers were able to increase reaching out attempts to friends. Scaling similar behavioral approaches can help with digital mental health.

Authors: Katrien Belen, AHA! Behavioral Design, Philippines

Nicoline Rosalina Lizarondo, AHA! Behavioral Design, Philippines

Arianne Joy Olaybar, AHA! Behavioral Design, Philippines

Carl Laurence Deala, AHA! Behavioral Design, Philippines

Angela Marie Garcia, AHA! Behavioral Design, Philippines

Christopher Joshua Villaester, AHA! Behavioral Design, Philippines

Track: Mental health and wellbeing

POSTER NO.7

Submission #36

Nurture Early for Optimal Nutrition (NEON): Findings from East London's Randomised Controlled Trial (RCT) using Women led Participatory-Learning Approaches (PLA) to optimise nutrition among 0-2 year olds.

The Nurture Early for Optimal Nutrition (NEON) programme targets South Asian families using Participatory Learning and Action to optimise infant feeding, care, and dental hygiene practices. It evaluates the feasibility of conducting a full-scale randomised controlled trial comparing PLA to usual care among SA infants (<2 years) in East London.

Authors: Subarna Chakraborty, UCL, UK, Dr Logan Manikam, UCL, UK, Priyanka Patil, UCL, UK

Track: Promoting global and local health

POSTERS

POSTER NO.8

Submission #43

Using WhatsApp to Meet a Critical Communication Gap for More Effective Community-based, Priority Zoonotic Diseases Surveillance in Kenya

This poster aims to show the use of the WhatsApp platform by community mobilizers (CMs), and community disease reporters (CDRs) for real-time surveillance of priority zoonotic diseases in border counties of Kenya.

Authors: Abubakar Farah, Somane Mohamed & Josephine Ihahi, CORE Group Partners Project, Kenya/Somalia, Gena Thomas & Kathy Stamidis, CORE Group Partners Project, USA

Track: Promoting global and local health

POSTER NO.9

Submission #44

Providing a digital alert and community feedback tool by utilizing an open-source data collection platform)(Kobo collect) alongside social mobilization efforts to advance a Rift Valley fever outbreak response in Mandera County, Kenya.

The aim is to show how digital community feedback mechanisms and social mobilization can positively impact health.

Authors: Asha Osman, CORE Group Partners Project, Kenya

Track: Promoting global and local health

POSTER NO.10

Submission #48

'Nudge to Vote': A Gentle Push for Voter Registration in the Philippines

The poster presents an innovative approach to encouraging voter registration among Filipino youth in preparation for the 2022 National Elections. The study's findings indicate significant improvements in voter registration rates and offer recommendations for enhancing campaign efficacy, emphasizing early release, increased reach, and the importance of packaging interventions.

Authors: John Leinard Ramos, Tisha Sevilla, Maria Shairra Alyssa Bello, Christopher Joshua Villaester, AHA! Behavioral Design@, Philippines

Track: Using citizen focused design thinking

POSTER NO.11

Submission #54

Stop COVID-19 In Our Community: A Vaccine Awareness Campaign

OGG launched a digital health campaign, Stop COVID-19 In Our Community, to promote vaccination in preparation for the winter holidays, and provide scientifically sound information on infectious disease prevention despite misinformation and political divisiveness. SCOC targeted adults ages 21-45 in seven American cities and had 40.78 million impressions.

Authors: Sukyi Naing, MPH, Mandela Howard-Mparuri, MA, MPH, Dr. Jacqueline Howard-Matthews, Outreach Global Group, USA

Track: Promoting global and local health

POSTER NO.12

Submission #76

Restoring Reproductive Health Choices in Afghanistan among women and urban poor

Twin shocks of COVID-19 and political and economic catastrophe in Afghanistan hampered supply of vital health products, threatening the health and lives of women and children. The poster demonstrates how USAID's Local Health System Sustainability (LHSS) project restored supply and strengthened resilience and sustainability of the leading social marketing organization.

Authors: Soumitra Ghosh, Abt Associates Inc, Afghanistan, Tess Shiras & Dr Hedayatullah Saleh, Abt Associates Inc, USA, Dr Ebrahim Heidar, Afghan Social Marketing Organization (ASMO), Afghanistan

Track: Promoting global and local health



POSTER NO.13

Submission #103

Children serve as a gateway for the transmission of cultural and societal norms.

Socially designed programs spotlight cultural transformation efforts in the region, aiming to empower girls. Central to this mission is parental involvement, primarily mothers, in their children's education. Innovative strategies, like monthly meetings and the Mother-A-Teacher Program, have produced desired outcome, signaling progress towards a more equitable society.

Authors: Sohail Afridi, Fata Children Academy, Pakistan

Track: Education, Peacebuilding and transparency

POSTER NO.14

Submission #84

Aspectos claves en una investigación cualitativa durante contextos de emergencia: Perú en segunda y tercera ola COVID-19 y en epidemia de viruela símica.

Aspectos claves y oportunos considerados en tres estudios cualitativos en contexto de emergencia, que apoyaron en respuesta sanitaria y la propuesta de mercadeo social para construir confianza y credibilidad: dos estudios sobre COVID19 para conocer necesidades y expectativas respecto a una nueva vacuna y otra Mpox conocer percepciones población vulnerable.

Authors: Doris Olinda Alfaro Vives & Maria Mercedes Zevallos Castañeda, CONACCION, Peru

Track: Promoting global and local health