

**THE 7<sup>TH</sup> WORLD SOCIAL MARKETING CONFERENCE  
BRIGHTON 5-8 SEPTEMBER 2022**

**“TACKLING GRAND CHALLENGES:  
TOGETHER FOR IMPACT”**

**PROGRAMME AT A GLANCE**

- **PRE-CONFERENCE DAY– Monday 5<sup>th</sup> September**
  - **MORNING SESSION** - 9.30– 12.30 pm
  - **LUNCH** – 12.00– 1.00 pm
  - **AFTERNOON SESSION** – 1.00– 5.00 pm
  - **WELCOME RECEPTION** – 5.30– 7.30 pm
  
- **DAY 1 - Tuesday 6<sup>th</sup> September**
  - **REGISTRATION & COFFEE** – 8.00– 9.00 am
  - **WELCOME AND OPENING KEYNOTES** – 9.00– 10.00 am
  - **COFFEE & NETWORKING, POSTER VIEWING** – 10.00- 10.45 am
  - **MORNING BREAKOUT SESSIONS** – 10.45– 12.45pm
  - **LUNCH** – 12.30– 1.30 pm
  - **AFTERNOON PLENARY SESSION** – 1.30– 2.30 pm
  - **AFTERNOON BREAKOUT SESSIONS** – 2.45– 4.45 pm
  - **COFFEE & NETWORKING** – 3.30- 4.30 pm
  - **CLOSING PLENARY SESSION** – 5.00– 5.30 pm
  - **CONFERENCE SOCIAL\*\*** – from 7.00 pm
  
- **DAY 2 – Wednesday 7<sup>th</sup> September**
  - **REGISTRATION & COFFEE** – 8.30– 9.00 am
  - **WELCOME AND OPENING KEYNOTES** – 9.00– 10.00 am
  - **COFFEE & NETWORKING** – 10.00- 10.30 am
  - **MORNING BREAKOUT SESSIONS** – 10.15– 11.30 am
  - **MORNING PLENARY SESSION** – 11.30– 12.30 am
  - **LUNCH** – 12.30– 1.30 pm
  - **AFTERNOON PLENARY SESSION** – 1.30– 2.30 pm
  - **COFFEE & NETWORKING** – 2.30- 3.30 pm
  - **AFTERNOON BREAKOUT SESSIONS** – 2.45– 4.15 pm
  - **CLOSING PLENARY SESSION** – 4.30– 5.15 pm

**\*\* Conference social attendance for those who have pre-bought tickets**

**PROGRAMME**

**Day 1 – Tuesday 6 September**

**Morning Plenary – 9.00 am – 10.00 am**

**Opening Plenary**

**WELCOME to the 7<sup>th</sup> World Social Marketing Conference & Keynotes**

**Session Chair:** Jeff French, iSMA President

**Welcome from Brighton**

Sarah Cork, University of Brighton

**The New Encyclopaedia of Social Marketing**

Chahid Fourali, London Metropolitan University

**Keynote speakers:**

**Jeffrey Jordan, Rescue**

**"Introducing the Intentional Equity Framework: How to Design Equitable Social Marketing Campaigns"**

Nearly every public health communications campaign includes health equity as an objective. But marketing channels are fundamentally inequitable, and campaigns that are not *intentionally equitable* end up being *unintentionally inequitable*. Health communicators must approach marketing channels with an understanding of their inherent biases and implement strategies to overcome those biases to design and implement truly equitable health communications campaigns.

**Coffee Break – 10.00 am – 10.45 am**

**POSTER VIEWING - REGENCY**

**Day 1 – Morning Breakout Sessions – 10.45 am – 12.45 pm**

**REGENCY**

**10.45 am – 11.05 am**

**Submission No. 28**

**Title:** Harnessing behaviour change theory to promote breastfeeding through a social marketing campaign

**Presenters:** Charlotte Hayes, Hitch Marketing, UK; Nick Godbehere, Hitch Marketing, UK

**Authors:** Katherine Parsons, Aberystwyth University and Hitch Marketing, UK; Myrto Myriantopoulos, Hitch Marketing, UK; Charlotte Hayes, Hitch Marketing, UK; Nick Godbehere, Hitch Marketing, UK

The session will be a presentation of the research and evaluation of an insights driven breastfeeding awareness campaign in Nottingham.

**Track:** Promoting global and local health

**11.10 am – 11.30 am**

**Submission No. 18**

**Title:** Using Social Marketing to Promote COVID-19 Vaccination Uptake: Lessons from the “AUBe Vaccinated” Campaign

**Presenter:** Dr Marco Bardus, Institute of Applied Health Research, University of Birmingham, UK; Department of Health Promotion and Community Health, Faculty of Health Sciences, American University of Beirut, Lebanon

**Authors:** Dr Marco Bardus, Institute of Applied Health Research, University of Birmingham, UK; Department of Health Promotion and Community Health, Faculty of Health Sciences, American University of Beirut, Lebanon; Dr Carine Sakr, Department of Family Medicine, Faculty of Medicine, American University of Beirut

In this session, we present the development and evaluation of the “AUBe Vaccinated” campaign, aimed to facilitate access to COVID-19 vaccines and create vaccine demand among students, staff, faculty members and the extended community of the American University of Beirut, Lebanon. The presentation will focus on the initial stages of the campaign between June and September 2021.

**Track:** COVID-19

**11.35 am – 12.35 pm – SPECIAL SESSION**

**Title:** Social Marketing & SBC: Coming Together for Good

**Chair:** Lynda Bardfield, Chief Creative Officer, Creative Conscience; Adjunct Professor, Tufts University School of Medicine, USA

**Panellists:**

1. Marcia Griffiths, President, Manoff Group (pre-recorded)

2. Gael O'Sullivan, Director, Social and Behavior Change, International Development Practice, Kantar Public/Professor Georgetown University
3. Dr. Mahmooda Khaliq Pasha, Associate Professor of Social Marketing, University of South Florida
4. Brittany Thurston, Executive Design Manager, ThinkPlace London
5. Dr. W. Doug Evans, Professor George Washington University

**Aim:** Reflecting our conference theme 'TACKLING GRAND CHALLENGES: TOGETHER FOR IMPACT' this session aims to bring together Social Marketing and SBC professionals at the World Social Marketing Conference by inviting speakers with a foot in one or both worlds. We will look at how marketing (branding/positioning) has driven a divide between us, explore our commonalities, and discuss how to better collaborate and become partners globally.

## **EDINBURGH**

### **10.45 am – 11.30pm – SPECIAL SESSION**

**Title:** "The 2022 iSMA Social Marketing Standards Setting Process: Final steps"

**Facilitators:** Sharyn Rundle-Thiele & Anna Kitunen

**Aim:** The aim of this interactive workshop will be to look at how we have unpacked Social Marketing. Over the past 6 months we have been working on iSMA standards. To do this we have unpacked key functions, knowledge and skills in our profession. In this session we will take a look at:

- What does a Social Marketer do?
- What are the elements of effective Social Marketing practice?
- What are the types of training Social Marketers might need?

The Social Marketing Standards will provide a framework which makes clear the knowledge, practice, and skills required to be a Social Marketer."

### **11.35 am – 12.20 pm**

#### **Submission No. 50 - WORKSHOP**

**Title:** Encouraging men to be active bystanders, to prevent public place harassment of women

**Presenters:** Saoirse Codling, Senior Consultant, Hitch Marketing, UK; Nick Godbehere, Director of Behavioural Insights, Hitch Marketing, UK; James Jones, Research Executive, Hitch Marketing, UK

**Authors:** Nick Godbehere, Director of Behavioural Insights, Hitch Marketing, UK; Saoirse Codling, Senior Consultant, Hitch Marketing, UK; James Jones, Research Executive, Hitch Marketing, UK; Lewis Phillips-Calvert, Senior Strategy & Planning Consultant, Hitch Marketing, UK

Hitch marketing will facilitate an interactive workshop focusing on how bystander theory can be harnessed to change behaviour, particularly in relation to violence prevention, including violence against women and girls (VAWG).

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

**CHARTWELL**

**10.45 am – 11.45 am – SPECIAL SESSION**

**Title:** Ethics Panel and consultation on the launch of the iSMA Ethics Code of Social Marketing Practice

**Facilitators:** Krzysztof Kubacki; Jeff French

**Aim:** This session will review and explore the development of the iSMA and affiliated associations code of ethical practice for social marketing. The session will introduce participants to the six core ethical principles of the code and the process of development so far. The session will also act as the launch of a three-month consultation process on the draft code. Participant sat the event will have an opportunity to explore the principles set out in the code with the panel and suggest developments and refinements.

**11.50 am – 12.10 pm**

**Submission No. 29**

**Title:** How do you change behaviour in a pandemic?

**Presenters:** Joss Major, M&C Saatchi World Services, UK; Anthony Ekun SO&U, Nigeria

**Authors:** Joss Major, M&C Saatchi World Services, UK; Jessica Feltham, M&C Saatchi World Services, UK

Combining communications best-practice with deep cultural insight to help stop the spread of Covid-19 across West and Central Africa

**Track:** COVID-19

**12.15 pm – 12.45 pm**

**Submission No. 98**

**Title:** Evaluating the implementation of a complex preventive health intervention

**Presenters:** Joy Parkinson, CSIRO, Australia

**Authors:** Nicole McDonald, Griffith University, Australia; Stephanie Moriarty, UIH, Australia

This session describes the service-level implementation factors of a large complex preventive health intervention aiming to reduce chronic disease risk in a population. Over 14, 000 people have completed the program, delivered by over 200 program facilitators. Two frameworks guide the program evaluation implementation, RE-AIM and the Consolidated Framework for Implementation Research (CFIR). Mixed-method data collection is utilised over a four-year period across a variety of program areas and levels.

**Track:** Promoting global and local health

**GLOUCESTER**

**10.45 am – 11.05 am**

**Submission No. 39**

**Title:** Scotland's Doing Net Zero

**Presenter:** Claire Wood, Scottish Government, UK

**Authors:** Claire Wood, Scottish Government, UK; Caroline Simpson, Scottish Government, UK

In April 2019, Scotland's First Minister made a legislative commitment that Scotland would reach 'net zero' emissions by 2045 in response to the climate emergency. Despite the urgency, few people were taking sufficient action to tackle it. In response, the Scottish Government Communications team created a marketing campaign and a website to inform, educate and inspire climate-related behaviour change.

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

**11.10 am – 11.30 am**

**Submission No. 20**

**Title:** Using cognitive neuroscience in social marketing for the analysis of the effectiveness of pro-environmental messages

**Presenter:** Dr. Carla Rodriguez-Sanchez, University of Alicante, Spain

**Authors:** Dr. Carla Rodriguez-Sanchez, University of Alicante, Spain; Dr. Luis Casado-Aranda, University of Granada, Spain; Dr. Franco Sancho-Esper, University of Alicante, Spain; Prof. Juan Sánchez-Fernández, University of Granada, Spain; Prof. Ricardo Sellers-Rubio, University of Alicante, Spain

This study aims to analyse the effectiveness of communication messages that encourage pro-environmental behaviour. Specifically, a neuroimaging technique, functional Magnetic Resonance Imaging (fMRI), is used to evaluate the neural basis of hedonic, normative and gain environmental messages. Furthermore, it assesses the extent to which those brain regions predict environmental behaviour improvement after a month receiving messages encouraging sustainable behaviour.

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

**11.35 am – 11.55 am**

**Submission No. 12**

**Title:** It is not enough to "turn off the light". Revisiting the determinants of households' investments in efficient technologies in South Africa

**Presenter/ Author:** Paul Blaise Issock Issock, University of the Witwatersrand

This empirical study investigates some key determinants of energy-efficiency investment, a solution to curb the increasing electricity consumption in South Africa. Following a quantitative method, structural equation

modelling was used to analyse the data collected from South African households. The findings provide relevant insight to guide energy-efficient investments in households.

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

**12.00 pm – 12.30 pm**

**Submission No. 41**

**Title:** Water Conservation From a Moral Perspective: Implications For Social Marketing

**Presenter/ Author:** Lina Khattab, University of York, UK

This research aims to explore the relevance of morality notion in water conservation context. A well-established theory from the ethical decision making literature is utilised, with a special focus on it's core construct - "moral intensity". Initial insights from interviews as well as implications for social marketing will be discussed.

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

## **SURREY 1**

**10.45 am – 11.05 am**

**Submission No. 76**

**Title:** Cost-effectively improving family planning outcomes: results of the first cluster randomised controlled trial to test the impact of radio on modern contraceptive uptake

**Presenter:** Abbie Clare, Development Media International, UK

**Authors:** Dr Rachel Glennerster, University of Chicago, USA; Dr Joanna Murray, Development Media International, UK; Dr Victor Pouliquen, University of Oxford, UK,

We present results from an intensive 2.5 year radio campaign promoting modern contraception in Burkina Faso through drama, humour and edutainment. Surveying 7,500 women, we show that the campaign led to a 5.9 percentage point (20%,  $p=0.046$ ) increase in the modern contraceptive prevalence rate. We also find evidence that increased contraception reduced fertility and increased self-reported female well-being.

**Track:** Promoting global and local health

**11.10 am – 11.30 am**

**Submission No. 77**

**Title:** Social marketing approach to influence sexual behaviour of Vietnamese adolescents

**Presenter:** Dr Anh Huyen Nghiem, Buckinghamshire New University, UK

**Authors:** Dr Anh Huyen Nghiem, Buckinghamshire New University, UK; Professor Alan Tapp, University of the West of England, UK; Dr Jane Meyrick, University of the West of England, UK; Dr Jo White, University of the West of England, UK

Semi-structure in-depth interview with 42 Vietnamese adolescents and qualitative online content analysis of over 12,000 comments on 6 YouTube clips, this research presents the Ecological model and 15 social marketing campaigns to promote safe sex and delay sexual debut among Vietnamese adolescents. Social and cultural norms, persuasion techniques and social media were utilised in this social marketing research.

**Track:** Promoting global and local health

**11.35 am – 11.55 am**

**Submission No. 78**

**Title:** Time, positive relationship with food and Food Wellbeing

**Presenter:** Meltem Hut, Newcastle University, UK

**Authors:** Meltem Hut, Newcastle University, UK; Prof. Danae Manika, Brunel University London, UK; Dr. Josephine Go Jefferies, Newcastle University, UK; Prof. Savvas Papagiannidis, Newcastle University, UK

Time is an essential part of life and "being time poor" is often highlighted as an explanation for poor food consumption. This study seeks to answer the question "How does time affect one's relationship with food?". By answering this question, we aim to discuss theoretical contributions of our findings and practical recommendations for social marketing programmes.

**Track:** Promoting global and local health

**12.00 pm – 12.20pm**

**Submission No. 66**

**Title:** Reducing Your Risk of Dementia: A Brain Health Campaign for Mid-Life Adults

**Presenters:** Ian Fannon, Claremont, UK; Mikaela Green, Claremont UK; Tim Parry, Alzheimer's Research UK, UK

**Authors:** Ian Fannon, Claremont, UK; Mikaela Green, Claremont UK; Tim Parry, Alzheimer's Research UK, UK; Iain Fossey, Alzheimer's Research UK, UK

40% of worldwide dementias can be prevented or delayed, as they are caused by modifiable lifestyle factors. We're working to educate mid-life Brits and encourage them to protect their brains (in the same way that they protect their hearts and lungs).

**Track:** Promoting global and local health



**SURREY 2**

**10.45 am – 11.05 am**

**Submission No. 82**

**Title:** How We Used Gamification to Successfully Promote COVID Prevention Practices in Myanmar (2020)

**Presenter/ Author:** Iris Jumbe, Strategic Communication Consultant, Zimbabwe

In Summer 2020, the second wave of COVID-19 began. Initially, hard lockdowns had helped slow the virus spread. But as restrictions were loosened, so, too, did adherence to prevention protocols. To address rising infection rates, we designed a behavior change communications strategy, using gamification tactics, to promote COVID-safe practices among the staff of a major humanitarian organization operating in Myanmar.

**Track:** Promoting global and local health

**11.10 am – 11.30 am**

**Submission No. 14**

**Title:** Pandemic Action Network: a coalition-based approach to drive mask-wearing behavior during the COVID-19 pandemic

**Presenter:** Darcy Sawatzki, Evoke Kyne, USA

**Authors:** Darcy Sawatzki, Evoke Kyne, USA; Sara Aghajanian, Evoke Kyne, USA; Michele Kleinmann, Evoke Kyne, USA

In early 2020, Pandemic Action Network launched to drive collective action to help slow the spread of COVID-19 and ensure the world is better prepared for the next pandemic. Driving behavior change was a foundational part of the Network, and kickstarting masking as a prevention strategy is part of its legacy. This session will explore the evolution of mask messaging (including World Mask Week) and highlights lessons for the future.

**Track:** Interdisciplinary and cross sector action

**11.35 am – 11.55 am**

**Submission No. 51 – VIDEO PRESENTATION**

**Title:** Developing a social media intervention to counter COVID-19 misinformation in Lebanon

**Presenter:** Tamar Kabakian-Khasholian, American University of Beirut, Faculty of Health Sciences, Department of Health Promotion and Community Health, Lebanon

**Authors:** Marco Bardus, University of Birmingham, United Kingdom; Jihad Makhoul, American University of Beirut, Lebanon; Lubna Al Majthoub, American University of Beirut, Lebanon; Maya Abou Khouzam, American University of Beirut, Lebanon,

This study explores how health, e-health and media literacies are interrelated to develop COVID-19 counter-misinformation media campaign. 388 participated to a web-based survey from Lebanon, primarily females, married, employed, with university education. Despite high levels of eHealth literacy, COVID-19 literacy, and

media literacy, 30% reported difficulties in appraising COVID-19-related information online. Our campaign should focus on building media literacy skills.

**Track:** COVID-19

**12.00 pm – 12.20pm**

**Submission No. 34**

**Title:** How do you change behaviour in a pandemic?

**Presenters:** Andy Wright, M&C Saatchi World Services, UK; Chris Boyton, M&C Saatchi World Services, UK

**Authors:** Sarah Covill, M&C Saatchi World Services, UK; Chris Boyton, M&C Saatchi World Services, UK

How we used values-based framing to shape broadcast communications and community outreach activities that encouraged Pakistanis to adopt COVID-19 prevention behaviours during Ramadan and Eid.

**Track:** COVID-19

## **INNOVATION SUITE**

**10.45 am – 11.05 am**

**Submission No. 85**

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

**Presenter:** Dr Rachael Millard, University of Westminster, UK

**Authors:** Dr Rachael Millard, University of Westminster, UK; Professor Danae Manika, Brunel University London, UK; Professor Stephan Henneberg, Queen Mary University of London, UK; Professor Paolo Antonetti, NEOMA Business School, France

This presentation covers the development of a new conceptual framework to model the consumer experience of surprise. The effects of surprise on information processing and the implications this has for social marketing and behaviour change are considered.

**Track:** New theories and methods being used in social marketing

**11.10 am – 11.30 am**

**Submission No. 73**

**Title:** Going Round in Circles: Exchange Paradox in Social Marketing

**Presenter:** Dr. Tina Flaherty, University of Galway, Ireland.

**Authors:** Professor Christine Domegan, University of Galway, Ireland; Dr. Tina Flaherty, University of Galway, Ireland.

Despite exchange being foundational to social marketing - exchange is central to the iSMA consensus definition and eight benchmark criteria - exchange myopia hampers social marketing's capacity to deliver wide-scale behaviour change required by climate change and the UN SDGs). Causal loops, a systems tool for behavioural and exchanges dynamics, offers a valuable way forward for systemic change.

**Track:** New theories and methods being used in social marketing

**11.35 am – 11.55 am**

**Submission No. 96**

**Title:** Real-Time Campaign Feedback: Using Digital Experiences to Learn More About Young Adult Drug Usage and Education Needs

**Presenter/ Author:** Penny Norman, Rescue | The Behavior Change Agency, Canada

Young adults in Illinois, USA, face an invisible threat as recreational drugs are being laced with fentanyl. We went further than just creating communications and interactive digital experiences. We used their actions on our site to learn about our audience, their drug usage and how our campaign performed in real-time. This led to the creation of a digital experience providing tailored information and allowed us to collect anonymous real-time insights.

**Track:** Promoting global and local health

**12.00 pm – 12.30pm**

**Submission No. 1**

**Title:** A New Encyclopaedia of Social Marketing

**Presenter/ Author:** Chahid Fourali, London Metropolitan University, UK

Note: The Encyclopaedia is, by definition, the work of many people, too many to list here. Among the most significant contributors are the Lead Editors, Section Editors, Publisher representatives as well as all the authors that contributed papers so far.

This presentation is about introducing the new Encyclopaedia of social marketing to the conference participants and seeking to involve them in this work.

**Track:** Advancing theory

**Lunch Break – 12.30 pm – 1.30 pm**

**Afternoon Plenary – 1.30 pm – 2.30 pm**

**Afternoon Plenary**

**Session Chair:** Sarah Cork, University of Brighton, United Kingdom

**50 Years of Social Marketing | Seeding solutions for the future**

Sharyn Rundle-Thiele & Julia Carins, Griffith University, Australia

**KEYNOTES IN CONVERSATION**

Sustainable Tourism | Changing Mindsets

This inspiring conversation between Marina, Judy and Sarah will place tourism, travel and environmental concerns in a behaviour change context. Like many sectors sustainable tourism is now adopting many whole systems approaches, embracing behaviour change and social change programmes to make real sustainable change at scale in many of the worlds developing nations.

Judy Kepher-Gona, Founder & Principal Consultant, Sustainable Travel & Tourism Agenda - STTA, Kenya

Marina Novelli, Professor of Tourism and International Development, University of Brighton

**Changeover time 2.30 pm - 2.45 pm**

**Coffee & Networking 3.30 pm – 4.30pm**

**Day 1 – Afternoon Breakout Sessions – 2.45 pm – 4.30 pm**

**REGENCY**

**2.45 pm – 3.45 pm – PANEL SESSION**

**Title:** Social Marketing in Dialogue: What Other Disciplines Can Social Marketing Learn from and How?

**Chair:** Darcy Sawatzki, EVP, Head of Public Health, Evoke Kyne

**Panel:** Iman Shervington, filmmaker, and Director of Media & Communications, Institute of Women and Ethnic Minorities; Prof Sayantan Ghosal, Adam Smith Chair in Political Economy, University of Glasgow; Prof Thomas Anker, philosopher and Chair in Social Marketing, University of Dundee School of Business

**Overview:** This session explores how social marketers can learn from other disciplines to achieve greater social impact.

The chair challenges each of the panellists – a filmmaker, a philosopher and a political economist who are all working with pro-social behaviour change – to reflect on how they would tackle a contemporary issue in social marketing.

To create a dynamic debate, the chair will present each panellist with a challenge they have not prepared for, and the audience will participate actively in the conversation, sharing their experience with working across disciplines and professionalisms to create social change.

**3.50 pm – 4.10 pm**

**Submission No. 88**

**Title:** Social Marketing, in the business of behaviour change, is changing its own behaviour.

**Presenter:** Professor Christine Domegan, University of Galway, Ireland

**Authors:** Professor Christine Domegan, University of Galway, Ireland; Dr. Dmitry Brychkov, University of Galway, Ireland; Dr. Tina Flaherty University of Galway, Ireland; Fiona Donovan, HSE Ireland.

With the planetary emergency deepening our understanding of the interconnections between all living things and our provisioning systems, this case study hypothesises that Social Marketing, in the business of behaviour change, is changing its behaviour towards systemic, complex, adaptive, multi-level and non-linear emergent transformation with socio-economic impacts disproportionate to the investment and effort as reflected in the emerging iSMA standards.

**Track:** New theories and methods being used in social marketing

**4.15 pm – 4.35 pm**

**Submission No. 38**

**Title:** Not giving in (to the pandemic)

**Presenter:** Katherine McIsaac, Scottish Government, Scotland

**Authors:** Claire Wood, Scottish Government, Scotland; Katherine McIsaac, Scottish Government, Scotland

By Spring 2021, the general public in Scotland had been living amidst necessary Government imposed behavioural restrictions to limit the spread of coronavirus for one year. Come along to hear how we used research to inform marketing activity to encourage greater compliance and support resilience among the general public at a difficult time, and what impact this had.

**Track:** COVID-19

## **EDINBURGH**

**2.45 pm – 3.30 pm**

**Submission No. 24 - WORKSHOP**

**Title:** “Operationalising the social marketing benchmark criteria”: Developing tools for accurately defining, reporting, and evaluating social marketing programmes and evidence syntheses

**Presenter:** Dr. Marco Bardus, Institute of Applied Health Research, University of Birmingham, United Kingdom; Dr. Julia Carins, Social Marketing @ Griffith, Griffith Business School, Griffith University, Australia

**Authors:** Dr. Marco Bardus, Institute of Applied Health Research, University of Birmingham, United Kingdom; Dr. Julia Carins, Social Marketing @ Griffith, Griffith Business School, Griffith University, Australia; Prof. W. Douglas Evans, Milken Institute School of Public Health, George Washington University, USA

This workshop is aimed to develop a comprehensive framework to report social marketing interventions and evaluate them through evidence syntheses (systematic reviews, meta-analyses). We will evaluate existing criteria into tools and a framework that will support the advancement of reporting of programs (by authors) and identification of criteria within programmes (by those doing evidence synthesis).

**Track:** Advancing theory

**3.35 pm – 4.20 pm**

**Submission No. 94**

**Title:** Psychographic Segmentation in Social Marketing for Youth and Adults

**Presenter/ Author:** Jeff Jordan, MA, Rescue Agency, USA

Government-funded social marketing campaigns inconsistently use psychographic segmentation in their strategies. This session will review 2 psychographic segmentation models from the USA, one for teenagers that focuses on their social identities, and one for adults that focuses on their core motivations. We will present how each model was developed and how they have been applied to multiple campaigns across health topics including tobacco prevention, tobacco cessation, substance use, and nutrition.

**Track:** New theories and methods being used in social marketing

**4.25 pm – 4.45 pm**

**Submission No. 100**

**Title:** Does 'Pay for Performance' Increase Social Marketing Sales of Sexual and Reproductive Health Products?

**Presenters/ Authors:** Woubedle Alemayehu, Kantar Public International Development Practice, UK; Gael O'Sullivan, Kantar Public International Development Practice, USA

The Children's Investment Fund Foundation (CIFF) invested \$20 million to scale up the commercial distribution of user-controlled sexual and reproductive health products via private sector distributors using a Pay for Performance financing model. This presentation will share program evaluation data across six marketing variables and will include recommendations to CIFF, DKT and the broader social marketing community.

**Track:** Promoting global and local health

## **CHARTWELL**

**2.45 pm – 3.05 pm**

**Submission No. 65**

**Title:** Ready to Go - A socio-cognitive approach to increasing breakfast frequency within institutional feeding populations

**Presenter:** Dr Jessica Harris, Griffith University, Australia

**Authors:** Dr Jessica Harris, Griffith University, Australia; Ass/Prof Julia Carins Griffith University, Australia; Professor Sharyn Rundle-Thiele Griffith University, Australia; Dr Sebastian Isbanner Griffith University, Australia

The presentation will discuss a four-year research project and three published papers on increasing breakfast frequency within institutional feeding populations.

**Track:** Advancing theory

**3.10 pm – 3.30 pm**

**Submission No. 7**

**Title:** Consumer understanding of green symbols on beverage packaging and its influences on green behaviour

**Presenter:** Prof. Debbie Ellis, University of KwaZulu-Natal, South Africa

**Authors:** Sinegugu Dumakude, University of KwaZulu-Natal, South Africa; Prof. Debbie Ellis, University of KwaZulu-Natal, South Africa

It is all very well for marketers to implement green marketing initiatives such as the placement of green symbols on packaging; however, for sustainability to be achieved, consumers need to behave in a green manner. This research evaluated consumer understanding of green symbols on beverage packaging and determined the impact on green behaviour. Recommendations for green marketers are provided.

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

**3.35 pm – 3.55 pm**

**Submission No. 92**

**Title:** Designing and implementing campaigns in support of vaccination efforts to prevent and reduce the spread of COVID-19

**Presenters/ Authors:** Ms. Estrella Merlos, UNITAR, Switzerland; Ms. Catalina Garcia, AB InBev, USA  
United Nations Institute for Training and Research (UNITAR) and AB InBev created a toolkit for social norms marketing campaigns to reduce vaccination hesitancy. The session's focus is to provide practical tools on how the experience of using social marketing in brands to reduce the harmful use of alcohol allowed to design a toolkit to reduce vaccination hesitancy.

**Track:** COVID-19

**4.00 pm – 4.20pm**

**Submission No. 31 – VIDEO PRESENTATION**

**Title:** Five impactful ways tell stories ethically even when you lack strong visuals

**Presenter/ Author:** Tara Todras-Whitehill, TaraTW Visual Storytelling Agency, USA

+Identify alternative angles to stories that deal with sensitive topics.  
+Employ ethical visual techniques when professional video and photos aren't available. We will show examples of local storytellers, gamification, illustration, data visualization and animation.

+Transform storytelling to include the latest techniques and tools

**Track:** Promoting equality and reducing inequality

### **GLOUCESTER**

**2.45 pm – 3.05 pm**

#### **Submission No. 102**

**Title:** Engineering and Social Marketing: Convergence research to reduce lead exposure in a Supplemental Self-Supply Water Source Accessed by Handpumps in Madagascar

**Presenter:** Adaline M Buerck, PhD, University of South Florida; Dr. Mahmooda Khaliq Pasha, PhD, MHS, CPH, University of South Florida

**Authors:** Adaline M Buerck, PhD, University of South Florida; Dr. Mahmooda Khaliq Pasha, PhD, MHS, CPH, University of South Florida; Silvia Sommariva, PhD, University of South Florida; Rinah Rakotondrazaka, Ranontsika NGO, Madagascar; Lova Rakotoarisoa, Ranontsika ONG, Madagascar; Luke Barrett, Ranontsika ONG, Madagascar; James R Mihelcic, PhD, BCEEM, University of South Florida

This presentation will demonstrate how decision modification informed by social marketing can reduce exposure to chemical pollution, such as lead in water, thereby improving community health outcomes.

**Track:** Promoting global and local health

**3.10 pm – 3.30 pm**

#### **Submission No. 37**

**Title:** Building a Market for Nutrition in Afghanistan Through Supply and Demand

**Presenter:** Nedra Kline Weinreich, Weinreich Communications, Israel

**Authors:** Nedra Kline Weinreich, Weinreich Communications, Israel; Mustafa Basij Rasikh, Center for Health and Wellbeing, Princeton School of Public Affairs and International Affairs, USA

This case study describes a successful social marketing program in Afghanistan that simultaneously built up the domestic soy industry and supply chain, and created consumer demand for high-protein soy products to combat malnutrition. This included technical assistance to the soy industry and retailers, a consumer media campaign, and community outreach via influencers, government agencies, and events.

**Track:** Interdisciplinary and cross sector action

**3.35 pm – 3.55 pm**

#### **Submission No. 27**

**Title:** Designing a theoretically informed obesity campaign using a whole systems approach.

**Presenters:** Lewis Phillips-Calvert, Hitch marketing, UK; Nick Godbehere, Hitch marketing, UK

**Authors:** Katherine Parsons, Aberystwyth University and Hitch marketing, UK; Saoirse Codling, Hitch marketing, UK; Lewis Phillips-Calvert, Hitch marketing, UK



The session will be a presentation of the research and development of an obesity prevention/reduction campaign using a whole systems approach in Medway, UK.

**Track:** Promoting global and local health

**4.00 pm – 4.20 pm**

**Submission No. 53**

**Title:** Structural and Non-Structural determinants influencing the Sanitation Behavior in Rural India

**Presenter/ Author:** Deepa Gupta, Doctoral Fellow, Institute of Rural Management Anand, Gujarat, India

Sanitation combines private behaviours with most public impacts. The study attempts to find whether social norms and networks impair the utilization of toilets after making a purchase or construction. It also tries to reflect that the role of governance, community participation, social groups, and social behavior change communication plays a substantially significant role in influencing sanitation behavior in rural India.

**Track:** Interdisciplinary and cross sector action

#### **SURREY 1**

**2.45 pm – 3.05 pm**

**Submission No. 2**

**Title:** How can a food app help to improve vulnerable households' healthy food consumption?

**Presenters/ Authors:** Patricia Gurviez, UMR Sayfood Université Paris-Saclay, INRAE, AgroParisTech; Ophélie Mugel, Ferrandi Paris, IRG EA2354

Our pilot study aims to identify the roles of the use of a French food app, Yuka, by 21 deprived families in improving their food practices and literacy. Based on qualitative data, our findings suggest that using a food app may enhance food literacy of modest and vulnerable consumers.

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

**3.10 pm – 3.30 pm**

**Submission No. 21**

**Title:** Using A/B Testing to Optimize Public Health Campaigns on Digital Media

**Presenters:** Pallavi Puri, Vital Strategies, USA; Luyanda Majija, Vital Strategies, South Africa

**Authors:** Pallavi Puri, Vital Strategies, USA; Felicia Mangwani, Vital Strategies, South Africa; Dane Svenson, Vital Strategies, USA; Luyanda Majija, Vital Strategies, South Africa; Nalin Singh Negi, Vital Strategies, India; Meena Maharjan, Vital Strategies, India

A/B testing, also known as split testing, is a useful tool to refine and improve social marketing materials on digital media platforms. This session aims to share

an easy-to-use guideline document—a concoction of existing literature and global public health experience—for advocates to optimize digital media campaigns and bring about desired political and/or behavioral change.

**Track:** Advancing theory

**3.35 pm – 3.55 pm**

**Submission No. 80**

**Title:** Be The One: Effective Communication Messaging for People in Black and Hispanic/Latinx Communities

**Presenter:** Nana Asase, Vital Strategies, U.S.

**Authors:** Sandra Mullin, Vital Strategies, U.S.; Shuo Wang, Vital Strategies, U.S.; Irina Morozova, Vital Strategies, U.S.; Julia Berenson, Vital Strategies, U.S.; Nana Asase, Vital Strategies, U.S.; Denene Jonielle Rodney, Zebra Strategies, U.S.; Sharon Arthur, Zebra Strategies, U.S.; Dr. Nandita Murukutla, Vital Strategies, U.S.

Effective contact tracing depends on people understanding why it's effective, how it's achieved, and how it will help them and their communities. Our research illuminates concerns and experiences of Black and Hispanic/Latinx people in the U.S. during COVID-19 and illustrates how to engender their buy-in. The findings and creative approach can be used to support other public health communication efforts.

**Track:** Equity

**4.00 pm – 4.20pm**

**Submission No. 8**

**Title:** Posting as an Advocate: The Proliferation of Social Media Use Amongst Gen Z's Social Behavioural Change

**Presenter:** Derek Ong Lai Teik, Hertfordshire Business School, UK

**Authors:** Kathryn Ann Villacrusis Concepcion, Sunway University Business School, Malaysia; Derek Ong Lai Teik, Hertfordshire Business School, UK

Proliferation of social media use expressed by Gen Z to spur social change is due to its propensity for representation which has opened doors to opportunities for activism and solidarity. Understanding their societal trajectory and the impediments hindering real social change ultimately societal transformation has moved to the forefront, and companies have been urged to act with changed marketplace expectations.

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

**4.25 pm – 4.45 pm**

**Submission No. 104**

**Title:** Leveraging SwipeRx to Improve Pharmacy Access to Quality Assured Rapid Antigen Tests for COVID-19 in Viet Nam

**Presenter:** Josselyn Neukom, Vice President Public Health SwipeRx, Vietnam

**Authors:** Jaca Lailo, Research Coordinator SwipeRx; Thy Anh Nguyen, Pharmacy Channel Manager, SwipeRx; Lucky Fatoni, Designer, SwipeRx; Josselyn Neukom, Vice President Public Health SwipeRx; Karishma Mutreja, FIND

SwipeRx and FIND partnered in 2021 to leverage the SwipeRx app to deliver digital campaigns and accredited professional education to promote pharmacy stocking of WHO Emergency Use Listed (WHO-EUL) Ag-RDT in Viet Nam. In less than three months, digital engagement yielded a substantial increase in the proportion of pharmacies stocking 1 or more quality assured Ag-RDT from 39% to 64%.

**Track:** Promoting global and local health

## **SURREY 2**

**2.45 pm – 3.05 pm**

**Submission No. 90**

**Title:** Evaluating the impact of a large preventive health initiative: Applying the Collective Impact framework

**Presenter:** Joy Parkinson, CSIRO, Australia

**Authors:** Dr Thomas Hannan, Griffith University, Australia; Professor Lauren Ball, Griffith University, Australia; Nicole McDonald, Griffith University, Australia; Stephanie Moriarty, IUHI, Australia

This study applied the Collective Impact framework to evaluate the alliance (six not-for-profit organisations) responsible for delivering a large-scale health promotion initiative. Findings support the use of the Collective Impact framework as a scaffold to assist collaborative alliances in working effectively and efficiently when implementing large-scale initiatives aiming to create positive social impact. The Collective Impact framework offers a strategic approach for collaboration to achieve positive social impact.

**Track:** Promoting global and local health

**3.10 pm – 3.30 pm**

**Submission No. 10**

**Title:** SKY Girls; an empowerment campaign to deliver tobacco prevention in Ghana

**Presenters/ Authors:** Alice Railton, Good Business, UK; Sarah Howden, Good Business, UK; Elle Brooks, The Dialogue Group, Botswana

SKY Girls is a pan-African behaviour change programme for adolescent girls focused on tobacco prevention, funded by the Bill & Melinda Gates Foundation. This session will focus on the campaign in Ghana. An evaluation by the Tulane School of Public Health showed SKY had significant impact to build confidence and resilience amongst adolescent girls, subsequently preventing tobacco use.

**Track:** Reducing the impact of addiction

**3.35 pm – 3.55 pm**

**Submission No. 52**

**Title:** Analysing the content of social media posts related to tobacco and alcohol products viewed by adolescents: from the literature review process to the test of a content analysis tool.

**Presenter/ Author:** Boris Chapoton, Univ. Lyon, Université Jean Monnet Saint Etienne, Coactis, France

This session aims to present the development of a content analysis methodology dedicated to Social Network Sites (SNS). A specific focus has been made on SNS's content directed to adolescents and on content integrating Tobacco and/or Alcohol Products. Initial results given by this methodology made upon post published by the most popular favourite influencers among French adolescents will be presented.

**Track:** Reducing the impact of addiction

**4.00 pm – 4.20pm**

**Submission No. 30**

**Title:** Reducing alcohol consumption in Estonia via web-based self-help program “Selge”

**Presenters:** Karin Kilp, National Institute for Health Development, Estonia; Helen Noormets, National Institute for Health Development, Estonia

**Authors:** Karin Kilp, National Institute for Health Development , Estonia; Helen Noormets, National Institute for Health Development , Estonia; Esta Kaal, National Institute for Health Development, Estonia; Anneli Sammel, National Institute for Health Development , Estonia

Introducing web-based program launched in Estonia for providing help to risky alcohol drinkers to recognize, identify and admit their relation to alcohol and consumption patterns, motivate them to take steps to reduce their consumption, provide them tools for self-analysis and behavior change and support them during the program period. Based on the study, providing proof and results of the program.

**Track:** Reducing the impact of addiction

**4.25 pm – 4.45 pm**

**Submission No. 9**

**Title:** Do I know my classmate is a smoker?: Describing peer support to prevent adolescent smoking.

**Presenters/ Authors:** Mohammad Eko Fitrianto, Universitas Sriwijaya, Indonesia; Prof. Basu Swastha Dharmmesta, Universitas Gadjah Mada, Indonesia

This study aims to describe how exactly peer support is in the context of classmate relationship and to get initial information about prevention actions against adolescent smoking. We found inconsistency between opinion, knowledge and intended behavior. Most of them know the consequences, but doing nothing.

**Track:** Reducing the impact of addiction

**INNOVATION SUITE**

**2.45 pm – 3.05 pm**

**Submission No. 89**

**Title:** How should organisations respond to COVID19-induced behaviour change?

**Presenter:** Stephen Priestnall, founder, Oomph, CX advisory agency, Wales; Richie Hester, Oomph, England

**Authors:** Stephen Priestnall, founder, Oomph, CX advisory agency, Wales; Dr David Land, Independent qualitative researcher, England; Sue Carter, Digital transformation specialist, Wales; Paul Weallans, MD, Panelbase, England; David Ellis, MD, Station 10, Data science consultancy, England

COVID19 pandemic has seen embedded behaviour change.

With over 10,000 respondents across 3 waves, our study highlights changed behaviours in travel, work, buying and interacting as well as the impact COVID19 has had upon economic status and self perception of wellbeing.

It challenges organisations to consider how they respond and sheds light on how and why those behaviours happened.

**Track:**

**3.10 pm – 3.40 pm**

**Submission No. 49**

**Title:** Enhancing Blood Donor Loyalty: The Impact of Relationship Marketing on Social Marketing Initiatives for blood donation in South Africa

**Presenters:** Relebohiseng Matubatuba, University of Johannesburg, South Africa; Dr Paul B Issock Issock, University of the Witwatersrand, South Africa

**Authors:** Relebohiseng Matubatuba, University of Johannesburg, South Africa; Dr Paul B Issock Issock, University of the Witwatersrand, South Africa; Dr Melissa V Zulu, University of the Witwatersrand, South Africa

Extent literature has widely discussed the determinants of blood donation. However, more attention should be granted to factor influencing donors' loyalty to blood donation. This conceptual paper aims to propose a conceptual framework that assesses the impact of relationship marketing on Social Marketing Initiatives for blood donation in South Africa. The proposed conceptual model provides clear directions for future studies.

**Track:** Advancing theory

**3.45 pm – 4.45 pm – SPECIAL SESSION**

**Title: Open Mic Enthuse-athon: 3-minute research and practice presentations to ignite curiosity, discussion and connections**

**Facilitator: Sarah Cork, University of Brighton, United Kingdom**

**Aim:** This session will give participants the chance to share and hear about early-stage research or projects covering a range of disciplines, topics and methodologies. An action-packed session similar to a three-minute thesis pitch. The session will feature a number of short "Why I am excited about my research / project and how you can get involved" presentations (This will be strictly managed to a three-minute timeframe, with no more than one PowerPoint slide and should include:

The topic / issue you're working on...

Background to the project / research – why it's important...

What you're doing, planning to do or are interested in doing or have done / found out so far...  
What's next ....  
How others can get involved / opportunities for collaboration.

**Final Plenary – 5.00 pm – 5.30 pm**

**Together Panel**

**Session Chair:** Professor Thomas Anker

**Aim:** Join us for the end of day plenary where our panel of speakers and committee members will host a fun and interactive feedback and reflections session. The audience will be encouraged to participate, give their views and reflections on the first day of the conference.

**Day 2 – Wednesday 7 September**

**EDINBURGH**

**8.00 am – 9.00 pm – SPECIAL SESSION**

**Title:** Weaponizing Social Marketing to solve a wicked military problem.

**Facilitators:** Maj Marvin Kuipers RM, NLD Army and Professor Jeff French

Aim

To give participants an opportunity to explore how social marketing principles can be applied to a military context.

Major Marvin Kuipers served as reservist in Mali and helped to lower the threat of IEDs (improvised explosive devices) during his mission by applying social marketing techniques to encourage people to report IEDs based on citizen insight. Now, participants get the opportunity to help lower this problem in this workshop, with a real-life case.

In the workshop Maj Marvin will give the participants relevant background information about the safety situation case study, and will ask participants working in groups to come up with a solution based on social marketing principles. The groups will present their solutions, and Maj Marvin will present what was done to rescue the problem.

The information provided in the workshop is unclassified.

**WELCOME AND OPENING KEYNOTES – 9.00 am – 10.00 am**

**Morning Plenary**

**Session Chair:** Lynda Bardfield, Chief Creative Officer, Creative Conscience; Adjunct Professor, Tufts University School of Medicine, USA

**REVELATIONS: A WAKE-UP CALL**

Leaning on our theme of 'TACKLING GRAND CHALLENGES: TOGETHER FOR IMPACT' this session aims to inspire everyone at the World Social Marketing Conference by inviting speakers to share revelations and moments of inspiration. With grand challenges all around us we hope to provide insights, lessons learned and new ideas to our fellow behaviour change professionals. Session speakers include;

- **John Drummond**, self identifies as 'a utopian pragmatist'  
Actual title: Chair, Corporate Culture; REVELATION: Humans share common motives. If we can identify them, we can tackle some of our most challenging problems.
- **Gael O'Sullivan**, self identifies as a stubborn (passionate), redheaded, Irish woman  
Actual title: Director Social and Behavior Change, Kantar Public/Professor Georgetown;  
REVELATION: Don't assume that you know the problem or solution. (TITLE: A Story about elephants & mosquitoes)

- **Doug Evans**, self-identifies as a recovering psychologist  
Actual title: Dr. William Douglas Evans, Professor George Washington University; REVELATION: Good branding works better
- **Mahmooda Khaliq Pasha**, self identifies as an academic rebel  
Actual title: Dr. Pasha, Associate Professor of Social Marketing, University of South Florida; REVELATION: Information can change behavior.
- **Cal Bruns**, self-identifies as an ad world refugee and senior surfer who's passionate about empathy  
Actual title: CEO, Chief Creative Incubationist, Matchboxology; REVELATION: Humility pays.

**Coffee & Networking 10.00 am – 10.30 am**

**Day 2 – Morning Breakout Sessions – 10.15 am – 11.30 am**

**REGENCY**

**10.15 am – 11.15 am – SPECIAL SESSION**

**Title: Social Marketing (SM) Education: Challenges & Solutions**

**Chair:** Debbie Ellis, University of KwaZulu-Natal, South Africa

**Panel members:** Liz Foote; Fiona Spotswood; Livingston White; Gael O'Sullivan

**Overview:** With the growing number of grand challenges faced by the world and the need to entrench SM principles and practices into communities to deal with these, the need for effective SM education increases. While some countries offer numerous general and specific options to SM students and practitioners, in other regions, there is far less to choose from. This panel aims to discuss the extent of SM education, its 'place' in educational programmes and some reflections on content and pedagogy challenges and solutions from both academic and practitioner perspectives.

**EDINBURGH**

**10.15 am – 10.45 am**

**Submission No. 67**

**Title:** How to design your co-design

**Presenters/ Authors:** Emily Rayner, Claremont, UK; Ben Caspersz, Claremont, UK

We'll share the process we went through to arrive at our co-design approach 'CO-LAB.' We'll talk through what CO-LAB stands for and why we chose each element of the model. We'll give some example case studies where the CO-LAB co-design process has been applied in practice. We'll also share our thoughts on issues such as use of technology, who to involve when and how to work flexibly with resource limitations.



**Track:** Using citizen focused design thinking

**10.50 am – 11.20 am**

**Submission No. 57**

**Title:** An agenda to enhance application of impact in social marketing

**Presenters:** Prof. Sharyn Rundle-Thiele, Griffith University, Australia; A/Prof. Julia Carins, Griffith University, Australia

**Authors:** Prof. Sharyn Rundle-Thiele, Griffith University, Australia; A/Prof. Julia Carins, Griffith University, Australia; Dr. Sebastian Isbanner, Griffith University, Australia

There is increasing emphasis being placed on impact by many governments. Those seeking to create change, and others funding change efforts need understanding of how impact is generated. This conceptual paper aims to advance understanding of impact within social marketing, by developing a definition suited to social marketing and by demonstrating pathways to impact for social marketing programs.

**Track:** Advancing theory

## **CHARTWELL**

**10.15 am – 11.15 am – SPECIAL SESSION**

**Title:** New insights into motivation theory and practice

**Presenter:** John Drummond, Chairman, Corporate Culture

**Aim:** What motivates humans to act? There's been a great deal of attention to our biases over the last 15 years. We even have a cognitive bias codex identifying over 190 biases. There is no similar analysis of the main motivators that persuade people to act. Over the last few years I've identified over 50 motivators that are commonly used to motivate behaviour change. They seem to group into nine nexus around areas like meaning, identity, social connection and power. In this session, we'll explore progress to date in a draft new report on motivation theory and practice including an outline motivational codex, example profiles of each motivator, emerging nexuses and how to prioritise motivators to accelerate changes to specific behaviours.

## **GLOUCESTER**

**10.15 am – 10.35 am**

**Submission No. 91**

**Title:** Understanding (intentional/unintentional) binge drinking at home among Irish adults

**Presenter:** Sheena Horgan, Drinkaware, Ireland

**Authors:** Dr Ann Stokes, Research Manager, Drinkaware, Ireland; Sheena Horgan, CEO, Drinkaware, Ireland

Pre-COVID-19 at-home drinking was on the rise, making up 62% of all drinking occasions (Drinkaware (Ireland) Index, 2019). Increases in binge drinking were also noted across different research. This study aimed to further investigate Drinkaware Index (2019) data regarding the incidences/attitudes around the concept, explore the at-home drinking experience and improve understanding of its drivers and any relevant knowledge gaps.

**Track:** Promoting global and local health

**10.40 am – 11.00 am**

**Submission No. 46**

**Title:** Social marketing at 50: Towards an epistemological expansion of the discipline to embrace diversity.

**Presenter:** Saud Alrakhayes, The Behaviour Change, Kuwait

**Authors:** Erik Cateriano-Arévalo, Queensland University of Technology, Australia; Saud Alrakhayes, The Behaviour Change, Kuwait; Liz Foote, Antioch University New England, USA; Tamanna Hussain, Queensland University of Technology, Australia; Krystle Lai, Independent Consultant, UK; Lucy Nyundo, National Institute of Public Administration, Zambia

Authors from five different regions around the world reviewed diversity within social marketing. While diversity and equity are central to this discipline, epistemological diversity, as linked to the geographies of the Global South, has been largely overlooked.

The call for incorporation of epistemological diversity in the expansion of the discipline have been followed by practical recommendations.

The Five main indicators used were: professional associations, global conferences, education, research, and practice.

**Track:** Advancing theory

**11.05 am – 11.25 am**

**Submission No. 105**

**Title:** Effect of COVID-19 awareness and legal awareness on societal attitudinal and behavioral willingness towards the wearing of face-mask: A Ghanaian Perspective

**Presenter/ Author:** Dr. Andrews Agya Yalley, University of Cape Coast, Ghana

The presentation will cover the constructs conceptualization, data collection and analysis methods, presentation and discussion of findings, and the implications of the findings.

**Track:**

**Surrey 1**

**10.15 am – 10.35 am**

**Submission No. 62**

**Title:** From Exploratory Research to Action Research: Co-Creation Workshop to Resolve the Johor River-Related Issues among the Stakeholders

**Presenters/ Authors:** Assoc. Prof. Dr. Choong Weng Wai, Universiti Teknologi Malaysia, Malaysia; Dr. Neo Sau Mei, Universiti Teknologi Malaysia, Malaysia

Development and implementation of action-based innovations require collaboration with a wide range of stakeholders through co-creation process to transform the exploratory to action research. This study presents the methods and experiences on how to co-create new solutions with the stakeholders in solving environmental problems in related to Johor river.

**Track:** Using citizen focused design thinking

**10.40 am – 11.00 am**

**Submission No. 22**

**Title:** Creating demand for eggs in Malawi

**Presenter:** Puja Peyden Tshering, Sight and Life Foundation, India

**Authors:** Kalpana Beesabathuni, Sight and Life Foundation, India; Srujith Lingala, Sight and Life Foundation, India; Puja Peyden Tshering, Sight and Life Foundation, India

The session will comprise of a contextual understanding of the nutritional intervention that was implemented in Malawi, based on the very low per capita availability of eggs and how it helped to create demand for eggs amongst the low-income households in the country, with a focus on pregnant women, lactating women, children under 5 years of age.

**Track:** Using citizen focused design thinking

**11.05 am – 11.25 am**

**Submission No. 3 – VIDEO PRESENTATION**

**Title:** Changing Needs and Wants of Ageing Consumers Transitioning across Life-stages

**Presenter:** Saadia Shabnam, Curtin University Perth, Western Australia

**Authors:** Saadia Shabnam, Curtin University Perth, Western Australia; Graham Ferguson, Curtin University, Perth, Western Australia; Brian 't Hart, Trinity Western University, BC, Canada

Ageing people are treated as homogenous segment which inhibits the ability of industry, government, and society to contribute to the quality of life of older consumers. Consumers' lived experience reveals distinct stages of ageing life where needs and demands are evolves across life-stages. Researchers developed three propositions based on the result- 'ageing consumers matter', 'ageing consumers are identifiable' and 'ageing consumers' needs are heterogeneous due to their needs transition overtime'.

**Track:** Using citizen focused design thinking

**SURREY 2**

**10.15 am – 10.35 am**

**Submission No. 47**

**Title:** For Us All - How Ireland vaccinated 95.7% of our people against COVID-19

**Presenters:** Aghna Harte, HSE, Ireland; Sonya Sheils, HSE, Ireland

**Authors:** Aghna Harte, HSE, Ireland

Ireland achieved world-leading COVID-19 vaccine uptake using international best-practice, extensive research and a range of interventions. This presentation walks you through the range of social marketing interventions used, mapped against WHO behavioural drivers for vaccine uptake.

**Track:** COVID-19

**10.40 am – 11.00 am**

**Submission No. 63**

**Title:** “Coffee Talks”: An Approach to Engaging Communities during the Pandemic

**Presenters:** Dr. Neo Sau-Mei, Universiti Teknologi Malaysia, Malaysia; Assoc. Prof. Dr. Choong Weng-Wai, Universiti Teknologi Malaysia, Malaysia

**Authors:** Dr. Neo Sau-Mei, Universiti Teknologi Malaysia, Malaysia; Assoc. Prof. Dr. Choong Weng-Wai, Universiti Teknologi Malaysia, Malaysia; Prof. Dr. Azmi Aris, Universiti Teknologi Malaysia, Malaysia

A participatory research method—virtual coffee talk was adopted for community engagement under pandemic when prohibition on physical gathering and social distancing are reinforced. This method provides a relax ambience to encourage community participation in dialogue and mutual learning process. This presentation demonstrates a case study on how to utilize the virtual coffee talk to facilitate the community inclusiveness in decision-making.

**Track:** COVID-19

**11.05 am – 11.25 am**

**Submission No. 103**

**Title:** What human centered design brings to the behaviour change table.

**Presenter:** Cal Bruns, Matchboxology, South Africa

**Authors:** Thulani Grenville Grey, Matchboxology, South Africa; Paris Pitsillides, Matchboxology, South Africa; Sunny Sharma, Ipsos Mori, UK; Shawn Malone, PSI, South Africa

Men can be the toughest customers for public health. By tinkering with the tried-and-true recipe of qual and quant research informing actions by adding in HCD as an ingredient from the very beginning, lessons from this BMGF case study can inspire us to rethink the value of HCD and what it brings to our social marketing and SBC challenges.

**Track:** Using citizen focused design thinking

**INNOVATION SUITE**

**10.15 am – 10.35 am**

**Submission No. 33**

**Title:** Investigating Partner Tensions in Systems Social Marketing Partnerships

**Presenter/ Author:** Yacoob Suleiman, University of York, UK

Although dealing with partner tensions in systems social marketing partnerships is essential for social marketing to deliver effective change, there is only a handful of scholarly resources that discuss this issue. Therefore, this research contributes to fill this gap by investigating key issues related to partner tensions to build a solid understanding about this phenomenon to deliver effective change.

**Track:** Advancing theory

**Submission No. 97**

**10.40 am – 11.00 am**

**Title:** Reaching Small, Stubborn Audiences: What Today's Smoking Cessation Strategies Teach Us About Stubborn Behavior Change

**Presenter/ Author:** Jeff Jordan, MA, Rescue | The Behavior Change Agency, USA

There's been tremendous progress convincing millions to stop smoking, but millions continue to smoke. How do you change an entrenched behavior? This session will present new strategies for smoking cessation that build on the real lives of smokers. By moving away from the "best practices" model of health communications and moving towards a human-centered model that focuses on responsive evolution in messaging strategies, we convert current smokers into former smokers.

**Track:** Promoting global and local health

**11.05 am – 11.25 am**

**Submission No. 86**

**Title:** Digital media for behavior change: Evidence for social marketing

**Presenter/ Author:** W. Douglas Evans, The George Washington University, USA

This presentation explores recent research on the use of digital media to change pro-social behaviors. The presenter makes the case for an emerging field of research, theory, and practice on the effectiveness of digital tools for behavior change in social marketing. Case studies and recent data illustrate this approach.

**Track:** New theories and methods being used in social marketing

**Morning Plenary – 11.30 am – 12.30 pm**

**Chair – Joy Parkinson**

**THE GENERATION GAP**

**Panel members:** Jeff French, Lynda Bardfield, Livingston White, Lina Khattab, Muniza Shaikh-Kamal, Stelina Kanaki

We invite all attendees to join what will be an entertaining and engaging plenary session where we invite two generations of behaviour change professionals to share their experiences and discuss the future of creating positive social change. Is there something you wish you'd known when you began your behaviour change journey? Is there something you'd love to ask a seasoned professional who's seen it all before? What challenges face the new generation and do the old guard even understand the feelings of those coming into the field? This session aims to answer it all and more!

**Lunch Break – 12.30 pm – 1.30 pm**

**Afternoon Plenary – 1.30 pm – 2.30 pm**

**Afternoon Plenary**

**Keynote speakers:**

**Sayantana Ghosal**, Adam Smith Chair in Political Economy at the University of Glasgow

Sayantana will bring a new perspective to social change through economics and will present his inspiring and pioneering work in Kolkata addressing inequalities, stigma and self-image of sex workers.

**Catherine Hunt**, Head of Insight and Evaluation, Cabinet Office

Drawing on our experiences on Covid-19 (specifically vaccines) and the current Russia-Ukraine conflict as well as the principles that underpin trustworthy communication, we'll show how we've been able to build an effective HMG response to previous public health crises and the lessons that we will be taking forwards to tackle emerging domestic challenges arising from the conflict.

**Coffee Break – 2.30 pm – 3.30 pm**

**Day 2 – Afternoon Breakout Sessions – 2.45 pm – 4.30 pm**

**REGENCY**

**2.45 pm – 3.15 pm**

**Submission No. 36**

**Title:** The Orphan, The Rebel, or The Caregiver? Exploring how the creation of archetypes through narrative analysis can impact the efficacy and success of social marketing campaigns

**Presenters/ Authors:** Petera Reine Diaban, Institute of Women & Ethnic Studies, United States; Iman Shervington, Institute of Women & Ethnic Studies, United States

In 2021 a short documentary was created exploring the stigma faced by five Black women living with HIV in New Orleans. The film has been analyzed to create Jungian archetypes for the protagonists, and this session explores the application of these archetypes or a similar narrative analysis process to help other practitioners tailor campaigns, messaging, approaches, and services.

**Track:** Mental health and wellbeing

**3.20 pm – 3.40 pm**

**Submission No. 4**

**Title:** Using mobile digital games to increase support for nature conservation

**Presenter/ Author:** Diogo Veríssimo, On the Edge Conservation & University of Oxford, UK

Mobile digital games are able to reach large audiences worldwide but have been unexplored in many areas aiming to driving societal good, including biodiversity conservation. In this talk I will explore how On the Edge Conservation, a UK-based Environmental charity used two mobile games to help support biodiversity conservation in India, UK and New Zealand.

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

**3.45 pm – 4.05 pm**

**Submission No. 68**

**Title:** Marrying consumer-insight to system-insight: A case study from Plastic Waste Management in Indonesia

**Presenter:** Jeawon Kim, UNEP Climate Technology Center and Network, Rep. of Korea

**Authors:** Jeawon Kim, UNEP Climate Technology Center and Network, Rep. of Korea.; Louisa Lopez Cordova, Social Marketing @ Griffith, Australia; Yue Xi, Social Marketing @ Griffith, Australia; Alieena Mathew, Social Marketing @ Griffith, Australia; Sharyn Rundle-Thiele, Social Marketing @ Griffith, Australia

To improve non-valuable plastic waste management, we applied a systems approach to co-design a waste management approach supported by community and interested parties. Study 1 (n = 21) was a consumer study, and Study 2 (n = 19) involved a wide range of interested parties, including government officials, waste technology experts, industry owners, and residential and land development organisations.

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

**EDINBURGH**

**2.45 pm – 3.15 pm**

**Submission No. 93**

**Title:** The Global Scale up of Evidence-Based Interventions to Reduce Harmful Use of Alcohol: Lessons from AB InBev's Smarting Drinking Goals and its Partnership Model

**Presenters:** Dr Tom Achoki, AB InBev Foundation, US; Catalina Gomez, AB InBev, US

**Authors:** Dr Tom Achoki, AB InBev Foundation, US; Catalina Gomez, AB InBev, US; Angela Rizzo, AB InBev Foundation, US; Elena Cardenas, AB InBev Foundation, US; Kelly Saeli, AB InBev Foundation, US; Sam Stephens, AB InBev Foundation, US; Joshua Girard, AB InBev, US

The session will provide perspective into the global scale-up of public health interventions that were piloted in 6 cities, as part of AB InBev's Global Smart Drinking Goals; a set of programs and initiatives focused on shifting social norms, consumer behaviors, and business practices; in order to make a tangible contribution to the reduction of harmful use of alcohol globally.

**Track:** Reducing the impact of addiction

**3.20 pm – 3.50 pm**

**Submission No. 99**

**Title:** Evaluation of a workplace wellbeing programme to improve alcohol awareness in Ireland

**Presenters:** Jeni Flynn, Drinkaware, Ireland; Sheena Horgan, Drinkaware, Ireland

**Authors:** Dr Ann Stokes, Research Manager, Drinkaware, Ireland

Alcohol misuse is an area of concern in Irish workplaces. Guided by a logic model the evidence-informed Workplace Wellness Programme (WWP) aims to reduce misuse by providing education/support to employees. The evaluation assessed and found the intervention to be effective in delivering its anticipated outcomes: increased awareness of what alcohol misuse is (i.e. low-risk guidelines); a willingness/intent to change behaviour.

**Track:** Promoting global and local health

**CHARTWELL**

**3.50 pm – 4.10 pm**

**Submission No. 48**

**Title:** The Evolution of social marketing evaluation frameworks: A systematic review (1971 to 2022)

**Presenter:** Lucy Chabala Kawesha, University of KwaZulu Natal, South Africa



**Authors:** Lucy Chabala Kawesha, University of KwaZulu Natal, South Africa; Prof. Debbie Ellis, University of KwaZulu Natal, South Africa

A systematic review of the evolution of the evaluation frameworks/ models/ theories and criteria in the social marketing domain(1971-2022). Among many factors; time, the internet and social media have impacted the evolution of the social marketing evaluation landscape. Unlike before, effective evaluation of a single social marketing campaign is complex, requiring a combination of frameworks/ models/ theories and criteria.

**Track:** Advancing theory

### **GLOUCESTER**

**2.45 pm – 3.05 pm**

**Submission No. 87**

**Title:** Do you want to increase social marketing in your country?

**Presenters/ Authors:** Dr Carlos Oliveira Santos, Marketing Social Portugal, Portugal; Dr Luísa Godinho, Department of International Relations, Autonomous University of Lisbon, Portugal.

This presentation addresses the evolution of social marketing in Portugal, based on a cognitive approach. It provides information on the various steps and initiatives and analyzes the current status and likely future challenges. It could be a good contribution to other countries and experiences.

**Track:** New theories and methods being used in social marketing

**3.10 pm – 3.30 pm**

**Submission No. 79**

**Title:** "Are You Drinking Yourself Sick"? Lessons from South Africa's Campaign for a Tax on Sugary Beverages

**Presenter:** Luyanda Majija, Vital Strategies, South Africa

**Authors:** Luyanda Majija, Vital Strategies, South Africa; Trish Cotter, Vital Strategies, Australia; Alexey Kotov, Vital Strategies, US; Sandra Mullin, Vital Strategies, US; Nandita Murukutla, Vital Strategies, US; Kerry Cullinan, Vital Strategies, South Africa

The case study describes how multiple interventions, particularly strategic advocacy and communication, helped secure political and public support for a tax on sugary beverages in South Africa. Lessons learned from this campaign can inform other countries' efforts to address the increasing prevalence of obesity and NCDs.

**Track:** Upstream social marketing

**3.35 pm – 3.55 pm**

**Submission No. 81**

**Title:** How Media Led to Record-Breaking Participation in Brazil's Public Consultation Process on Front-of-Package Nutrient Labels in Brazil

**Presenter:** Tainá Costa, Vital Strategies, Brazil

**Authors:** André Correa, Idec, Brazil; Luiza Amorim, Vital Strategies, Brazil; Tainá Costa, Vital Strategies, Brazil; Ana Paula Bortoletto, Idec, Brazil; Teresa Liporace, Idec, Brazil; Pallavi Puri, Vital Strategies, Brazil; Alexey Kotov, Vital Strategies, Brazil; Trish Cotter, Vital Strategies, Brazil

This case study focuses on the details of the partners' media strategy, including an intersection of digital media, traditional media and earned media. The strategic communication efforts helped set the public agenda for food labels in Brazil which led to attaining an unprecedented engagement and support from individuals during a public consultation.

**Track:** Upstream social marketing

**4.00 pm – 4.20 pm**

**Submission No. 26**

**Title:** Role of private sector providers in distributing family planning methods in Bangladesh using social marketing approach

**Presenter:** Md. Moshir Rahman, Social Marketing Company, Bangladesh

**Authors:** Toslim Uddin Khan, Social Marketing Company, Bangladesh; Md. Moshir Rahman, Social Marketing Company, Bangladesh; Chandra Nath Mandal, Social Marketing Company, Bangladesh; Jesmin Akter, Social Marketing Company, Bangladesh

Bangladesh achieved tremendous success on family planning program but still there are scope of improvements. The contribution of public sector is shifting to the private sector due to economic growth of the country. Considering the paradigm shift, SMC is implementing an integrated social marketing program involving non-graduate private sector providers in addition to make the contraceptives available and affordable.

**Track:** Interdisciplinary and cross sector action

**SURREY 1**

**2.45 pm – 3.05 pm**

**Submission No. 95**

**Title:** Changing Motivations Towards Healthy Eating: Audience Segmentation & Social Marketing Efforts to Improve Nutrition Among Low-Income Californians

**Presenter/ Author:** Samantha Jacobs, MPH, Rescue | The Behavior Change Agency, USA

Many Americans make better health choices, but low-income families are left behind. With the California Department of Public Health, Rescue Agency designed and implemented CalFresh Healthy Living's "Healthy Victories" campaign. Through paid media, interactive web experiences, and local events, the campaign increases healthy eating and water consumption. By showing our audience how to live healthier and providing reasons that align with their personal motivations, CalFresh Healthy Living creates meaningful change.

**Track:** Promoting global and local health

**3.10 pm – 3.30 pm**

**Submission No. 64**

**Title:** Social Marketing for Social Inclusion

**Presenter:** Camilla Speranza, Università della Svizzera italiana, Switzerland

**Authors:** Camilla Speranza, Università della Svizzera italiana, Switzerland; L. Suzanne Suggs, Università della Svizzera italiana, Switzerland

This session will illustrate how social marketers and social workers worked together to integrate social marketing with social inclusion indicators and concepts. A new integrated model and new tools were developed that provide a practical guide for applying social marketing in the disability sector. Practitioners and academics co-created innovative solutions for social inclusion, using social marketing. The results of the case studies are presented.

**Track:** Promoting equality and reducing inequality

**3.35 pm – 3.55 pm**

**Submission No. 32**

**Title:** Moving at scale - how to improve health of communities

**Presenter:** Katherine Knight, Marketing Director, Intelligent Health

**Authors:** Dr Marc Harris, Head of Research, Intelligent Health; Katherine Knight, Marketing Director, Intelligent Health

We are designed to live in close-knit communities and we thrive in close co-operation, however, modern life isolates us from others increasing poor health. We need to find strategies to reconnect people to each other, their place and provide a common purpose. We will explore how social movements can create healthier communities at scale.

**Track:** Promoting global and local health

**4.00 pm – 4.20 pm**

**Submission No. 44**

**Title:** Preventing Suicide in Sussex: A social marketing approach

**Presenters:** Calum Morton, The Social Marketing Gateway, UK; Matt Howick, The Social Marketing Gateway, UK

**Authors:** Calum Morton, The Social Marketing Gateway, UK; Matt Howick, The Social Marketing Gateway, UK; Sarah Muir, The Social Marketing Gateway, UK

Local mental health service improvement targeting men at risk of suicide, underpinned by qualitative insight gathering and the Integrated Motivational-Volitional model of suicidal behaviour. The resulting intervention used an improved service offer supported by a targeted digital campaign, which both connected at-risk men with support, and equipped those around them to spot 'warning signs' and intervene if needed.

**Track:** Mental health and wellbeing

## **SURREY 2**

**2.45 pm – 3.05 pm**

**Submission No. 55**

**Title:** Reducing large-scale demand for wildmeat in urban areas of Central Africa

**Presenter:** Juliet Wright, Wildlife Conservation Society, United Kingdom

**Authors:** Liliana Vanegas, Wildlife Conservation Society, Democratic Republic of Congo; Lude Kinzonzi, Wildlife Conservation Society, Republic of Congo; Jean-Michel Ntalemwa, Wildlife Conservation Society, Democratic Republic of Congo; Divin Malekani, Wildlife Conservation Society, Democratic Republic of Congo; Robert Mwinyihali, Wildlife Conservation Society, Democratic Republic of Congo

In Congo and DRC, wildlife is hunted at an alarming rate to satisfy urban demand for wildmeat. Previous efforts to reduce demand have used conservation messaging misaligned with the values of consumers. The Wildlife Conservation Society will showcase two large-scale social marketing campaigns that instead aim to encourage consumers to enjoy and appreciate the diversity of Congolese cuisine without wildmeat.

**Track:** Interdisciplinary and cross sector action

**3.10 pm – 3.30 pm**

**Submission No. 13**

**Title:** Is a prediction request efficient to reduce meat consumption? A study of self-prophecy effect through psychological discomfort and guilt

**Presenter:** Bing Bai, Montpellier Research in Management, University of Montpellier, Montpellier Business School, France

**Authors:** Bing Bai, Montpellier Research in Management, University of Montpellier, Montpellier Business School, France; Dr Laurie Balbo, Grenoble Ecole de Management, France; Prof. Marie-Christine Lichtlé, Montpellier Research in Management, University of Montpellier, France

Asking individuals to make a prediction about a socially desirable behaviour can increase the chance of achieving it. However, very few studies explored the potential of self-prophecy to influence eating behaviours in marketing. The current work aims to fill this gap by examining whether an Instagram post containing a prediction request could impact consumers' intention to reduce meat consumption.

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

**3.35 pm – 4.15 pm**

**Submission No. 106 - WORKSHOP**

**Title:** Analysing the Consumer Health and Hygiene Concerns in Selecting Physical and online Retailers During and Post Pandemic Crisis: Implications from the United Kingdom

**Presenter/ Author:** Dr Balkrishan Sangvikar Teesside University, Middlesbrough United Kingdom  
Understanding the health and hygiene criteria or factors that consumer employed when shopping during the COVID 19 pandemic and the post-pandemic crisis is the primary goal of this research study. If there are any upcoming future pandemic, the research proposal will address retail consumer health and hygiene concerns. This will help retailers to be ready facing challenging times like covid

**Track:**

## **INNOVATION SUITE**

**2.45 pm – 3.05 pm**

**Submission No. 19**

**Title:** Promoting plastic bottle recycling and reducing in a university campus in the Middle East

**Presenters:** Jana Farhat, Master of Public Health, Department of Health Promotion and Community Health, Faculty of Health Sciences, American University of Beirut; Sara Jaber, Master of Public Health, Department of Health Promotion and Community Health, Faculty of Health Sciences, American University of Beirut

**Authors:** Zeina Sayegh, Master of Public Health, Department of Health Promotion and Community Health, Faculty of Health Sciences, American University of Beirut; Jana Farhat, Master of Public Health, Department of Health Promotion and Community Health, Faculty of Health Sciences, American University of Beirut; Sara Jaber, Master of Public Health, Department of Health Promotion and Community Health, Faculty of Health Sciences, American University of Beirut; Frank Kutensa, Master of Public Health, Department of Health Promotion and Community Health, Faculty of Health Sciences, American University of Beirut; Farouk El Merhebi, Department of Environmental Health Safety and Risk Management, American University of Beirut,

Lebanon; Dr Marco Bardus\*, Department of Health Promotion and Community Health, Faculty of Health Sciences, American University of Beirut; Institute of Applied Health Research, University of Birmingham, UK

This social marketing intervention aimed to promote the recycling of single-use plastic bottles by encouraging the utilization of water fountains and reverse-vending machines for plastic bottles and cans in the American University of Beirut, Lebanon. The initiative focused on students living on campus and faculty and staff working or visiting the university.

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

### **3.10 pm – 3.30 pm**

#### **Submission No. 6**

**Title:** Communicating for sustainability: the use of advertising appeals in environmental advertising – an emerging market perspective

**Presenter:** Prof. Debbie Ellis, University of KwaZulu-Natal, South Africa

**Authors:** Sibusiso Ndlovu, University of KwaZulu-Natal, South Africa; Prof. Debbie Ellis, University of KwaZulu-Natal, South Africa

Marketers use advertising to promote socially desirable behaviours, including conservation of the environment. This study investigated the prevalence and extent of advertising appeals present in environmental advertisements in South Africa. Following a qualitative, descriptive design with deductive content analysis of 66 magazines, results indicate marketers use of different advertising appeals indicating opportunities for differentiation, and greater impact on sustainable behaviour.

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

### **3.35 pm – 3.55 pm**

#### **Submission No. 15 – VIDEO PRESENTATION**

**Title:** Developing a pilot community-based social marketing intervention promoting sorting waste at home for the RESQ Project: “Don’t waste your waste”

**Presenters:** Lamia Ghernati, Master of Public Health Nutrition, Faculty of Agriculture and Food Sciences, American University of Beirut, Lebanon; Rim El Helou, Master of Public Health Nutrition, Faculty of Agriculture and Food Sciences, American University of Beirut, Lebanon

**Authors:** Lamia Ghernati, Master of Public Health Nutrition, Faculty of Agriculture and Food Sciences, American University of Beirut, Lebanon; Dana Matbouli, Master of Public Health Nutrition, Faculty of Agriculture and Food Sciences, American University of Beirut, Lebanon; Rim El Helou, Master of Public Health Nutrition, Faculty of Agriculture and Food Sciences, American University of Beirut, Lebanon; Dr Marco Bardus, Institute of Applied Health Research, University of Birmingham, UK; Department of Health Promotion and Community Health, Faculty of Health Sciences, American University of Beirut, Lebanon; Dr May Massoud, Department of Environmental Health, Faculty of Health Sciences, American University of Beirut, Lebanon

We are presenting the design and evaluation plan of a pilot community-based social marketing campaign aimed to reduce waste generated in a village part of the RES-Q project, in Southern Lebanon. The campaign is built on formative research and community engagement activities and uses a novel app for incentivizing waste collection.

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

**4.00 pm – 4.20 pm**

**Submission No. 23 – VIDEO PRESENTATION**

**Title:** Social Marketing Interventions Mix for Reorienting Littering Behavior

**Presenters/ Authors:** Dr Ranjit Kaur, Apeejay School of Management, India; Dr Jagwinder Singh, dr B R Ambedkar National Institute of Technology Jalandhar, India

The current study aims to design social marketing interventions mix (by using EFA in SPSS 20.0) to encourage and engage individuals in anti-littering behavior. This mix can be leveraged by social marketers and policymakers to design interventions concerning anti-littering behavior.

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

#### Final Plenary – 4.30 pm – 5.15 pm

##### **Closing Plenary & Best paper awards**

**Session Chair:** Prof Jeff French, iSMA President

Join the conference organising committee, speakers and other participants and they host an open discussion and feedback session for sum-up the event. Put your views forward for the next event, share what you've learned or what opportunities have been missed.

This session will also play host the conference award presentations where the best submissions from each conference category will be celebrated.

**Close**

**Posters**

**Poster Number 1**

**Submission No. 11**

**Title:** Case Study of an Innovative Social Marketing Programme to Prevent Tobacco Use Among Adolescent Girls

**Authors:** Alice Railton, Good Business, UK; Sarah Howden, Good Business, UK; Elle Brooks, The Dialogue Group, Botswana; Gaone Manatong, The Dialogue Group, Botswana

SKY Girls is a pan-African social marketing campaign for adolescent girls focused on tobacco prevention, funded by the Bill & Melinda Gates Foundation. Girls interact with SKY through a range of traditional and digital channels. Each channel uses co-creation and user-generated content to amplify girls own voices and choices and highlights how girls and role models say no to smoking.

**Track:** Reducing the impact of addiction

**Poster Number 2**

**Submission No. 16**

**Title:** Give your old clothes a new life “Vieni al punto! (Di raccolta)”

**Authors:** Rebecca Beraducci, University of Bologna, Italy; Nadia Fois, University of Bologna, Italy; Miriam Rossello, University of Bologna, Italy; Sara Scandarola, University of Bologna, Italy; Ilaria Torchio, University of Bologna, Italy; Giuseppe Fattori, University of Bologna, Italy

Our project aims at encouraging people to donate all those clothes still in good condition that they no longer use, in order to fight fast fashion and take action to defend our planet. We worked together with “And Circular”, who helped us organize our project at the shopping mall Centroborgo.

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

**Poster Number 3**

**Submission No. 17**

**Title:** Community Based Social Marketing. Promoting blood donation among young people: “Il rosso si dona”

**Authors:** Maria Bandini, University of Bologna, Italy; Marco Brini, University of Bologna, Italy; Giuseppina La Vecchia, University of Bologna, Italy; Simona Ottardi, University of Bologna, Italy; Margherita Palombo, University of Bologna, Italy; Margherita Pirazzini, University of Bologna, Italy; Riccardo Turco, University of Bologna, Italy; Giuseppe Fattori, University of Bologna, Italy

The aim of our project is to counteract the decrease in blood donation among the younger population groups, motivating them to become new donors. Therefore, our target comprehends young people between 18 and 30 years old who have never donated blood in their life, leading them to consider blood donation as an investment for community health.

**Track:** Promoting global and local health



**Poster Number 4**

**Submission No. 25**

**Title:** Relationship between mutual spillover effects and consumer involvement through sponsorship of the arts

**Authors:** Yasushi Sonobe, Toyo University, Japan; Makiko Kawakita, Nanzan University, Japan

This study examines the consumer psychological benefits that sponsorships with social good bring to companies and support targets. The purpose of this study is to understand the relationship between the mutual spillover effects and consumer involvement through sponsorship of the arts. We propose a model in which consumers' perceived prestige of a brand and an art organization positively influence attitudes, adding that consumers' involvement moderates these effects.

**Track:** Using citizen focused design thinking

**Poster Number 5**

**Submission No. 40**

**Title:** Sexual Health Insight Gathering Amongst Three Target Audiences in East Sussex

**Authors:** Megan Christie, Social Marketing Gateway, UK; Matt Howick, Social Marketing Gateway, UK; Sarah Muir, Social Marketing Gateway, UK

Research into the sexual health needs of three targeted groups in East Sussex to inform the development of local services and communications. The three targeted groups were men and women aged 45 years or older, young women who had conceived under the age of 18, and men who have sex with men. Findings identified key barriers, challenges, and points of intervention.

**Track:** Promoting global and local health

**Poster Number 6**

**Submission No. 42**

**Title:** Results of a survey on the current state of social marketing in Japan.

**Authors:** Prof. Yoko Uryuhara, Doshisha University, Japan

The purpose of this study was to understand the level of awareness and understanding of social marketing among Japanese people, and to use this information to develop future dissemination strategies.

A quantitative web-based survey of 2,500 Japanese people revealed that less than 20% were aware of social marketing and that their level of understanding was low (17% correct).

**Track:** Interdisciplinary and cross sector action

**Poster Number 7**

**Submission No. 43**

**Title:** Staff in Mind: A wellbeing hub for health and social care workers in Sussex

**Authors:** Megan Christie, Social Marketing Gateway, UK; Matt Howick, Social Marketing Gateway, UK; Sarah Muir, Social Marketing Gateway, UK

A multi-stage project developing an online resilience hub for health and social care staff, involving the development of the service offer, an engagement strategy, and the accompanying campaign. The service is now considered an exemplar in England, with over 4,000 staff having engaged since launch in January 2021, and over 2,000 staff being referred to support.

**Track:** Mental health and wellbeing

### **Poster Number 8**

#### **Submission No. 45**

**Title:** Evaluation of public's response to social marketing campaigns aimed at normalizing breastfeeding in public

**Authors:** Anuradha Somangurthi, Sheffield Hallam University, UK; Dr. Cecile Morris, Sheffield Hallam University, UK; Craig Hirst, Sheffield Hallam University, UK; Dr. Rachel Rundle, Sheffield Hallam University, UK; Amy M Furness, Sheffield Hallam University, UK

The study explores the response of members of the public to existing social marketing campaigns promoting breastfeeding in public with the view to understanding what 'works' and exploring emotional responses.

**Track:** Using citizen focused design thinking

### **Poster Number 9**

#### **Submission No. 54**

**Title:** Validation of the creative concepts of the National Social Marketing Plan for the Reduction of the Consumption of Salt/Sodium in Costa Rica proposal

**Authors:** Adriana Blanco-Metzler, Costa Rican Institute of Research and Teaching in Nutrition and Health (INCIENSA), Costa Rica; Marco Castro-Araya, Ministry of Health of Costa Rica; Karol Madriz-Morales, Ministry of Health of Costa Rica; Hilda Nuñez-Rivas, Costa Rican Institute of Research and Teaching in Nutrition and Health (INCIENSA); Marlen Rosello-Araya, INCIENSA; Karla Benavides-Aguilar, INCIENSA-FundacionUCR-LINKS, Resolve to Save Lives; Ana Gabriela Leiva-Acuña, INCIENSA-FundacionUCR-LINKS, Resolve to Save Lives

This study is the continuation of a multicenter project where a proposal for a regional social marketing plan was developed to reduce discretionary salt consumption in Latin American countries. This plan was adapted to the reality and context of the Costa Rican population by contrasting and analyzing audience, communication goals, objectives, and creative concepts. A national creative strategy was designed.

**Track:** Promoting global and local health

### **Poster Number 10**

#### **Submission No. 58**

**Title:** Do prospective checkers check out? - Influences on STI self-testing vs clinic testing.

**Authors:** Elizabeth Barnes, University of Stirling, UK.

When 18–34-year-olds consider STI health checks, does consideration of the different testing options (self-test at home or test at a clinic) and/or a reminder that the test is funded by the UK taxpayer (vs no reminder), impact their perceptions of value, compliance, and attitudes towards risky sexual behaviour?

This experiment will help inform communication strategies and allocation of scarce funding.

**Track:** Promoting global and local health

### **Poster Number 11**

#### **Submission No. 60**

**Title:** Combatting Addiction in Future Generations: The Protect Our Youth Campaign

**Authors:** Tyler Klaassen, VI Marketing and Branding, United States

A marketing campaign, titled Protect Our Youth, aims to reduce tobacco and nicotine prevalence among youth and stop addiction before it begins in the lives of young people. This campaign delivers strategic messaging through digital and traditional tactics. The Protect Our Youth campaign comes from VI Marketing and Branding on behalf of Tobacco Stops With Me, a program of the Tobacco Settlement Endowment Trust in Oklahoma, United States.

**Track:** Advancing theory

### **Poster Number 12**

#### **Submission No. 61**

**Title:** Healthy Habits Behavior Change Funnel

**Authors:** Tyler Klaassen, VI Marketing and Branding, United States

An audience behavior funnel outlines the unique ways a person navigates their journey towards healthier living. This funnel serves as a tool to drive messaging efforts, and helps behavior change professionals understand the different factors that influence someone looking to become healthier. This funnel was created by VI Marketing and Branding on behalf of Shape Your Future, a program of the Tobacco Settlement Endowment Trust in Oklahoma, United States.

**Track:** Reducing the impact of addiction

### **Poster Number 13**

#### **Submission No. 69**

**Title:** Public health interventions to improve antimicrobial resistance awareness and behavioural change associated with antibiotic use: a systematic review exploring the use of social media

**Authors:** Sana Parveen, University College Dublin, Ireland; Nathaly Garzon-Orjuela, University College Dublin, Ireland; Doaa Amin, University College Dublin, Ireland; Dr Patricia McHugh, National University of Ireland, Galway, Ireland; Prof Akke Vellinga, University College Dublin, Ireland

Our research is focused on understanding how social media is being used in public health interventions and what is the best way to use social media as an effective tool to raise awareness about infections particularly on AMR. An important aspect of this research is to find out ways to influence public behaviour through social media.

**Track:** Promoting global and local health

#### **Poster Number 14**

##### **Submission No. 70**

**Title:** Reducing ivory demand: is the current intervention landscape likely to protect African elephants?

**Authors:** Molly Brown, University of York, UK; Prof. Victoria Wells, University of York, UK; Dr Colin Beale, University of York, UK

This poster presents a methodological approach for an interdisciplinary PhD study investigating the ivory demand intervention landscape in China and Southeast Asia. The study will use a rubric of social marketing evaluative frameworks, credible success indicators and ivory-specific consumer research to assess the potential effectiveness of each intervention and their management organisation across time and space in terms of the success likelihood of reducing ivory demand.

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

#### **Poster Number 15**

##### **Submission No. 72**

**Title:** Understanding (intentional/unintentional) binge drinking at home among Irish adults

**Authors:** Dr Ann Stokes, Research Manager, Drinkaware, Ireland; Sheena Horgan, CEO, Drinkaware, Ireland

Pre-COVID-19 at-home drinking was on the rise, making up 62% of all drinking occasions (Drinkaware (Ireland) Index, 2019). Increases in binge drinking were also noted across different research. This study aimed to further investigate Drinkaware Index (2019) data regarding the incidences/attitudes around the concept, explore the at-home drinking experience and improve understanding of its drivers and any relevant knowledge gaps.

**Track:** COVID-19

**Track:** Promoting global and local health

#### **Poster Number 16**

##### **Submission No. 74**

**Authors:** Dr Ann Stokes, Research Manager, Drinkaware, Ireland

Alcohol misuse is an area of concern in Irish workplaces. Guided by a logic model the evidence-informed Workplace Wellness Programme (WWP) aims to reduce misuse by providing education/support to employees.

The evaluation assessed and found the intervention to be effective in delivering its anticipated outcomes: increased awareness of what alcohol misuse is (i.e. low-risk guidelines); a willingness/intent to change behaviour.

**Track:** Promoting global and local health