



# NORTH AMERICAN SOCIAL MARKETING CONFERENCE

**A DOSE OF HOPE: UNITING MINDS, INSPIRING CHANGE**

## CONFERENCE AGENDA



**SMANA** | SOCIAL MARKETING  
ASSOCIATION OF  
NORTH AMERICA  
Advancing Behavior Change for Social Good



UNIVERSITY of  
**SOUTH FLORIDA**

**FRIDAY, MAY 17<sup>TH</sup>, 2024**

7:00 – 8:30	<b>BREAKFAST BUFFET</b>	LOBBY
7:00 – 4:15	<b>REGISTRATION DESK OPEN</b>	LOBBY
<b>MAIN CONFERENCE BEGINS</b>		
8:30 – 8:45	<p><b>WELCOME BY UNIVERSITY OF SOUTH FLORIDA</b></p> <ul style="list-style-type: none"> <li>• <b>Mahmooda Khaliq Pasha</b>, Associate Professor of Social Marketing, University of South Florida &amp; Director, World Health Organization (WHO) Collaborating Center for Social Marketing</li> <li>• <b>Claudia Parvanta</b>, Professor and Concentration Lead, Social Marketing Director, Florida Prevention Research Center Co-Director, World Health Organization (WHO) Collaborating Center for Social Marketing</li> </ul>	BEACH/GULF /PALM
8:45 – 9:00	<p><b>WELCOME BY SOCIAL MARKETING ASSOCIATION OF NORTH AMERICA (SMANA)</b></p> <ul style="list-style-type: none"> <li>• <b>Karyn Dudley Madore</b>, Karyn Dudley Madore, SMANA President, Health Communication Director JSI Research and Training Institute, Inc.</li> </ul>	BEACH/GULF /PALM
<b>PLENARY SESSIONS</b>		
9:00 – 9:30 <b>Keynote 1</b>	<p><b>Plenary Chair</b> <b>Lynda Bardfield</b>, SMANA Vice President, Chief Creative Officer Creative Conscience; Adjunct Lecturer TUSM</p> <p><b>Session Title:</b> <u>Understanding human responses through neuromarketing</u></p> <p>Step into the world of groundbreaking research and transformative initiatives with the Social Marketing team at the University of South Florida. In this keynote session, explore USF’s innovative approach to pretesting campaign materials using eye tracking and facial expression analysis. Two examples of their work to promote responsible commuting and discourage vaping among young adults will be shared. Besides these examples, the authors will share how through this aperture, social marketing is gaining followers across multiple disciplines.</p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Mahmooda Khaliq Pasha</b>, Associate Professor of Social Marketing, University of South Florida &amp; Director, World Health Organization (WHO) Collaborating Center for Social Marketing</li> <li>• <b>Robert Hammond</b>, Associate Professor of Instruction and Director of the Center for Marketing and Sales Innovation, Muma College of Business, University of South Florida</li> <li>• <b>Claudia Parvanta</b>, Professor and Concentration Lead, Social Marketing Director, Florida Prevention Research Center Co-Director, World Health Organization (WHO) Collaborating Center for Social Marketing</li> <li>• <b>Zachary Sanders</b>, Graduate Research Assistant, Florida Prevention Research Center, University of South Florida</li> </ul>	BEACH/GULF /PALM

<p>9:30 – 10:15 <b>Panel 1</b></p>	<p><b>Session Title:</b> <u>Hope is Here: The Power of Lived Experience</u>          What better embodiment of the conference theme, A Dose of Hope, than these panelists, who like so many others, share their lived experience everyday to support the healing and recovery of others, shattering norms and misperceptions along the way. These brothers and sisters, mothers and sons, are living proof that change is possible. And with every connection they make, comes another dose of hope.</p> <p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• <b>Lynda Bardfield</b>, Chief Creative Officer Creative Conscience; Vice President SMANA; Adjunct Lecturer TUSM</li> </ul> <p><b>Panelists</b></p> <ul style="list-style-type: none"> <li>• <b>Elizabeth Reardon Hinkley</b>- Senior Communities and Partners Manager, Behavioral Health, HRiA</li> <li>• <b>Raquel Schlosser</b>-Clinical psychologist, trauma specialist, and Director of the Institute for Transgenerational Psychology</li> <li>• <b>Jon-Pierre Micucci-Project Manager</b>, the MA &amp; IL Problem Gambling Helplines</li> </ul>	<p>BEACH/GULF /PALM</p>
<p>10:15 – 10:45</p>	<p><b>BREAK</b></p>	<p><b>LOBBY</b></p>
<p>10:45 – 11:15 <b>Keynote 2</b></p>	<p><b>Plenary Chair</b>  <b>Kelsey McManus</b>, Director, Health Communication, Health Resources in Action</p> <p><b>Session Title:</b> <u>AI for Good? Expanding Our Understanding of Opinion Leaders in A Changing Digital Landscape</u>          There is strong evidence of the impact of opinion leaders in health promotion programs. Moreover, early work by Burke-Garcia suggests that social media influencers are the “opinion leaders” of the digital age as they come from the communities they influence and have built trust with them. Additional work done by Burke-Garcia suggests that they may be useful in disseminating credible and timely health information and prompting consideration of health behaviors. This plenary session will merge what we know about social media influencers as digital opinion leaders with these emerging technologies to propose the development of something we are calling Health Communication AI – perhaps the newest form of “opinion leader” – to do just this.</p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Amelia Burke-Garcia</b>, Director, Center for Health Communication Science and Program Area Director, Digital Strategy and Outreach, NORC at the University of Chicago</li> <li>• <b>Dr Rebecca Soskin Hicks</b>, Board certified, Stanford trained Paediatrician and Medical Consultant</li> </ul>	<p>BEACH/GULF /PALM</p>
<p>11:15 – 12:00 <b>Panel 2</b></p>	<p><b>Session Title:</b> <u>Keynotes in Conversation: Ai and the Infodemic, the Impact of Technology on Social Marketing</u>          Join us for an engaging conversation as three of our plenary speakers delve into the intersection of artificial intelligence (AI), technology, and social marketing. Our speakers will explore the current landscape, reflect on past experiences, and speculate on the future of these dynamic fields. Guided by our knowledgeable host, the session aims to foster an interactive dialogue, inviting audience questions and reflections to enrich the conversation.</p> <p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• <b>Kelsey McManus</b>, Director, Health Communication, Health Resources in Action</li> </ul> <p><b>Panelists</b></p> <ul style="list-style-type: none"> <li>• <b>Amelia Burke-Garcia</b>, Programe Area Director, Public Health, NORC</li> <li>• <b>Dr Rebecca Soskin Hicks</b>, Board certified, Stanford trained Paediatrician and Medical Consultant</li> <li>• <b>Robert Hammond</b>, Associate Professor of Instruction and Director of the Center for Marketing and Sales Innovation, Muma College of Business, University of South Florida</li> </ul>	<p>BEACH/GULF /PALM</p>

12:00 – 1:30	NETWORKING LUNCH	LOBBY
<p>1:30 – 2:00 <b>Keynote 3</b></p>	<p><b>Plenary Chair</b> <b>Claudia Parvanta</b>, Professor and Concentration Lead, Social Marketing Director, Florida Prevention Research Center Co-Director, World Health Organization (WHO) Collaborating Center for Social Marketing</p> <p><b>Session Title:</b> <u>Participatory Social Marketing to Promote Health Equity for Diverse Populations</u> In her talk, Dr. Kwon will present strategies and examples from her work to applying participatory social marketing approaches to dissemination and implementation science to advance health equity across diverse communities and populations.</p> <p><b>Speaker</b></p> <ul style="list-style-type: none"> <li>• <b>Simona Chung Kwon</b>, Associate Professor, Department of Population Health, NYU Grossman School of Medicine</li> </ul>	<p>BEACH/GULF /PALM</p>
<p>2:00 – 2:30 <b>Keynote 4</b></p>	<p><b>Session Title:</b> <u>Reducing Gun Deaths &amp; Injuries: A Social Marketing Approach</u> This presentation will summarize what Social Marketing strategies can and have been implemented to influence behaviors that reduce gun deaths and injuries. As would be expected, this is not about increased laws and policies. It's about strategies to increase the 4Ss: Safe Storage, See Something, Say Something, Suicide Intervention and Social Equity. Each of these priority strategies are inspired by research that Nancy conducted in 2022, and then wrote about in her latest book Reducing Gun Deaths &amp; Injuries: A Social Marketing Approach.</p> <p><b>Speaker</b></p> <ul style="list-style-type: none"> <li>• <b>Nancy R. Lee</b>, Affiliate Instructor, University of Washington, President Social Marketing Services, Strategic Advisor C+C</li> </ul>	<p>BEACH/GULF /PALM</p>
<p>2:30 – 3:00</p>	<p>BREAK</p>	<p>LOBBY</p>

3:00 – 4:15 PM	BREAKOUT SESSIONS		
BEACH	<b>A1. Public Health, Healthcare, and Determinants of Health</b>		
	<b>3:00 – 3:20 (20 mins)</b> <b>Text2LiveHealthy: A social marketing campaign to help families of children eat healthier and be more physically active</b> <i>Elizabeth Watts, Rocky Mountain Prevention Research Center</i>	<b>3:25 – 3:45 (20 mins)</b> <b>Behavior Integration: an innovative social and behavioral framework to design and track holistic programs for maximum impact</b> <i>Riley Auer, JSI Research &amp; Training Institute, Inc.</i>	<b>3:50 – 4:00 (10 mins)</b> <b>Implementing a community engaged approach in a virtual setting: Adapting Community Based Prevention Marketing to address PrEP initiation in Hillsborough County, FL</b> <i>Natalie Erasme, University of South Florida</i>
GULF	<b>A2. Public Health, Healthcare, and Determinants of Health</b>		
	<b>3:00 – 3:20 (20 mins)</b> <b>Bridging Funding Sources to Meet Youth Where They Are At: How A Vaping Campaign Can Become More for More Youth</b> <i>Christin H D'Ovidio, JSI Research &amp; Training Institute, Inc.</i>	<b>3:25 – 3:45 (20 mins)</b> <b>Campaign awareness and effect of a social marketing campaign on fruit and vegetable consumption in SNAP-eligible adults.</b> <i>Drew Cole, Mississippi State University Extension</i>	<b>3:50 – 4:10 (20 mins)</b> <b>The intersection of school life and adolescent asthma – a formative research of students and key stakeholders' perspective</b> <i>Tali Schneider, James A. Haley Veterans Hospital and USF</i>
PALM	<b>A3. Advancing Social Marketing Theory &amp; Thought</b>		
	<b>3:00 – 3:20 (20 mins)</b> <b>I Choose H2O! The Voice of Latino High School Students in New Mexico and the Formative Research to Get There</b> <i>Glenda Canaca, University of New Mexico School of Medicine</i>	<b>3:25 – 3:45 (20 mins)</b> <b>Evaluating lessons learned when designing training initiatives for students and young professionals using social marketing to create and promote positive behavior change at the population level</b> <i>Dr. Alyssa B. Powell, University of South Carolina Beaufort</i>	<b>3:50 – 4:10 (20 mins)</b> <b>The Hard Facts: Moving Changemakers to Behaviour Change Narratives that Work</b> <i>Janice Nathanson, PhD</i>
BAY	<b>A4. Public Health, Healthcare, and Determinants of Health</b>		
	<b>3:00 – 3:20 (20 mins)</b> <b>Rural Youth, Healthy Futures: Implementing Effective Strategies for Preventing Vaping and Tobacco Use</b> <i>Kathleen Thomas, Rescue</i>	<b>3:25 – 3:45 (20 mins)</b> <b>Water Fountains of Hope: Fostering Unity and Inspiring Change on Public College Campuses</b> <i>Chris Palmedo, CUNY School of Public Health</i>	<b>3:50 – 4:00 (10 mins)</b> <b>Five lessons from Africa that might make you a better North American social marketer</b> <i>Cristin Marona, mathboxology</i>
COASTAL	<b>A5. Public Health, Healthcare, and Determinants of Health</b>		
	<b>3:00 – 3:20 (20 mins)</b> <b>Shaping Change, Breaking Stigma: A Journey through Naloxone Empowerment in Opioid Prevention</b> <i>Andrés Rodriguez, C+C</i> <i>Rebecca Strott, C+C</i>	<b>3:25 – 3:45 (20 mins)</b> <b>Substance Free Alternative Events; If You Build It, They will Come!</b> <i>Katharine Sadler, Prevention Insights-IU</i>	<b>3:50 – 4:10 (20 mins)</b> <b>You Can Save a Life: Engaging communities to change behaviors around harm reduction</b> <i>Elizabeth Reardon, Kelsey McManus,</i> <i>Kyra Robins, Health Resources in Action</i>
4:10 – 4:30	BREAK		LOBBY

4:30 – 5:30	<b>BREAKOUT SESSIONS</b>			
BEACH	<b>B1. Public Health, Healthcare, and Determinants of Health</b>			
	<b>4:30 – 4:50 (20 mins)</b> <b>Swap Up: Encouraging Teen Nutrition Upgrades</b> <i>Kathleen Thomas, Rescue</i>	<b>4:55 – 5:15 (20 mins)</b> <b>Systems change required: Exploitative, extractive, endless growth economy harms all</b> <i>Kelley Dennings, Center for Biological Diversity</i>	<b>5:20 – 5:30 (10 mins)</b> <b>Addressing Barriers Through Action: Engaging Community Organizations to Address Social Determinants of Health While Using Social Marketing Practices to Advance Mental Health and Health Literacy</b> <i>Krizia Melendez, Columbus Public Health</i>	
GULF	<b>B2. Public Health, Healthcare, and Determinants of Health</b>			
	<b>4:30 – 4:50 (20 mins)</b> <b>Empowering Youth Suicide Prevention in California (Sneak Peek of the campaign is here)</b> <i>Stacey Nelson Smith, CEO Civilian</i>	<b>4:55 – 5:15 (20 mins)</b> <b>Training public health professionals in the Caribbean and Latin America to use social marketing for decreasing non-communicable diseases: Lessons learned and future opportunities</b> <i>Yadhira Maldonado, USF</i>	<b>5:20 – 5:30 (10 mins)</b> <b>Cultural Resonance of COVID-19 Vaccine Messages: A Checklist in the Making</b> <i>Kayleigh Murray, USF</i>	
PALM	<b>B3. Public Health, Healthcare, and Determinants of Health</b>			
	<b>4:30 – 4:50 (20 mins)</b> <b>Can a social marketing campaign improve physician knowledge and communication with patients about hereditary breast cancers?</b> <i>Anna Karavanov, National Association of Chronic Disease Directors</i>	<b>4:55 – 5:05 (10 mins)</b> <b>Using Neuromarketing Research Methods to Evaluate Anti-Tobacco Messages and Website Utilization</b> <i>Zachary Taylor Sanders, Florida Prevention Research Center, USF</i>	<b>5:10 – 5:20 (10 mins)</b> <b>Understanding barriers and facilitators of partner communication about PrEP use among Latino gay, bisexual, and other men who have sex with men in the United States South</b> <i>Alejandro Rivas, CDC</i>	<b>5:25 – 5:35 (10 mins)</b> <b>Developing and Evaluating a Veteran Caregivers' Whole Health Intervention Program using Human Centered Design</b> <i>Tali Schneider, James A. Haley Veterans Hospital and USF</i>
BAY	<b>B4. Public Health, Healthcare, and Determinants of Health</b>			
	<b>4:30 – 4:50 (20 mins)</b> <b>The use of cross-sectional surveys to inform audience segmentation and research on summer meals: Experiences and preference of rural families</b> <i>Anthony Panzera, Share Our Strength, American University</i>	<b>4:55 – 5:15 (20 mins)</b> <b>The Writing's on the Wall: Developing a Reader Friendly Material Review Procedure to Positively Impact a Greater Audience</b> <i>Dr. Krizia Melendez, Columbus Public Health</i>	<b>5:20 – 5:30 (10 mins)</b> <b>The Grow This! Throwdown: Growing Collective Efficacy Using a Viral Gardening Challenge</b> <i>Keely Blankenship, WVU Extension Family Nutrition Program</i>	
COASTAL	<b>B5. Public Health, Healthcare, and Determinants of Health</b>			
	<b>4:30 – 4:40 (10 mins)</b> <b>Effects of Social Marketing on College Students Health Behaviors: A Literature Review</b> <i>Matthew D Hutchins, Indiana State University</i>	<b>4:45 – 4:55 (10 mins)</b> <b>Empowering Adolescent Girls in Sub-Saharan Africa: A Multi-Issue SKY Girls Approach</b> <i>Mmapula Sedie, SKY Girls and Social Dialogue Organisation</i>	<b>5:00 – 5:10 (10 mins)</b> <b>How to Enact Change: Secondhand Smoke in Multi-Unit Housing</b> <i>Tyler Klaassen, VI Marketing and Branding and Oklahoma Tobacco Settlement Endowment Trust</i>	
5:30 – 7:00	<b>POSTER WALK, NETWORKING &amp; CASH BAR</b>			<b>ISLAND</b>

**SATURDAY, MAY 18<sup>TH</sup>, 2024**

<b>TIME</b>	<b>SESSION</b>	<b>ROOM</b>
7:30 – 8:30	<b>BREAKFAST BUFFET</b>	LOBBY
8:00 – 3:15	<b>REGISTRATION DESK OPEN</b>	LOBBY
8:00 – 8:15	<b>WELCOME DAY TWO</b> <b>Karyn Dudley Madore</b> , Karyn Dudley Madore, SMANA President, Health Communication Director JSI Research and Training Institute, Inc.	BEACH/ GULF/PALM
8:15 – 8:30	<b>WELCOME FROM THE INTERNATIONAL SOCIAL MARKETING ASSOCIATION (iSMA)</b> <b>Prof. Jeff French</b> , iSMA President, CEO of Strategic Social Marketing, Emeritus Professor at Kings College London, and Brighton University	BEACH/ GULF/PALM
<b>PLENARY SESSIONS</b>		
8:30 – 9:00 <b>Keynote 5</b>	<b>Session Title:</b> <u>Playing together, leveraging multi sector collaborations</u> In this session Professor Jeff French will explore the benefits of building delivery coalitions across sectors and disciplines as a foundational element of Social Marketing strategy. The presentation will also set out some rules for partnering and collaboration, some do's some don'ts and some examples of good practice. <b>Speaker</b> <ul style="list-style-type: none"> <li><b>Prof. Jeff French</b>, iSMA President, CEO of Strategic Social Marketing, Emeritus Professor at Kings College London, and Brighton University</li> </ul>	BEACH/ GULF/PALM
9:00 – 9:30 <b>Keynote 6</b>	<b>Session Title:</b> <u>One Health: An epic call to action for us all</u> One Health envisions unprecedented global collective action, and the problems - and solutions - ultimately come down to human behavior. This session will explore the scope of the behavior change challenges and opportunities that underlie the One Health agenda: In our increasingly interconnected world, how can each of us be agents of positive systems change and transformation to protect people and planet? <b>Speaker</b> <ul style="list-style-type: none"> <li><b>Ilze Melngailis</b>, Senior Director, Business Council for the UN and Private Sector Engagement</li> </ul>	BEACH/ GULF/PALM
9:30 – 10:15 <b>Panel 3</b>	<b>Session Title:</b> <u>Business for Social Good: Fostering Innovative partnerships between sectors to promote social good.</u> Join us for a dynamic panel session at the Social Marketing Conference as we delve into the intersection of business, social good, and health outcomes. Our esteemed panelists will explore the vital role of innovative partnerships in driving positive societal change. From leveraging corporate resources for community health initiatives to assessing the impact of commercial determinants on public health, this session promises insightful discussions and actionable strategies. Don't miss this opportunity to gain valuable insights and forge collaborations aimed at creating a healthier, more equitable world. <b>Moderator</b> <ul style="list-style-type: none"> <li><b>Prof. Jeff French</b>, iSMA President, CEO of Strategic Social Marketing, Emeritus Professor at Kings College London and Brighton University</li> </ul> <b>Panelists</b> <ul style="list-style-type: none"> <li><b>Ilze Melngailis</b>, Senior Director, Business Council for the UN and Private Sector Engagement</li> <li><b>Catalina Garcia</b>, Global Director of Corporate Affairs, Board Director AB InBev Foundation</li> <li><b>Tony Foleno</b>, SVP, Strategy &amp; Evaluation, The Ad Council</li> <li><b>Prof. Sharyn Rundle-Thiele</b>, Director, Social Marketing @ Griffith Business School, Australia</li> </ul>	BEACH/ GULF/PALM
10:15 – 11:00	<b>BREAK</b>	LOBBY

<p>11:00 – 11:30 <b>Keynote 7</b></p>	<p><b>Plenary Chair</b> <b>Karyn Dudley Madore</b>, SMANA President, Marketing Director JSI Research and Training Institute, Inc.</p> <p><b>Session Title:</b> <u>Selecting and Unpacking Behaviors</u> Too often, program developers fail to rigorously select and unpack the behaviors that their initiatives target. In this presentation, two aspects of behavior selection will be introduced: 1) determining which behaviors warrant being promoted, and 2) how to unpack a behavior once it has been selected. Four selection criteria (impact, adoption, probability, and applicability) will be introduced that can be used to determine which behaviors are worth developing programs for. In addition, the creation of behavioral chains will be introduced as a vehicle for unpacking behaviors. Behavioral chains can assist with identifying audience segments and barriers to adoption of the selected behaviors.</p> <p><b>Speaker</b></p> <ul style="list-style-type: none"> <li>• <b>Doug McKenzie-Mohr</b>, Founder, CBSM</li> </ul>	<p>BEACH/ GULF/PALM</p>
<p>11:30 – 12:00 <b>Keynote 8</b></p>	<p><b>Session Title:</b> <u>Improving Lives: Determinants of Health for Native People &amp; Cultural Competency</u> Native American and Alaska Native people (hereafter called Native people), have the lowest life expectancy compared to white, black, and Hispanic populations. Given the low life expectancy and the health disparities impacting the lives of Native people, action is necessary to improve their quality of life. Taking a comprehensive approach to understanding the determinants of health among diverse Native communities is an informative action. By ensuring that cultural competency and nuances are included in all aspects of public health interventions and related efforts, innovative solutions that holistically uplift the health of Native communities can be created.</p> <p><b>Speaker</b></p> <ul style="list-style-type: none"> <li>• <b>Tosheena Nez, MPH</b>, Multicultural Communications Specialist, American Indian &amp; Alaska Native Audience, ICF Next</li> </ul>	<p>BEACH/ GULF/PALM</p>
<p>12:00 – 1:00</p>	<p><b>NETWORKING LUNCH</b></p>	<p><b>LOBBY</b></p>



1:00 – 2:00	BREAKOUT SESSIONS		
BEACH	<b>C1. Public Health, Healthcare, and Determinants of Health</b>		
	<b>01:00 – 1:20 (20 mins)</b> The Six Mental Health Segments: How Communicators Can Change the Conversation around Mental Health by Understanding Different Mental Health Mindsets <i>Catherine Chao, Ad Council</i>	<b>1:25 – 1:45 (20 mins)</b> Moving From Crisis to Hope: Marketing the 988 Helpline <i>Sara Isaac, Marketing for Change</i>	<b>1:50 – 2:00 (10 mins)</b> Bringing Brand Strategy into Social Marketing: 988 and Youth Mental Health <i>José Nieto, Argus</i>
GULF	<b>C2. Environmental Sustainability, One Health, and Emergency Settings</b>		
	<b>1:00– 1:20 (20 mins)</b> Harvesting Hope: The Transformative Power of One Health in Biodiversity Preservation and Community-Led Conservation <i>Lauren Watkins, Impact by Design</i>	<b>1:25 – 1:45 (20 mins)</b> Pump Out, Don't Dump Out Program: Using Social Marketing to Enhance Regulatory Compliance <i>Justine Asohmbom, Department of Ecology</i>	<b>1:50 – 2:00 (10 mins)</b> Beyond Bans and Bylaws: Driving Progress on Food Scraps Recycling with Behaviour Change Communications <i>Alison Schatz, Metro Vancouver Regional District</i>
PALM	<b>C3. Environmental Sustainability, One Health, and Emergency Settings</b>		
	<b>1:00– 1:20 (20 mins)</b> Transforming Awareness into Action: Insights from California's Mental Health Campaign <i>Stacey N Smith, Civilian and CalMHSA</i>	<b>1:25 – 1:35 (10 mins)</b> Boosting sustainable behavior when confronting emotional barriers: Mexican young fast fashion consumers case <i>Marilú Fernandez-Haddad, Universidad de las Américas Puebla</i>	<b>1:40 – 1:50 (10 mins)</b> Ecological awareness and conscious consumption a path to sustainability <i>Madiã Marcela Fernandes Vasconcelos, Universidade Federal da Bahia and instituto federal de alagoas</i>
BAY	<b>C4. Business for Social Good, Innovative Partnerships, and Commercial Determinants of Health</b>		
	<b>1:00 – 1:20 (20 mins)</b> Applying the Learnings of a USF/PAHO Social Marketing Capacity Building Course in the Real World. Using Social Marketing to Decrease Excessive Salt Consumption in Aruba And St Maarten. <i>Angela Makris, USF</i>	<b>1:25 – 1:45 (20 mins)</b> Friends with benefits: Advancing academic/practitioner collaboration in social marketing <i>Liz Foote, Research Fellow, Griffith University</i>	<b>1:50 – 2:00 (10 mins)</b> Literature systematic review on how employee engagement with CSR programs influences organizational performance <i>Gibson Muridzi, University of Johannesburg</i> <b>Video Presentation</b>
COASTAL	<b>C5. Public Health, Healthcare, and Determinants of Health</b>		
	<b>1:00 – 1:20 (20 mins)</b> Unraveling the Threads of Transgenerational Psychology: Insights for Social Marketers and Public Health Professionals <i>Dra.Raquel Schlosser, Institute for Transgenerational Psychology</i>	<b>1:25 – 1:45 (20 mins)</b> Identifying Audience Segments: A Deep Dive Into Gambling Personas. <i>Jon-Pierre Miccuci, Health Resources in Action</i>	<b>1:50 – 2:00 (10min)</b> The Play-by-Play for Suicide Prevention on Social: Effective Behavior Change Strategies for Communication Professionals <i>Lizzi Perkins, Boncom</i>

2:00 – 2:15	BREAK			LOBBY
2:15 – 3:40	BREAKOUT SESSIONS			
BEACH	<b>D1. Social Justice, Equity, Diversity, Inclusion, and Stigma</b>			
	<b>2:15 – 2:35 (20 mins)</b> ‘Tatau Tātou, all of us count’ - Designing a census programme for the minority, for the majority. <i>Anna Gunnell, VML</i>	<b>2:40 – 3:00 (20 mins)</b> Enhancing Eco-Therapeutic Programs for the Visually Impaired Through Innovative Marketing Strategies <i>Mine Ucok Hughes, PhD, California State University, Los Angeles</i>	<b>3:05 – 3:25 (20 mins)</b> Challenging how we combat stigma – how attitude was more important than information in ‘sticking it to’ Hep C <i>Anna Gunnell, VML Brooke Cheeseright, Health New Zealand</i>	<b>3:30 – 3:40 (10 mins)</b> Advancing Social Marketing Theory & Thought through our Teaching <i>Chris Palmedo, CUNY School of Public Health</i>
GULF	<b>D2. Social Justice, Equity, Diversity, Inclusion, and Stigma</b>			
	<b>2:15 – 2:35 (20 mins)</b> "Today is For Me": Addressing Perceptions of Marijuana and Alcohol Use Safety During Pregnancy Through Behavior Change <i>Christin H D'Ovidio, MFA, CCPH, JSI Research &amp; Training Institute, Inc</i>	<b>2:40 – 3:00 (20 mins)</b> Making behavioral science mainstream in tackling stigma by healthcare providers and achieving HIV epidemic control <i>Riley Auer, SBC Technical Officer, JSI Research &amp; Training Institute, Inc.</i>	<b>3:05 – 3:25 (20 mins)</b> Recovery is Possible: Addressing Stigma and Enhancing Care for Pregnant and Post-Partum Individuals with Opioid Use Disorder <i>Erica Rogers, Health Resources in Action</i>	<b>3:30 – 3:40 (10 mins)</b> OPTIONS: A Comprehensive Approach to Combatting Stigma, Promoting Equity, and Reducing Fatal Opioid Overdoses in Maine <i>Christina Curell, JSI Research &amp; Training Institute, Inc.</i>
PALM	<b>D3. Research Methodologies</b>			
	<b>2:15 – 2:35 (20 mins)</b> A Social Marketing Approach to Tackle The Formative Research Bottleneck: A Study of Two Data Gathering Methods to Understand a Priority Research Population at a Time of Crisis. <i>Angela Makris, USF Dove M E Wimbish, USF</i>	<b>2:40 – 3:00 (20 mins)</b> Innovations in Social Marketing Campaign Evaluation: Insights from the We Can Do This COVID-19 Campaign <i>Jae-Eun Kim – Fors Marsh, Senior Scientist, Fors Marsh Michael Marshall, Research Scientist, Fors Marsh</i>	<b>3:05 – 3:25 (20 mins)</b> Making It Stick: Improving Effectiveness of Communication Messages and Materials Using Neuromarketing <i>Dove M E Wimbish, PhD (a.b.d.), MA (CTE), CQR, CWGS, CDivEd, University of South Florida</i>	<b>3:30 – 3:40 (10 mins)</b> Using big data and innovative technologies to improve road safety <i>Angela Rizzo, Manager of Social Impact, AB InBev Foundation</i>
BAY	<b>D4. Advancing Social Marketing Theory &amp; Thought</b>			
	<b>2:15 – 2:35 (20 mins)</b> HITS: A theory for social marketers <i>Sharyn Rundle-Thiele, Social Marketing @ Griffith and Griffith University</i>	<b>2:40 – 3:00 (20 mins)</b> Story Telling for Change <i>Erin Robinson, VI Marketing and Branding and Oklahoma Tobacco Settlement Endowment Trust</i>	<b>3:05 – 3:25 (20 mins)</b> Generating Demand for Healthy Diets Among Underserved Communities through Social Marketing <i>Riley Auer, JSI Research &amp; Training Institute, Inc.</i>	<b>3:30 – 3:40 (10 mins)</b> Marketing for Good? <i>Joni Avram, Cause &amp; Effect</i> <b>Video Presentation</b>
3:40 – 4:00	BREAK			LOBBY

**FINAL PLENARY SESSION**

<p align="center">4:00-4:15</p>	<p><b>Social Marketing Awards 2024</b>                  Join us for the presentation ceremony for the 2024 Social Marketing Awards, the only competition exclusively devoted to behavioral and social change marketing, launched by SMANA in 2023 to encourage and reward the development of effective and creative social marketing campaigns.</p> <p><b>Award Presenters:</b></p> <ul style="list-style-type: none"> <li>• <b>Karyn Dudley Madore</b>, Karyn Dudley Madore, SMANA President, Health Communication Director JSI Research and Training Institute, Inc.</li> </ul>	<p align="center">BEACH/ GULF/PALM</p>
<p align="center">4:15 – 5:00</p>	<p><b>Session Title:</b> <u>Hope in Action: Reflecting on Insights and Inspiring Change</u>                  As we gather one last time, attendees will have the opportunity to share their experiences, insights, and reflections on the conference's themes and discussions. Our hosts will facilitate an open dialogue, inviting participants to offer what they've learned, how their perspectives have evolved, and what has sparked inspiration within them.                  Through this collaborative feedback and reflection session, we aim to harvest the seeds of hope planted throughout the conference and cultivate a shared vision for driving positive change in social marketing. Join us in celebrating the power of collective wisdom and charting a course towards a brighter, more impactful future.</p> <p>Join us for the closing plenary of the North American Social Marketing Conference, where we'll embark on a collective journey of reflection and inspiration. Hosted by esteemed committee members Christin D'Ovidio and Angela Makris, this session is a culmination of our conference theme, "A DOSE OF HOPE: UNITING MINDS, INSPIRING CHANGE."</p> <p><b>Moderators</b></p> <ul style="list-style-type: none"> <li>• <b>Angela Makris</b>, University of South Florida Center of Excellence in Maternal and Child Health</li> <li>• <b>Christin H. D'Ovidio</b>, Senior Consultant at JSI Research &amp; Training Institute, Inc.</li> </ul>	<p align="center">BEACH/ GULF/PALM</p>
<p align="center">5:00 – 5:10</p>	<p align="center"><b>CLOSING REMARKS</b></p>	<p align="center">BEACH/ GULF/BAY</p>



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