

DAY 1: WEDNESDAY 1 NOVEMBER – HOTEL SPIWAK – PRE-CONFERENCE WORKSHOPS

Activity	Timing / Duration	Session / Content	Location	Chair / Leader
Workshop 1 (HALF DAY - PM)	12.30 – 17.00 (4 hrs)	Developing and Implementing Equitable Social Marketing Programs: Strategies for Research, Audience Segmentation, and Program Development	Hacienda Alejandria	Jeff Jordan
Workshop 2 (HALF DAY - PM)	12.30 – 17.00 (4 hrs)	Social marketing planning, management, and evaluation	Hacinda Los Ciruelos	Jeff French
Workshop 3 (HALF DAY - AM)	09.00 – 13.00 (4 hrs)	Introduction to social marketing (Spanish Language)	Hacienda Mulalo	Vilarmina Ponce Lucero, Nathaly Aya Pastrana & Inés Besada Paullier
WELCOME RECEPTION	17.30 – 20.00	All delegates are invited to the conference welcome reception at the Hotel Spirito (next door to the Hotel Spiwak). Drinks and Canapes will be served to all attending.	Hotel Spirito Atrio Salon	

DAY 1: THURSDAY 2 NOVEMBER – HOTEL SPIWAK LOCATION: Hacienda El Paraiso (Plenary room)

TIME	#	TITLE	TRACK	PRESENTERS
9.00-10.00	OPENING PLENARY ENG/ESP	Welcome 9.00 – 9.20 Jeff French, iSMA & Nathaly Aya Pastrana, LAMSO Opening Keynote: Driving Social Change in Colombia – 9.20 – 10.00 Adelaida Trujillo, Director Fundación Imaginario & Citurna Productions, Colombia & Jair Vega Casanova, Professor of social communication at the Universidad del Norte, Colombia		
10.00-10.30		COFFEE & NETWORKING		
10.30-11.30	PANEL ENG	Branding in Social Marketing: Growth in Theory, Research, and Practice Professor Doug Evans, George Washington University, USA Lynda Bardfield, Creative Conscience & Tufts University School of Medicine, USA Anton Schneider - Social and Behavior Change (SBC) Advisor, US Agency for International Development (USAID) Catalina Garcia, AB InBev, USA		
11.35-11.55	#101 ESP	Application of Social Marketing to Prevent Non-Communicable Chronic Disease Risk Factors. Aplicación del mercadeo social para prevenir los factores de riesgo de las enfermedades crónicas no transmisibles.	Promoting global and local health	Leo Nederveen, PAHO
12.00-12.20	#71 ENG	Co-creation approach to develop complex interventions in low-and middle-income countries	Promoting global and local health	Maria Lazo-Porras, CRONICAS, Peru
12.30-13.30		LUNCH		
13.30-13.50	#28 ENG	Co-creating insights for a new social emotional learning program for Australian primary schools	Mental health and wellbeing	Timo Dietrich, Griffith University, Australia
13.55-14.25	#97 ENG	Are We Prioritizing Mental Health? How to Craft Communications to Destigmatize Mental Health Challenges	Mental health and wellbeing	Anna Trout, Rescue Agency, USA
14.30-15.30	PANEL ENG/ESP	Breaking down the silos: Interdisciplinary and diversity perspectives for gender equality Dr. Nathaly Aya Pastrana, Founding President, IMEK Research Center in Marketing & Development, Honorary President, Latin American Social Marketing Association (LAMSO). Eugenia D'Angelo - Executive Director, MundoSur. Coordinator, Latin American Network Against Gender Violence, Argentina / France Dr María Amalia Pesantes Villa - Assistant Professor of Anthropology, Department of Anthropology and Archaeology, Dickinson College, United States, Peru / United States – PRE-RECORD Dr Camilo Pérez - Assistant Professor, Social Communication and Journalism, Universidad del Norte Colombia Dr Nadia Zainuddin - Senior Lecturer, Faculty of Business and Law, School of Business, University of Wollongong Australia, Singapore / Australia – PRE-RECORD		
15.30-16.00		COFFEE & NETWORKING		
16.00-17.15	PLENARY	Afternoon Keynotes		

	<p>Towards transdisciplinary behaviour and social change? Speaker: Prof. Ross Gordon, Professor, School of Advertising, Marketing and Public Relations, QUT Business School, Australia</p> <p>Violence has no Expiration Date Speaker: Dra. Raquel Schlosser, Founder of the Institute for Transgenerational Studies (IET), Mexico</p>
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ROOM: Hacienda Concepcion

TIME	#	TITLE	TRACK	PRESENTERS
10.00-10.30		COFFEE & NETWORKING		
10.30-11.15	#82 ESP	Cambios de comportamiento, factor clave para reducir los accidentes de tránsito	Promoting global and local health	Prof. Raúl Pasco & Prof. Netter Pinedo, Pontificia Universidad Católica del Perú (PUCP), Perú
11.20-12.05	#92 ENG	The global scale-up of evidence-based public health interventions for the prevention of harmful alcohol use: the digital imperative	Promoting global and local health	Moderator: Tatiana Viecco Botero, AB InBev/Bavaria, Colombia Panelists: Tom, Cata & Leandro Piquet, AB InBev Foundation, Brazil
12.10-12.30	#94 ENG	Implementation of Responsible Beverage Service in Zacatecas, Mexico	Reducing the impact of addiction	Elena Cardenas, AB InBev Foundation, Mexico & Angela Rizzo, AB InBev Foundation, USA
12.30-13.30		LUNCH		
13.30-14.15	#56 ESP	Lanzamiento de “Manu”, el primer ChatBot en Centroamérica, enfocado en el abordaje de temas de salud sexual y prevención del VIH.	Digital and technological impact on social behaviour	Mtr. Carlos Palma & Lcda. Susana Lungo, Asociación PASMO, Guatemala
14.20-15.05	#79 ENG	Maximizing Impact: Enhancing a Digital Solution for Alcohol Harm Prevention	Digital and technological impact on social behaviour	Bettina Grajcer, Auíri, Brazil
15.10-15.30	#60 ESP	Providing a Complete Digital Experience to the User: HIV Prevention Interventions in Central America		Lcda. Susana Lungo, Asociación PASMO, Guatemala
15.30-16.00		COFFEE & NETWORKING		

ROOM: Hacienda Los Ciruelos

TIME	#	TITLE	TRACK	PRESENTERS
10.00-10.30		COFFEE & NETWORKING		
10.30-11.15	#65 ENG	The Theory Card Sorting Activity: A tool to increase theory application in social marketing	Advancing theory	Sharyn Rundle-Thiele, Social Marketing @ Griffith, Australia
11.20-12.05	#57 ENG	People Powered Design: Building Agency, Building Power	Using citizen focused design thinking	Monica Curca, Activate Labs, USA
12.10-12.30	#73 ENG	Unlocking Teacher Insights-Exploring the Transformative Effect of Blurred Minds Academy	Digital and technological impact on social behaviour	Timo Dietrich, Griffith University, Australia
12.30-13.30		LUNCH		
13.30-14.15	#8 ENG	Failing Forward: Harnessing the Power of Experience, Learning, and Sharing	Interdisciplinary and cross sector action	Valentina Bollenback & Lana Anabtawi, MAGENTA FZE, Jordan
14.20-14.50	#62 ENG	Harnessing the Power of Behavior Change for promoting sustainable wildlife management in Congo, Guyana, and Madagascar	Climate change, environment protection, sustainability	Liliana Vanegas, WCS, Rwanda
14.55-15.25	#4 ENG	'Keep the Rupununi Wild' - Wildlife-friendly tourism in the Rupununi, Guyana, South America	Climate change, environment protection, sustainability	Yusuf Abraham, Karanambu Lodge/Visit Rupununi, Guyana
15.30-16.00		COFFEE & NETWORKING		

ROOM: Hacienda Alejandria

TIME	#	TITLE	TRACK	PRESENTERS
10.00-10.30		COFFEE & NETWORKING		
10.30-10.50	#66 ENG	Supporting CALD Australians to be empowered energy consumers	Critical social marketing	Ross Gordon, QUT, Australia
10.55-11.15	#35 ENG	Social Media and Intersectionality in Trinidad and Tobago - Implications for Critical Social Marketing	Critical social marketing	Ave Le Blanc, QUT, Australia
11.20-11.40	#19 ENG	'Tech Care': Preventing Technology Facilitated Gender Based Violence in Northern Iraq	Crime, safety, security and social cohesion	Lana Anabtawi, MAGENTA FZE, Jordan
11.45-12.15	#77 ENG	Value Co-Creation in Social Marketing: Micro, Meso and Macro Well-being Consequences of Sustainable Agriculture Actor Engagement <i>This session is pre-recorded</i>	Using citizen focused design thinking	İrem Buran, Ankara University, Türkiye & Bayram Zafer Erdogan, Anadolu University, Türkiye
12.30-13.30		LUNCH		
13.30-13.50	#25 ENG	Can behaviorally informed TikTok videos shift sexual and reproductive health and teen dating violence behaviours and knowledge? A randomised controlled trial in El Salvador	Addressing intersecting inequalities and advancing equality	Mayra Cabrera, The Behavioral Insights Team, Mexico
13.55-14.15	#5 ENG	Empowering Women to Make Meaningful Family Planning Decisions: A Case Study of the Innovative Secure Salon Project <i>This session is pre-recorded</i>	Education, peacebuilding and transparency	Salamatu Abdulai & Esinam Gle, Total Family Health Organization, Ghana
14.20-14.40	#75 ENG	Strengthening capacity and engagement of private providers including SMOs to ensure sustained access to and use of primary care among Afghan women and poor in a fragile country.	Promoting global and local health	Soumitra Ghosh, Abt Associates Inc, Afghanistan
14.45-15.05	#38 ENG	Improving the lives of babies and children in Mozambique through = integrated Social Marketing	Promoting global and local health	Valentina Bollenback, Magenta FZE, Jordan
15.10-15.30	#26 ENG	Fatherhood and diabetes management among Peruvian men <i>This session is cancelled</i>	Promoting global and local health	Isabella Ferrazza
15.30-16.00		COFFEE & NETWORKING		

ROOM: Hacienda Mulalo

TIME	#	TITLE	TRACK	PRESENTERS
10.00-10.30		COFFEE & NETWORKING		
10.30-10.50	#55 ESP	Campañas sociales para la generación de impacto y cambio de comportamiento en la seguridad vial: Análisis de caso de la campaña “No es un accidente” en Quito.	Promoting global and local health	Gabriela Cabascango, Vital Strategies, Ecuador
10.55-11.15	#47 ESP	“La vida cambió” Consulta comunitaria para campaña de comunicación para reducción de violencia, dirigida a mujeres adultas, adolescentes y mayas de Guatemala en contexto de COVID-19.	Using citizen focused design thinking	Alejandra Cabrera, PASMO
11.20-11.40	#72 ESP	Revisión de programas sobre mercadeo social y comunicación para el desarrollo sostenible, cambio de comportamiento y social en América Latina	Critical social marketing	María Camila López Sánchez, IMEK Centro de Investigación en Mercadeo & Desarrollo, Colombia
11.45-12.15				
12.30-13.30		LUNCH		
13.30-13.50	#80 ESP	Estudio de caso las Amigas de Liz: Uso de la fuerza de ventas en mercadeo social para introducir un sustituto de la sal en Perú.	Promoting global and local health	Maestra Vilarmina Ponce-Lucero, CRONICAS, Peru
13.55-14.15	#58 ESP	Análisis de la campaña llevada a cabo en Ecuador “Baja la Velocidad, tu familia espera” sobre la generación de impacto, recordación, percepción y cambio de comportamiento en el factor de velocidad en la vía.	Promoting global and local health	Cabascango Naranjo, Vital Strategies, Ecuador
14.20-14.40	#49 ESP	Young Activists Perceptions on Pro-Environmental Behaviour Change: a Social Marketing Perspective	Climate change, environment protection, sustainability	Inés Besada Paullier, Universidad de Montevideo, Uruguay
14.45-15.05	#86 ESP	“MUJERES EN EL CAMPO”: PROPUESTA CO-CREATIVA DE APROPIACIÓN SOCIAL DE CONOCIMIENTO EN SANEAMIENTO BÁSICO PARA LA ZONA RURAL DE MATANZA – SANTANDER	Climate change, environment protection, sustainability	Stefany García León, UPB, Colombia
15.10-15.30	#52 ESP	"Más vacunados. Más protegidos": Understanding barriers and insights to develop an SBCC campaign to increase COVID-19 vaccine uptake and preventive measures among urban youth in Guatemala	Using citizen focused design thinking	Alejandra Cabrera & Susana Lungo, Pan American Social Marketing Organization (PASMO)
15.30-16.00		COFFEE & NETWORKING		

ROOM: Hacienda Pichichi

TIME	#	TITLE	TRACK	PRESENTERS
10.00-10.30		COFFEE & NETWORKING		
10.30-10.50	#10 ENG	Supporting the launch of the Thrive by Five International Programme on Early Childhood Development in Uzbekistan	Using citizen focused design thinking	Lana Anabtawi, MAGENTA FZE, Jordan
10.55-11.15	#2 ENG	“When Less is More”: An analysis of influencer marketing framing strategies and online engagement in the #deinfluencing campaign	Digital and technological impact on social behaviour	Rodrigo Perez-Vega & Irene Garnelo-Gomez, Henley Business School, University of Reading United Kingdom
11.20-11.40	#74 ENG	REmoving the MARketing Power of cigarettes (REMAP)	Reducing the impact of addiction	Crawford Moodie, Institute for Social Marketing and Health, United Kingdom & Blanca Llorente, Fundacion Anaas, Colombia
11.45-12.15	#100 ENG	Youth Vaping Prevention Strategies That Work	Promoting global and local health	Jeffrey Jordan, Rescue Agency, USA
12.30-13.30		LUNCH		
13.30-13.50	#51 ENG	Leveraging Behavioural Communication Interventions to Nudge Condom Use & Discussions among Filipino Male Youth	Promoting global and local health	John Leinard Ramos & Claire Elizabeth Lim, AHA! Behavioral Design®, Philippines
13.55-14.15	#12 ENG	I hear voices: can podcasts reduce stigma towards people with mental health issues?	Mental health and wellbeing	Tiago Durães, CITCEM/FLUP, Portugal
14.20-14.40	#89 ENG	Effectiveness of social marketing interventions: A scoping umbrella review	Advancing theory	Marco Bardus, University of Birmingham, UK
14.45-15.05	#45 ENG	Redefining Influencers: Mobilising Filipino Mothers to Champion Rights-Claiming Behaviours in the Communities	Addressing intersecting inequalities and advancing equality	John Leinard Ramos & Claire Elizabeth Lim, AHA! Behavioral Design®, Philippines
15.10-15.30	#30 ENG	Caring to Escape Food Poverty: The Food Well-Being Resilience among Low SES Families in a Crisis Context <i>This session is pre-recorded</i>	Mental health and wellbeing	Ophélie Mugel, FERRANDI Paris, France & Margot Dyen, University Savoie Mont Blanc, France
15.30-16.00		COFFEE & NETWORKING		

DAY 3: FRIDAY 3 NOVEMBER – HOTEL SPIWAK

LOCATION: Hacienda El Paraiso (Plenary room with live translation ESP / ENG)

TIME	#	TITLE	TRACK	PRESENTERS
9.00-10.00	OPENING PLENARY ENG/ESP	Thinking Inside the Box: How to embed and Institutionalize Social Marketing Within Various Organizational Structures Moderator: Gael O’Sullivan, MBA – Adjunct Professor of Social Marketing, Georgetown University and founding board member, International Social Marketing Association Panellists: Nathaly Aya Pastrana, MSc, PhD – Founding President, IMEK Research Center in Marketing and Development, and Honorary President and co-Founder, Latin American Social Marketing Association (LAMSO) , Jeff French, PhD, MBA, MSc, DipHE – President of the International Social Marketing Association, Visiting Professor at Brighton University, and CEO, Strategic Social Marketing . Anton Schneider - Social and Behavior Change (SBC) Advisor (tbc), US Agency for International Development (USAID)		
10.00-10.30		COFFEE & NETWORKING		
10.30-11.30	PANEL ESP	Citizen participation and intersectoral experiences for better social cohesion and peacebuilding in Colombia Session chair: Carlos Fernando Valencia Peñuela, Associate Professor, Universidad Pontificia Bolivariana (UPB) Palmira, Colombia, Member, Board of Directors, Latin American Social Marketing Association (LAMSO). Panellists: Erika Acevedo, Líder de Alianzas y Transferencias, Fundación Carvajal, Colombia Sr. Eric Aldemar Díaz García, Líder de la comunidad. Director de la emisora “La Isla” de Buenaventura, Colombia Jair Vega Casanova, Profesor, Departamento de Comunicación Social, Universidad del Norte, Colombia		
11.35-11.55	#9 ENG	Using Social and Behavioral Change to improve UNHCR's service delivery to refugees and migrants in Brazil	Addressing intersecting inequalities and advancing equality	Monica Vierna, MAGENTA FZE, Mexico
12.00-13.00		LUNCH		
13.00-13.30	KEYNOTE ENG	KEYNOTE: Using Lived Experiences to Achieve Equitable Behavior Change Jeff Jordan, President and Founder, Rescue, USA		
13.30-14.30	PLENARY PANEL ENG /ESP	ANOTHER VOICE HEARD: How storytelling transforms our thoughts and behaviors Session chair: Lynda Bardfield, Adjunct Professor of Social Marketing at Tufts University School of Medicine & Chief Creative Officer, Creative Conscience, USA Panellists: Adelaida Trujillo, Director Fundación Imaginario & Citurna Productions, Colombia Dra. Raquel Schlosser, Founder of the Institute for Transgenerational Studies (IET), Mexico Maria Amalia Pesantes, MA, MPH, PhD, Medical Anthropologist & Assistant Professor Dickinson College, USA – PRE-RECORD		
14.30-14.40		CHANGEOVER		
14.40-15.00	#11 ENG	Men with Type II Diabetes in Peru: A Family Health Experience	Promoting global and local health	Isabella Ferrazza & Dr Amalia Pesantes, Dickinson College, USA
15.00-15.30		COFFEE & NETWORKING		

15.30-16.30	ENG/ESP	Closing Debate Session and Conference Wrap-Up
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ROOM: Hacienda Concepcion

TIME	#	TITLE	TRACK	PRESENTERS
10.00-10.30		COFFEE & NETWORKING		
10.30-11.00	#3 ENG	Social media videos to promote legal compliance for sustainable hunting and wildmeat choices	Climate change, environment protection, sustainability	Evi Paemelaere, CIFOR, Colombia & Luke McKenna, CIFOR, Guyana
11.05-11.35	#83 ENG	Integrating Systems Thinking and Social Marketing to Reduce Inequities	Using systems thinking to solve complex societal problems	Brian Biroscak, Case Western Reserve University, USA
11.40-12.00	#85 ENG	An Experimental Investigation into the Impact of Fear Appeal Advertisements Tailored Against Marijuana Consumption on Behavioural Intention among Young Adults.	Reducing the impact of addiction	Nana Afua Kumiwaa Asante, Stellenbosch Business School, South Africa
12.00-13.00		LUNCH		
13.00-14.30		PLENARY SESSION		
14.30-14.40		CHANGEOVER		
14.40-15.00	#107	Social Marketing Strategies Employed by NGOs to Bring Menstrual Health <i>This session is pre-recorded</i>	Promoting global and local health	
15.00-15.30		COFFEE & NETWORKING		

ROOM: Hacienda Los Ciruelos

TIME	#	TITLE	track	PRESENTERS
10.00-10.30		COFFEE & NETWORKING		
10.30-11.00	#95 ENG	A Community-Centered Approach to Rethink HIV Social Marketing in the US	Promoting global and local health	Danny Azucar, Rescue Agency, USA
11.05-11.35	#50 ENG	Stop COVID-19 In Our Community: A Vaccine Awareness Campaign	Promoting global and local health	Sukyi Naing & Mandela Howard-Mparuri, Outreach Global Group, USA
11.40-12.00	#104 ENG	Crowdsourcing as a tool for social marketing research – experiences from a nutrition project in Indonesia and Kenya	Digital and technological impact on social behaviour	Alexandra Wilson, Public Sector Marketing & Communications, Premise, USA
12.00-13.00		LUNCH		
13.00-14.30		PLENARY SESSION		
14.30-14.40		CHANGEOVER		
14.40-15.00	#13 ENG	National intervention campaign to counter xenophobic rhetoric used for political gain in the build-up to the 2024 national elections in South Africa. <i>This session is pre-recorded</i>	Mis and disinformation	Euston Witbooi & Jesse Cann, CABC, South Africa
15.00-15.30		COFFEE & NETWORKING		

ROOM: Hacienda Alejandria

TIME	#	TITLE	TRACK	PRESENTERS
10.00-10.30		COFFEE & NETWORKING		
10.30-10.50	#64 ENG	No Bat, No Me: Co-creating an Approach to Reduce Human-bat Conflict	Using citizen focused design thinking	Sharyn Rundle-Thiele, Social Marketing @ Griffith, Australia
10.55-11.15	#78 ENG	Reducing Urban Wildmeat Consumption of Young Women in Kinshasa: Fostering Social Transformation in Central Africa	Climate change, environment protection, sustainability	Liliana Vanegas, WCS, Rwanda
11.20-11.40	#61 ENG	Conserving wildlife through sustainable consumption: the three social marketing case studies in the urbanised areas of Brazzaville, Ouessou and Pokola (The Republic of Congo).	Climate change, environment protection, sustainability	Jenny Nthsila, WCS, Congo
11.45-12.05	#24 ENG	Reducing the spread of misinformation through short social media videos: Evidence from an online randomised controlled trial	Mis and disinformation	Mayra Cabrera, The Behavioral Insights Team, Mexico
12.00-13.00		LUNCH		
13.00-14.30		PLENARY SESSION		
14.30-14.40		CHANGEOVER		
14.40-15.00	#67 ENG	The process of co-designing messages to improve COVID-19 vaccine uptake via a national mHealth intervention in Colombia	Using citizen focused design thinking	Nathaly Aya Pastrana, IMEK, Centro de Investigación en Mercadeo & Desarrollo, Colombia
15.00-15.30		COFFEE & NETWORKING		

ROOM: Hacienda Mulalo

TIME	#	TITLE	TRACK	PRESENTERS
10.00-10.30		COFFEE & NETWORKING		
10.30-10.50	#105 ENG	SBI Brazil: Implementing primary health care-based screening and brief advice program for heavy drinking in Brazil	Promoting global and local health	Bettina Grajcer, Auíri, Brazil
10.55-11.15	#93 ENG	Promoting Prevention and Insights: The AB InBev Foundation's Escalemos Screening and Brief Intervention Program in Zacatecas	Reducing the impact of addiction	Elena Cardenas, AB InBev Foundation, Mexico & Angela Rizzo, AB InBev Foundation, USA
11.20-11.40	#87 ENG	Businesses that care: A case study for community prevention of youth alcohol use in Zacatecas, Mexico Change of presenter	Reducing the impact of addiction	Carolina Guidi Gentil, University of Miami, USA
11.45-12.05	#98 ENG	'Social Capital and Gambling Risk Perception' A social marketing dilemma	Promoting global and local health	Otila Osborne, Otago University, New Zealand
12.00-13.00		LUNCH		
13.00-14.30		PLENARY SESSION		
14.30-14.40		CHANGEOVER		
14.40-15.00	#63 ENG	Co-creating value: reflections on a multi-method co-creation phase to improve river health in Australia	Interdisciplinary and cross sector action	Timo Dietrich, Social Marketing @ Griffith, Australia
15.00-15.30		COFFEE & NETWORKING		

ROOM: Hacienda Pichichi

TIME	#	TITLE	TRACK	PRESENTERS
10.00-10.30		COFFEE & NETWORKING		
10.30-10.50	#91 ESP	Co-creación de una intervención para implementar un dispositivo multiparámetro de punto de atención para enfermedades no transmisibles en establecimientos del primer nivel de salud en Perú	Using citizen focused design thinking	María Lazo-Porras
10.55-11.15	#69 ESP	Medellín's women's active mobility profile using transport means	Using citizen focused design thinking	Alejandra Maria, Alvarez-Orrego, EAFIT University, Colombia
11.20-11.40	#81 ESP	Conectando a los no conectados. Los desafíos para lograr un 100% de conectividad al alcantarillado	Using systems thinking to solve complex societal problems	Mercedes Zevallos, CONACCION, Perú
11.45-12.05	#90 ESP	Inclusive strategies for sharing research results: Survey of the study titled Entrepreneurship in Vulnerable Contexts in Cali (EECV) 2022	Addressing intersecting inequalities and advancing equality	Daniel Girón Castellanos Fundación WWB Colombia Colombia
12.00-13.00		LUNCH		
13.00-14.30		PLENARY SESSION		
14.30-14.40		CHANGEOVER		
14.40-15.00	#70 ESP	Implementation of a salt substitute intervention using social marketing in resourced-limited communities in Peru: a process evaluation study	Promoting global and local health	Maria Lazo-Porras, CRONICAS, Peru
15.00-15.30		COFFEE & NETWORKING		