



## GREECE

20-22 October 2021

The MET Hotel, Thessaloniki, Greece

### 45 MINUTE INTERACTIVE SESSIONS

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**Submission Number - 9**

**Title** - Workshop: Translating sustainable, healthy diets into target behaviors. Priorities and challenges to design behavior change strategies in an emerging domain.

**Summary** - Food systems and dietary choices impact planetary health. This workshop aims to define target behaviors and social marketing priorities within the emerging domain of Sustainable Diets. We hope researchers and practitioners interested in integrating perspectives of healthy nutrition promotion and pro-environmental food choices will join this workshop to co-create understanding about relevant behaviors. The expected outcome will be a position paper co-authored by participants.

**Presenters** - Lucía Aguirre Sánchez, Switzerland, USI Lugano/Swiss School of Public Health | Prof. L. Suzanne Suggs, Switzerland, USI Lugano/Swiss School of Public Health

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**Submission Number - 28**

**Title** - Leveraging co-creation to engage in sustainable behavioural changes: a French Touch of Social Marketing

**Summary** - It is aimed at engaging the audience in a fruitful dialogue on co-creation methods developed in a French context in order to generate commitment to sustainable behavioural changes.

**Presenters** - Patricia Gurviez, France, UMR SAYFOOD, Université Paris-Saclay, INRAE, AgroParisTech | Sandrine Raffin, FRANCE, LINKUPFACTORY

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### **20 MINUTE PRESENTATIONS**

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**Submission Number - 10**

**Title -** Who gives to food banks? Factors affecting donations to food banks by individuals

**Summary -** Although the profiles of beneficiaries of food banks have been researched extensively, little is known about the characteristics of people who choose to give to food banks. The research applied Norm Activation Theory to examine the motivations and other factors that encourage individuals (as opposed to businesses) to donate items to food banks.

**Presenters -** Roger Bennett, United Kingdom, Kingston University London

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**Submission Number - 5**

**Title -** Depression - Why it matters and what social marketers can do

**Summary -** Depression is a common mental disorder and a leading cause of disability worldwide. The presentation will provide participants with information on disorder, risk/ protective factors, risk groups, and the specific challenges of the field. The session is suitable for researchers as well as health professionals who are interested in working in the prevention of depression.

**Presenters -** Dr. Felix S. Hussenöeder, Germany, Leipzig University

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**Submission Number - 23**

**Title -** A social marketing approach to promote safe sex and delay sexual debut among Vietnamese adolescents.

**Summary -** This paper conducted Study 1 using semi-structured in-depth interviews with 41 Vietnamese adolescents and qualitative content analysis of 10,000 comments from 6 YouTube clips relating to sexual health. Findings from Study 1 and persuasion techniques were used to develop 15 communication message proposals and 5 social marketing campaign ideas in Study 2 to delay sexual debut and promote safe sex among Vietnamese adolescents.

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**Presenters -** Huyen Anh Nghiem, United Kingdom, University of the West of England

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**Submission Number - 1**

**Title -** Why campaigns focused on preventing trafficking for sexual exploitation need a makeover

**Summary -** In recent years, trafficking in human beings has solidified as a priority in the political agenda of several countries. Within the vast universe of trafficking in human beings, however, trafficking for sexual exploitation remains very low on the political agenda and it is mostly NGOs who concern themselves with this sort of trafficking, particularly women's NGOs which consider trafficking for sexual exploitation as violence against women and girls due to the high number of female victims (European Commission, 2018). However, the thousands of NGOs devoted to combating trafficking for sexual exploitation (and some local and national governments) usually rely on outdated and sensationalist stereotypes of what trafficking victim is (Smith, M., & Mac, J., 2018), relying on a sexualized imagery that almost exclusively focuses on the victim and allows the perpetrators (the traffickers) and the consumers total anonymity and invisibility (Scelles Foundation, 2004). The problem with this approach is the lack of a theory of change, because looking at half-naked women in chains does nothing to prevent either a) victims from being lured by traffickers and/or assist victims to self-identify as such, since the reality they experience is very different from those images; b) does not disrupt trafficking as a business model, since the perpetrators are more presented as a fatality to be avoided than criminal enterprises to be dealt with ; c) completely ignores the role of the consumer, the sex buyer, which is particularly alarming considering that trafficking for sexual exploitation is probably the sole form of trafficking in which victim and consumer have a direct connection (unlike labour trafficking, in which the product of that labour usually travels half across the world before reaching the consumer).



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The option to solely portray the female victims of trafficking for sexual exploitation is itself a manifestation of the gendered hierarchies in our society (Coy, Wakeling and Garner, 2011), and, willingly or unwillingly, it follows the whore/Madonna dichotomy, presenting the victims as innocent quasi-virgins desperate for rescue (Cornwall, 2016). In recent years, however, several NGOs have started to explore other options that place buyers and traffickers at the core of their campaigns (Charlton, 2018). Here, the theory of change follows a coherent logic, which requires changes in how the message is written, the images presented and the target audience defined. It is a much more disruptive form of campaigning that effectively argues for social change. However, due to a lack of data, it is almost impossible to show empirically which campaign is more effective, highlighting how far down anti-trafficking campaigns are on the agenda.

**Presenters** - Margarida Teixeira, Portugal, Student of the Master's of Communication for Development at Malmo University

**Submission Number** - 35

**Title** - Social networks monitoring as scientific evidence for risk perception and communication in Portugal during the COVID-19 outbreak

**Summary** - Background: COVID-19 outbreak affected millions of people around the world, raising numerous health literacy challenges. Depending on perceived demands and individual and social resources to cope with these, people may perceive the situation as a threat or a challenge. Such perception is relevant to communication activities, allowing a focus on empowering people to cope with perceived risks, reducing the level of threat appraisal. The goal of this research is to briefly describe threat appraisals as indicators of risk perception of COVID-19 in Portugal, through social media monitoring.

Methods: Citizens messages on social networks (Facebook® and Instagram®) of the Portuguese General-Directorate of Health and seven media sources (including

national TV networks and online newspapers) were content analysed between 3rd of February and 10th April. A sample of comments to official social media posts related to COVID-19 were analysed in 4-days periods, through a theory driven coding based on the DeCodeR framework. Aggregate threat level ratio was considered a proxy indicator of risk perception and it was calculated by the ratio of number of comments categorized as perceived demands divided by the number of comments categorized as perceived resources.

Results: Data was collected across 17 periods of 4 days. A total of 39295 comments were coded and analysed between 3rd of February and 10th April. The aggregate threat level ratio increased during the first 7 days of analysis, reaching a maximum of 6.80 between the 7th and 10th of February (58% increase). Until 5th of March this value decreased 73% (with an intermediate spike between 23rd and 26th of February) to a minimum of 1.81. Until last collected data (10th April) the aggregate threat level ratio increased, consolidating values between 6 and 7 forming a plateau shape mirroring the epidemiological analysis of new contaminations number in this period, since 22th March (268% increase between 2nd-5th March period and 7th-10th April period).

Discussion: Increases in threat level ratio could be associated with perceived demands of danger, effort and uncertainty. Mostly these were related with expressions of lack of airport control on arrivals from China and other countries, expressions of prejudice towards Asians, expressions of lack of confidence in health services, expressions of uncertainty regarding school closure and other proposed measures, expressions of fear and worry about potential quarantine infractors, expressions of lack of confidence in reported data, expressions of confusion regarding technical language, expressions of uncertainty regarding pandemic duration, and expressions of associated stress. Balancing these were perceived resources, mostly related with expressions of confidence in health authorities and support to health professionals.



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Conclusions: Effective communication is a core component of outbreak response, and risk awareness analysis is an essential step in audience segmentation and message customization. By understanding people's risk perception towards a public health emergency, such as the COVID-19 pandemic, it is possible to define customized communication strategies and social mobilization products. A targeted approach can empower people to cope with stressful threats and deal with them as a challenge, rather than a threat.

**Presenters** - Duarte Vital Brito Portugal, Public Health Unit - ACES Lisboa Central

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#### Submission Number - 7

**Title** - The Marketing of Breast Milk Substitutes: An Analysis of Promotional Content on Social Media

**Summary** - The purpose of this research is to analyse how UK-based breast milk substitute brands utilise social media platforms in brand communications. To do this, a purpose-built web scraping tool was developed to automatically scrape data (posts, images, videos) from each brand's social media platforms over a three-year time period (2017-2020).

**Presenters** - Clidna Soraghan, Scotland, Edinburgh Napier University

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#### Submission Number - 2

**Title** - Brands that Elevate the Very Forces of Life: An Applied Neuroscientific Methodology

**Summary** - This research establishes the links of many disciplines, for the first time, to capture the motives of human behavior at their deepest levels of deployment all the way from their biological necessity and survival value; to the neurosystems they engage in our brain; the cognitive operations and psychological states they activate; the major sociocultural reinforcers humans develop in order to satisfy them; and to

the rich hierarchy of inherent concepts they infuse into our everyday life and provides the most integrated approach for shaping brand strategy that engages people at the most profound human level. The methodology is already leveraged by such companies as Coca-Cola and Unilever.

**Presenters** - Dr. Constantinos Pantidos , United Kingdom, BRAND AVIATORS

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#### Submission Number - 43

**Title** - Eat, Drink, Shop Healthy Challenge - Leveraging Technology for Sustainable Health Promotion

**Summary** - To slow the rise of obesity, the Health Promotion Board of Singapore (HPB) sought to make healthier food and drinks more appealing through the Eat Drink Shop Healthy Challenge, an incentive system providing immediate and long-term value to influence consumer purchase decisions. This innovative system leverages technology, consumption data, commercial partnerships, incentives and communications for a sustainable health promotion effort.

**Presenters** - Brenda Maderazo, Singapore, Health Promotion Board

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#### Submission Number - 25

**Title** - Food Wellbeing and Time: Social Marketing Implications

**Summary** - Time is an essential part of life. Being time poor is often highlighted as an explanation for food consumption and lack of exercise habits. Hence, the experience of time can change the consumption process, including food consumption. This study seeks to answer the question "How does time affect Food Wellbeing?". By answering this question, we aim to provide theoretical and practical recommendations for social marketing programmes."

**Presenters** - Meltem Hut, UK, Newcastle University, Brunel University



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**Submission Number - 38**

**Title -** Social Change By Design : Design Thinking as a Participatory Research Journey in Social Marketing

**Summary -** Over the last decade, there has been a real enthusiasm for design thinking. Both for profit and non-profit organizations are increasingly building on this approach to innovation. The notions of human-centered design and design thinking for social innovation emphasize the possibilities of design thinking to contribute to build greater and healthier societies. Yet, there is a very limited use of design thinking in social marketing research. Despite the extensive attention paid to engaging stakeholders in social marketing, we consider design thinking is not a buzz word but hold great promises in considering it as a participatory research journey. In this session, we will look at design thinking as a set of tools and methods that enables researchers to challenge the power balance between the different stakeholders and create new dynamics for promoting individual and collective well-being.

**Presenters -** Camille Anin, France, Université Grenoble Alpes, Grenoble INP-IAE | Agnès Helme-Guizon, France, Université Grenoble Alpes, CERAG & Grenoble INP- IAE

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**Submission Number - 13**

**Title -** Picturing a Pandemic: How HIV/AIDS Social Marketing Imagery Has Influenced Public Perceptions

**Summary -** The HIV/AIDS pandemic offers an example of how social marketing has been used for local, national and global interventions, framing and re-framing the disease as it progressed from a taboo topic to a subject of everyday conversation in all aspects of society. Explicit words and images relating to HIV/AIDS, once forbidden, now routinely appear in all forms of public communication. Nevertheless, almost four decades into the pandemic, HIV/AIDS is still a wicked global problem, with millions of deaths, millions more living with the disease and more than 1.7 million new infections each year (UNAIDS, 2019). This presentation will summarize

the progression of social marketing visual approaches as science regarding the disease evolved, as stigma decreased and salience increased, and as society became more open to graphic depictions of formerly taboo topics. Audience members will be asked to discuss how current HIV/AIDS concerns might be addressed through innovative social marketing approaches.

**Presenters -** Dr. Ruth Massingill, USA, Sam Houston State University | Ms. Cameron Boedeker, USA, Sam Houston State University

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**Submission Number - 31**

**Title -** Critical Consciousness and Social Marketing

**Summary -** Social Marketing (SM) is a multi-disciplinary and trans-theoretical field. To influence behaviour for social good, SM establishes links with all kinds of fields and approaches that can improve that purpose. This paper seeks to identify Critical Consciousness (CC), theoretically and practically, and establishes a relation with SM, considering that it could be proficuous for both fields. It is concluded that several relations exist, some concepts are similar, and there is space for a much stronger interconnection between both approaches.

**Presenters -** Carlos Oliveira Santos, Portugal, Institute for Public and Social Policy, IPPS-IUL | Luísa Godinho, Portugal, Observare, Autonomous University of Lisbon

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**Submission Number - 34**

**Title -** Objective and perceived accessibility to healthy food: What about the urban European context?

**Summary -** Past researches and public policy programs aiming to improve low-income population's diet have focused on the identification of food deserts, and then of objective and perceived accessibility to healthy food, to direct public action on specific areas. Unfortunately, these actions were only marginally successful. We conducted a review that focused on objective and perceived accessibility to better understand this failure. The first objective of this paper is to identify gaps in the



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literature in measures used either for objective or perceived accessibility to healthy food, focusing on the lack of interest in the target's own experience. The second objective is to question the adjustment of these constructs that come mainly from the USA in the context of European cities. In conclusion, we suggest an agenda of research in social marketing in order to better encapsulate the complexity of objective and perceived accessibility and their link to healthy food behavior.

**Presenters** - RODHAIN Angélique, FRANCE, University of Montpellier | GARCIA-GRANATA Karine, University of Montpellier

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**Submission Number** - 39

**Title** - Evaluating the State of Cyberbullying Research and the Effectiveness of Anti-Cyberbullying Campaigns

**Summary** - Cyberbullying is recognized by many – including the Centers for Disease Control, National Academies of Sciences, Engineering and Medicine, and The White House – to be a serious public health problem. Cyberbullying often occurs when an individual, or group of individuals, target a person online to initiate bullying. Its effects range from depression, anxiety, isolation, physical health issues, and lower academic scores, all of which can persist from childhood into adulthood. In addition, cyberbullying has been linked to a great number of suicide cases in young people. The MITRE research team undertook exploratory research and analysis of the cyberbullying issue.

**Presenters** - Dawn Stapleton, USA, MITRE

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**Submission Number** - 44

**Title** - Let's BEAT Diabetes: Ascertaining future risk to prevent the onset of diabetes

**Summary** - Over 90% of diabetes is related to preventable lifestyle factors. To reduce the prevalence of diabetes in Singapore, the Health Promotion Board introduced an upstream programme targeted at 18 - 39 year olds to inform them of pre-diabetes

and provided them with a digital diagnostic tool to ascertain their future risk of developing diabetes so that they can take active steps to prevent development of the condition.

**Presenters** - Chan Yu Zhen, Singapore, Health Promotion Board | Jassie Ling Singapore, Health Promotion Board

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**Submission Number** - 27

**Title** - Toward a Socio-Cultural Approach in Food Waste Related Social Marketing

**Summary** - The presentation constructs a path between social marketing and food waste research and focuses on the insights gained through socio-cultural research approaches in both fields, paying especial attention to socio-cultural meanings, discourses and practices.

**Presenters** - Ulla-Majja Sutinen, Finland, Tampere University

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**Submission Number** - 33

**Title** - Motivations and barriers of an Innovative diffusion strategy of the energy transition in the Swiss market.

**Summary** - In order to reach the environmental goals of 2050 swiss national strategy, this case study focuses on a community based methodological approach, which deals with decision making, personal motivations and barriers of the community in order to engage with the energy transition. The aim of this Intervention is to test a service design methodology called "GROUP-IT " by using social marketing approaches. This process was unexpectedly popular, as around 2,290 owners in French-speaking Switzerland registered on a platform set up for this purpose (Genoud 2019). In this study a survey of 364 observations of the standard process is collected and presented, allowing us to understand the needs of households. The methodology used is taken from the Living Lab Integrative Process (Mastelic, 2019), Open Innovation, Co-design and social marketing. During this case study after analyzing the composition of the sample, the next step focuses mainly





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on the motivations and barriers of households registered in GROUP-IT. The households that participated in the project of GROUP-IT by registering on the platform were different from the structure of the household statistics in Switzerland. The results of our research will be presented as well as the future goals.

**Presenters** - Alexandra Saranti, Switzerland, HES-SO Valais-Wallis | Joelle Mastelic, Switzerland

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**Submission Number** - 17

**Title** - Towards a theory-based model to induce behavioural change in terms of physical activity and sedentarity: an application to adults living in a low socioeconomic position.

**Summary** - In this research, we propose a conceptual model for understanding and changing people's health behaviours (physical activity practices and sedentary behaviours). This model combines a socio-ecological approach and self-determination theory. It offers the possibility to analyse people's health behaviours encompassing both environmental and individual considerations.

**Presenters** - Debru Romain, France, University of Grenoble Alpes

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**Submission Number** - 15

**Title** - The pleasure of sharing: Investigating whether the social context's induced pleasure can make healthy food more appealing

**Summary** - The authors investigated how healthy food can be made more appealing by looking at the pleasure derived from the social context (eating alone, eating together or food sharing) in which food is eaten, assuming that pleasure affects the food's appeal. As unhealthy food is often considered a source of pleasure in itself, whereas healthy food is not, the social context's effect on pleasure was expected to be stronger for healthy food than for unhealthy food. Based on food sharing's (evolutionary) association with close relationships and friendship, it was

expected that images portraying healthy food sharing induce more pleasure than images portraying eating healthy together, and that images portraying eating healthy together induce more pleasure than images portraying eating healthy alone. Two between-subject experiments with a 2 (healthfulness: healthy, unhealthy) x 3 (context: eating alone, eating together or food sharing) design were conducted, across different age groups and food types. Results indicate that pleasure indeed affects food's appeal, and that images in which healthy food is shared induce more pleasure than images in which healthy food is eaten alone. Pleasurable images, such as images in which healthy food is shared, are therefore promising in promoting healthy eating.

**Presenters** - Katrien Maldoy, Belgium, University of Antwerp, Ch

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**Submission Number** - 22

**Title** - Delivering impactful, cost-effective family planning messaging at scale: the results of the first cluster randomised controlled trial to put a family planning radio campaign to the test.

**Summary** - We study the impact of an intensive 2.5 years mass media campaign promoting modern contraception in Burkina Faso. We use a clustered randomised design in which 16 local radio stations reaching a total of 5.1 million people were randomly allocated to broadcast the campaign (eight stations) or to be in the control group (eight stations). Using survey data on 7,500 women, we show that the campaign lead to a 5.9 percentage point (20%,  $p=0.046$ ) increase in the modern contraceptive prevalence rate (mCPR). Using an additional individual-level experiment in which 1,500 women were randomly selected to receive a radio, we show that increasing radio exposure in areas reached by the campaign also increased contraception uptake by 5.8 percentage points (17.5%,  $p=0.025$ ). The campaign worked primarily by providing information on potential side effects of modern methods, by improving attitudes toward family planning and by convincing women already in favour of modern contraception to use it more



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consistently. We find evidence that the impact on contraception translated into a reduction in fertility and an increase in self-reported well-being. The impact on fertility preferences was limited. Survey results are supported by administrative clinic data that shows positive impacts on the number of family planning consultations and the number of contraceptives distributed in treatment areas. Overall, these results demonstrate that an intensive, saturation mass media campaign can significantly impact uptake of modern contraception. This impact is likely to be highly cost-effective in countries like Burkina Faso where we estimate that a nationwide media campaign would lead to 225,000 additional women using modern contraception annually at a cost of US\$ 7.7 per women.

**Presenters** - Tessa Swigart, United Kingdom, Development Media International

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**Submission Number** - 36

**Title** - Studying resource exchange through interactions between smart city actors: alliancing and collaboration

**Summary** - The detrimental effects of rapid urbanization have led to the urgent need to reconstruct the way in which cities operate and utilize resources. Smart cities have emerged as a possible solution towards more efficient urban environments. In order to identify these resources, 70 qualitative interviews with senior staff from representative organisations from the university, government and industry have been performed. These were used to map the dyadic and triadic interactions that occur between organisations within the smart city service ecosystem. Findings suggest that human capital appears to be the most valuable resource and is typically considered as rare in the public sector. Connections enabled through intra-actor collaboration create future opportunities and access to future markets. Consortiums/alliances between public actors, universities and some industrial players are almost essential to secure funding from public resources.

**Presenters** - Angeliki Maria Toli, UK, University College London

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**Submission Number** - 16

**Title** - SAVE, a proposal for a new model of comprehensive evaluation in social marketing

**Summary** - Evaluating a social marketing intervention is necessary because it allows to capitalize on both successes and failures. This evaluation has to question and demonstrate the efficiency of the intervention in achieving its goals, which in return can be used to find new interested parties and funding for future interventions. The SAVE model (Systems, Actors, Value, Empowerment) is proposed to build a dynamic and comprehensive evaluation plan throughout an intervention for behavioural changes.

**Presenters** - Pr Patricia Gurvey, France | UMR SAYFOOD Université Paris-Saclay, INRAE, AgroParisTech | Sandrine Raffin, France, LinkUpFactory

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**Submission Number** - 40

**Title** - Putting theory into practice to improve social marketing interventions: Examination against Andreasen's (2002) benchmarking criteria.

**Summary** - The objective is to identify how well social marketing effectiveness criteria (Andreasen, 2002) are taken into account in programmes aimed at promoting healthy behaviours and analyzed and published by researchers. The authors conducted a systematic review on three scientific databases. The final corpus, comprising 18 articles, was manually coded according to the six criteria. The results highlight disparities in the implementation of these criteria; three of them - audience research, and more importantly exchange and competition - have been particularly overlooked. Our findings complement the work by Carins and Rundle-Thiele (2014) and stress the need for a better consideration of audience research, exchange and competition criteria in the design of social marketing interventions.

**Presenters** - Margaret Josion-Portail, France, UPEC | Marie-Laure Mourre, France, UPEC

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**Submission Number - 11**

**Title** - The Effect of Behavioural Science Tools on Vaccination Uptake in Ukraine: A Randomised Controlled Trial

**Summary** - This paper presents the findings of a randomised controlled experiment (N = 738) investigating whether messaging adjusted according to behavioural science principles in terms of social norms, loss-framing, simplification, and messenger effects reduce mothers' hesitancy towards the vaccination of their children.

**Presenters** - Anastasiya Nurzhynska, Ukraine, UNICEF

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**Submission Number - 26**

**Title** - Modelling the Experience of Surprise: A Conceptual Framework

**Summary** - Through the development of a new conceptual framework, this paper aims to model the consumer experience of surprise by considering the effects on information processing and the implications this has for social marketing and behaviour change.

**Presenters** - Rachael Millard, United Kingdom, Newcastle University London

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**Submission Number - 14**

**Title** - Starting upstream: scoping the requirements of a social marketing campaign

**Summary** - A partnership of health organisations in London, UK, wanted to increase cancer screening rates. But with limited budget, multiple cancer types, diverse audiences and significant health inequalities they needed to start upstream and use the methodical process detailed in this paper to refine the scope of the campaign.

**Presenters** - Ian Fannon, UK, Claremont | Ana Granger, UK, Claremont

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