Addressing the major behavioural challenges of our time

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The 2nd World Non-Profit & Social Marketing Conference

Conference Programme

Supporting sponsors

Date 11-12 April 2011  Venue Citywest Hotel, Dublin, Ireland

www.wsmconference.com
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The President’s Welcome

It gives me great pleasure to send my warmest greetings to all those attending the World Social Marketing Conference 2011. I am delighted to extend a particular welcome to all those who have travelled from outside Ireland for this conference.

The World Social Marketing Conference 2011 will be a valuable opportunity for those active in the Governmental and Non-Profit sector to share experience, learn best practice and develop fresh ideas about communicating their mission to the broader public.

Whether in the fields of public health, overseas development or advocacy, the organisations represented at the World Social Marketing Conference are active throughout the community sector and are engaged in enhancing the lives of people around the world.

This Conference will help them to communicate more effectively and more efficiently about their vital work.

I wish the conference organisers and delegates a most enjoyable and successful conference.

MARY McALEESE
PRESIDENT OF IRELAND
Céad míle failte.

That’s the traditional Irish greeting: “A hundred thousand welcomes."

As Title Sponsor of the 2nd World Non-Profit and Social Marketing Conference, Ogilvy Public Relations Worldwide is honored to extend that greeting to you and the more than 500 dedicated professionals from around the globe who have gathered here in Dublin.

We look forward to getting to know you and joining you in a robust exchange of views and experiences during two days of presentations, debates, seminars and networking opportunities.

May we all leave with a hundred thousand fresh ideas for achieving positive social change.

www.ogilvypr.com  Social marketing blog: http://smexchange.ogilvypr.com/

Ogilvy Public Relations
Worldwide
Welcome from Jeff French

I’d like to welcome you to the 2nd World Non-Profit and Social Marketing Conference in Dublin. I am sure that, like me, you are looking forward to what will be a great event. I would like to personally thank you for coming to the conference and making this investment of your valuable time.

Conferences like this are all about the people who come and the contributions they make. I would like to thank you if, like many, you are presenting a seminar, speed presentation or poster, or making another contribution to the event. The conference has a very high rate of active participants which is fantastic.

We are also very fortunate to have attracted so many excellent key note presentations, and papers, many of which are outstanding contributions that will help to further develop our understanding and practice. We will also have a great social time where we can catch up with old friends and meet new ones.

I would especially like to thank all of our sponsors and exhibitors, for without their support this conference would not be possible. In particular I would like to thank Ogilvy Public Relations Worldwide for their support and assistance as our Title Sponsor.

As you know evaluation is a key part of all of our work, so one last request from me is that you make sure that you give us your feedback. Please come and meet us at The Conference People stand (Red 4 in the exhibition) and let us know what you think of the conference, what’s working well and what we can improve for future events.

Once again many thanks for being with us here in Dublin and I look forward to meeting with you over the next few days.

Enjoy the conference

PROFESSOR JEFF FRENCH
Conference Venue Map
Principles and Practice of Social Marketing
An International Perspective

Rob Donovan  Curtin University of Technology, Perth
and Nadine Henley  Edith Cowan University, Western Australia

This fully updated edition combines the latest research with real-life examples of social marketing campaigns to help you understand how to apply the principles and methods of marketing to a broad range of social issues. The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour, and reveal how these campaigns may differ according to their cultural context and subject matter. Every chapter is fully illustrated with real-life examples, including campaigns that deal with racism, the environment and mental health. The book also shows how social marketing influences governments, corporations and NGOs, as well as individual behaviour. The author team combine research and teaching knowledge with hands-on experience of developing and implementing public health, social welfare and injury prevention campaigns to give you the theory and practice of social marketing.

- Shows how the principles of social marketing work in actual campaigns with an evidence-based approach that provides many real-life examples in every chapter.
- Applies marketing techniques to a broad range of ‘social’ issues, and by including examples of campaigns dealing with issues such as racism, the environment and mental health, the reader will learn how to apply social marketing to the widest variety of subject areas.
- Examples drawn from around the world show the reader how social marketing campaigns may differ according to their cultural context and subject.

Contents

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978-0-521-19450-1  £80.00
978-0-521-16737-6  £35.00

www.cambridge.org
Programme Overview

Sunday 10 April

12:00  Event Registration Opens
16:00-18:00  Inaugural International Social Marketing Association (ISMA) Open Board Meeting
19:00  Welcome reception in the Exhibition Hall sponsored by The NSMC

Monday 11 April

09:00  Session 1 - Welcome & Keynote Presentation
       Tackling the major behavioural challenges of our time
10:30  Refreshments
11:00  Session 2 - Stream Sessions
12:30  Lunch and poster presentations
13:45  Session 3 - Seminars
15:15  Session 4 - Keynote Presentation Sponsored by McCann Healthcare Worldwide
16:45  Refreshments
17:15  Session 5 - The Big Debates
18:15  End of Day 1 conference
19:30  Gala Dinner drinks reception Sponsored by Corporate Culture
20:00  Gala Dinner

Tuesday 12 April

08:00  Refreshments
09:00  Session 6 - Keynote Presentation Sponsored by Ogilvy Public Relations Worldwide
10:00  Refreshments
10:30  Session 7 - Seminars
12:00  Lunch & poster presentations
13:00  Session 8 - Stream Sessions
14:30  Refreshments
15:00  Session 9 - Seminars
16:30  Session 10 - Closing Keynote Presentation
18:00  Conference Close
The NSMC is at the forefront of social marketing and behaviour change in the UK. We have forged an international reputation as a centre of excellence.

The NSMC have developed a user-friendly online tool which will calculate the value for money of social marketing and behaviour change interventions. The tool is available via our website. Contact Rowena to see how it could help you demonstrate success to partners and funders and how we can adapt the tool to meet your needs.

Contact Rowena Merritt: 020 799 1930,
rmerritt@thensmc.com

This autumn will see the launch of the Social Marketing Casebook. Sponsored by The NSMC, it brings together a dedicated collection of social marketing case studies and vignettes from around the world. It will provide a complete overview of the social marketing process and how it can be applied in practice.

Find out more and order online at: www.sagepub.co.uk

We are developing a suite of social marketing online training modules and fully interactive e-learning environment. Whatever your experience, you will be able to hone existing skills and gain new ones while you progress at your own pace.

To register your interest contact Patrick Ladbury: 020 7799 1923, p.ladbury@thensmc.com
Speakers

Prof. Alan Andreasen
Professor of Marketing, Georgetown University (USA)

Alan is Professor of Marketing at Georgetown University and recipient of two lifetime achievement awards. He has published 17 books and over 135 articles, book chapters and conference papers and advised and conducted executive seminars for such organizations as the World Bank, USAID, the CDC and public health programs in Egypt, Thailand, Colombia, Jamaica, Mexico, Indonesia and Bangladesh.

Jay M. Bernhardt, PhD, MPH
Department Chairperson and Professor of Health Education and Behavior at the University of Florida (USA)

Department Chairperson and Professor of Health Education and Behavior at the University of Florida. He also is the Founding Director of the Center for Digital Health and Wellness. He is widely recognized as a visionary leader and innovative scholar on the application of communication, marketing, and new media to public health, healthcare, and medicine.

From 2005-2010, Dr. Bernhardt served as the Director of the National Center for Health Marketing (NCHM) at the US Centers for Disease Control and Prevention (CDC). In FY09, NCHM employed more than 500 staff with a budget of more than $100 million. Following Dr. Bernhardt’s vision, the CDC led the federal government in the application of social media, web 2.0, and mobile applications, resulting in one of the most user-centered, award-winning federal websites. Under his leadership, NCHM expanded its programs to East Asia, Central America, and East Africa.

Prior to his tenure at CDC, Dr. Bernhardt was Assistant Professor of Behavioral Sciences and Health Education at Emory University Rollins School of Public Health and the Founding Director of the Emory Center for Public Health Communication. Previously, Dr. Bernhardt was Assistant Professor of Health Promotion and Behavior at the University of Georgia.

Dr. Bernhardt’s PhD in Health Behavior and Health Education is from the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill. His MPH is from the UMDNJ School of Public Health and the Edward J Bloustein School of Planning and Public Policy at Rutgers, the State University of New Jersey. His BA in Sociology is from Rutgers College.

Dr. Bernhardt is an Associate Editor of Health Education and Behavior, serves on three Editorial Boards, is a member of five honor societies, and has received numerous prestigious awards. In 2001, Dr. Bernhardt was the youngest member ever elected to the Executive Board of the American Public Health Association. During his term on the Board, he was elected by his peers to serve as its Vice Chairperson.

Originally from New Jersey, Dr. Bernhardt lives in Gainesville, Florida with his wife, Sheryl Ball Bernhardt, MS, an Occupational Therapist, and their children, Lila and Nathan.

John Bromley
Director, NSMC (UK)

John is Director of the National Social Marketing Centre. He has twenty years experience operating successfully in the UK and within Europe to deliver policy and legislation change, profile raising, repositioning and the management of complex behaviour change programmes.

John has worked within the European Institutions for the Commission and Parliament, he has also held senior positions in a number of trade associations in Brussels and London. He worked within the Department of Health where he set up the Social Marketing Development Unit, latterly he has been responsible for developing and implementing a number of national clinical strategies.

His specialist skills include devising, securing support for and executing integrated public relations, marketing and communication strategies using segmentation and customer insight techniques. He has also managed substantial teams of diverse staff and has held key corporate leadership roles where he has led substantial change programmes.

Dr. Carol Bryant
University of South Florida (USA)

Dr. Carol Bryant is a Distinguished USF Health Professor and Co-Director of the Florida Prevention Research Center at the University of South Florida College of Public Health. For twenty years, she has directed social marketing research on a wide variety of public health projects. With colleagues at the Florida Prevention Research Center, she is developing and evaluating an innovative framework - community-based prevention marketing for designing and tailoring behavior change interventions and promoting evidence-based policies. In addition to research, Professor Bryant teaches a variety of graduate level social marketing courses and coordinates the National Social Marketing and Public Health Conference. She is also founding editor of the Social Marketing Quarterly and senior author of The Cultural Feast: An Introduction to Food and Society.
Dr. Katherine Lyon Daniel
Deputy Associate Director for Communication, Centers for Disease Control and Prevention (CDC) (USA)

Dr. Katherine Lyon Daniel is Deputy Associate Director for Communication at the U.S. Centers for Disease Control and Prevention, where she applies behavioral science, health communication, and social marketing principles to improve public health.

Katherine’s professional achievements include conducting original research and exemplary national health promotion campaigns, for which she has received numerous professional communication awards. She has a B.A. in Psychology from the University of Virginia, and a Ph.D. from the University of California at Irvine in Social Ecology. Her dissertation research focused on communicating long-term health risks to the U.S. Senate.

She lives in Atlanta, Georgia, with her husband and two adorable sons, for whom she makes all health-related decisions.

Steven Chapman
Chief Technical Officer, PSI (USA)

Steven Chapman became chief technical officer in 2008 and leads PSI’s efforts to improve the effectiveness, cost-effectiveness and equity of its interventions. Steven manages PSI’s Technical Services team which consists of approximately 50 experts in five departments: Malaria and Child Survival; HIV, Tuberculosis and Reproductive Health; Research & Metrics; Social Marketing; and Capacity Building. He also heads PSI’s strategic initiative on innovation, which aims to increase the proportion of DALYs averted by PSI from new interventions, and consists of an innovation fund, cross departmental innovation teams, capacity building efforts and pilot projects. From 2002 to 2008, Steven led PSI’s Research & Metrics department and its initiative to increase evidence-based decision making across the organization. This effort resulted in PSI interventions today increasingly using standard methods and tools to segment populations, plan interventions, and monitor and evaluate behavioral determinants and outcomes and health impact. He is currently co-authoring a book on social marketing research and evaluation.

Steven was a Peace Corps volunteer in Togo. He first joined PSI in 1989 as special projects officer and in 1996 became the founding director of PSI-Europe. From 1997 to 1999, he was director of Asia programmes for Marie Stopes International. From 2000 to 2002, he worked as a senior scientist for the Netherlands Organisation for Applied Scientific Research in the Health Systems Department. Steven holds a B.A. in Economics from the University of Washington, a J.D. from George Washington University and a Ph.D in Population Dynamics from Johns Hopkins University, School of Hygiene and Public Health. Steven speaks English, French and Dutch.

Dr. Gonzalo Díaz Meneses
Las Palmas Gran Canaria University (Spain)

Gonzalo Díaz Meneses (1966) has an interdisciplinary profile, since not only his academic qualifications but also his teaching and researching activities belong to diverse theoretical and application fields within social sciences. To be specific, he received his Ph.D. degree in Economics and Business Administration in Las Palmas of Gran Canaria University and his Master in Marketing Management and Market Research in the UNED University (Madrid). Furthermore, he has a degree in Politics and Sociology, furthermore in History, both of them obtained in Complutense University (Madrid).

His research has focused on marketing, having more than 80 scientific publications in the line of social marketing and consumer behaviour, with orientation to several sectors such as environment, welfare state and education. He is a member of several journal scientific boards as The International Journal on Public Policy and Non Profit Marketing and The Journal of Non Profit and Public Sector Marketing, plus he is the executive director of the Public Marketing Idea. To be more specific, his scientific production on social marketing has consisted of papers published in journals as Environment and Behavior, Journal of Non-Profit and Voluntary Sector Marketing, Journal of Non-Profit Sector Marketing, Journal of Educational Administration and the International Journal of Public Policy and Non Profit Marketing. On this research line, he has presented papers in conferences organised by the American Marketing Association, the European Marketing Academy and the Society for Consumer Psychology.

He is a lecturer in Las Palmas of Gran Canaria University and as a result of his European vocation he has visited several European universities as Lieja University (Belgium), Lathi University (Finland), Byalisk University (Poland) the Bolonia University (Italy), Bicocca University (Italy) Siddansk (Denmark), Hertford (UK), Bremen (Germany), Berlin (Germany) & Leeds (UK). Similarly, he is the manager of both his Doctoral Programme entitled the New Economy and the Master in Management of Culture and Arts Organisations. Finally, he is very happy since he has discovered a new hobby related to Public Policy, Marketing and any committed issue: participating in Radio Station Programmes (Radio Nacional de España Cibelio) as commentator.

Dr. Christine Domegan
NUI Ireland

Dr. Christine Domegan, B. Comm, MBS, PhD is a Senior Lecturer in Marketing at the National University of Ireland, Galway. She researches Social Marketing and its application to value co-creation, public policy, strategic partnerships and marketing theory through a multi-disciplinary lens with partners in the UK, USA, Canada and Argentina. Her current work embraces recycling, men’s health, positive ageing, health literacy and science in society. Christine teaches Social Marketing at undergraduate and postgraduate levels in Ireland and the UK, including extensive PhD supervision. She combines Social Marketing with service learning research and teaching, bringing a civic engagement dimension to her work. Recent social marketing publications, among others, appear in the Sage Handbook of Social Marketing, the Journal of Nonprofit and Public Sector Marketing, the Journal of Business and Industrial Marketing and the Irish Journal of Management. Christine is also co-author of Marketing Research in Ireland, Theory and Practice, an Irish best selling textbook, now in its third edition.

Speakers - Continued
Dr Giuseppe Fattori
Director of the Communication and Social Marketing Department, Local Health Unit of Modena (Italy)

Physician with experience in the management of healthcare services, currently he is working in the health promotion field. His activities/studies are focused on social marketing, health communication and health education. He is Director of the Communication and Social Marketing Department at the Local Health Unit of Modena, Responsible of the Italian research area about “Social Marketing and Health Communication”. He is also an Adjunct Professor at the Bologna University, where he teaches social marketing.

Professor Jeff French
PhD, MBA, MSc, Dip HE, BA, Cert. Ed

Jeff French is a recognised global leader in the application of behaviour change and social marketing. Jeff has extensive experience of developing leading and evaluating behaviour change projects, social marketing programmes and the development of communication strategies at international, national, regional and local level.

With over 30 years experience at the interface between government, public, private and NGO sectors Jeff has a broad practical and theoretical understanding of national and international health and social development issues.

Jeff has published over 70 chapters, articles and books in the fields of behaviour change, social marketing, community development, health promotion and communications. Jeff is a visiting professor at Brunel University and Brighton University and a Fellow at Kings College University London and teaches at four other Universities in the UK.

Jeff was the Director of Communication and Policy at the Health Development Agency for five years from 2000-2005. From July 2006 through to July 2009 Jeff set up and managed the National Social Marketing Centre for England. In August 2009 Jeff became the Chief Executive of Strategic Social Marketing Ltd.

Strategic Social Marketing works with clients from all over the world in the private, NGO and public sector on the development and evaluation of social behaviour change programmes. Strategic Social Marketing also provides consultancy services to some of the world’s biggest corporate communications and research companies.

Jeff continues to act as the principle adviser to the National Social Marketing Centre and the Department of Health Behaviour Change and Social Marketing policy team. Jeff also acts as an advisor to a number of national policy committees, the EUCDC Knowledge and Resource Centre in Health Communication project, and is a member of the organising committee of the Global Social Marketer’s network. Jeff is a member of the editorial Boards of the International Review on Public and Nonprofit Marketing and the Journal of Social Marketing.

Jeff’s new book ‘Social Marketing and Public Health Theory and Practice’, published by Oxford University Press is now available. Jeff is also the author of the NSMC’s new guide to procuring and managing the delivery of social marketing service.

Prof. Gerard Hastings OBE
University of Stirling and OU (Scotland)

Gerard Hastings is the first UK Professor of Social Marketing and founder/director of the Institute for Social Marketing and Centre for Tobacco Control Research at Stirling and the Open University. He researches the applicability of marketing principles such as consumer orientation, relationship building and strategic planning to the solution of health and social problems. He also conducts critical marketing research into the impact of potentially health damaging marketing, such as alcohol advertising, tobacco branding and fast food promotion.

Prof Hastings has acted as an expert witness in litigation against the tobacco industry, Chairs the Advisory Board of the EC’s HELP campaign, and is a regular advisor to the World Health Organisation, and the Scottish, UK and European Parliaments. He also led the team of academics who conducted the Review of Research on the Effects of Food Promotion to Children which underpins the UK Government’s recent decision to restrict television advertising of energy dense foods to children.

Prof Hastings teaches and writes about social and critical marketing both in the UK, where he has run Masters and Honours level programmes, and internationally in North America, South East Asia, the Middle East and Europe. He has published over a hundred refereed papers in major journals such as the European Journal of Marketing, the International Journal of Advertising, the Journal of Macromarketing, Psychology and Marketing, Social Marketing Quarterly, the British Medical Journal, the British Dental Journal. His book Social Marketing: Why Should the Devil have all the Best Tunes? was published by Butterworth Heinemann in May 2007.

In 1997 Prof Hastings became the first Andreasen Scholar in Social Marketing and in 2009 was awarded the OBE for services to health care.

Prof. Nadine Henley
Edith Cowan University (Aus)

Nadine Henley is Professor of Social Marketing and Director of the Centre for Applied Social Marketing Research at Edith Cowan University, Perth, Western Australia. Her primary research interests are in the application of social marketing principles to improve health and well-being. She has co-authored two books with Rob Donovan on social marketing, the latest, Principles and Practice of Social Marketing: An International Perspective, published in 2010 by Cambridge University Press. Her current research applies social marketing principles to promoting positive environments to facilitate early childhood development.
Speakers - Continued

Steven Johnson  
Creative Director, The Hub (UK)

Steven is Creative Director at award-winning social change consultancy, The Hub. As well as leading the company’s design team, he has been instrumental in defining The Hub’s multi-disciplinary approach to behaviour change, incorporating design thinking and co-creation approaches to build on the company’s social marketing foundation.

He founded the GroupHub creative community in 2005 and was voted on the D&AD Executive Committee in 2010. He also sits on the DBA North West committee and works as a course consultant with Lancaster University.

When not at work, Steven focuses on the infinitely more complex behaviour change challenge presented by his two young daughters. He is married to Helen and lives in the Ribble Valley.

Dr Jacky Jones  
Freelance journalist, researcher and health promotion consultant (Ireland)

Dr Jacky Jones worked for the Irish Health Services Executive (HSE) for over 35 years, retiring from a senior management post in December 2010. She has worked in all areas of health promotion and has a special interest in intersectoral partnerships. She developed new scales to measure synergy and trust in partnerships for her PhD which she completed in 2008. Peer-reviewed papers on these new scales will be published shortly in Global Health Promotion and Health Promotion International.

Nancy Lee  
President of Social Marketing Services, Inc. Adjunct Faculty, University of Washington and University of South Florida (USA)

Nancy has participated in the development of more than 100 social marketing campaign strategies for public sector agencies including CDC, the World Bank, EPA, US AID, and Washington State Departments of Health, Transportation, Natural Resources, and Ecology. She is an adjunct faculty member teaching social marketing at the University of Washington, and the University of South Florida. She has been a guest lecturer at Yale, Stanford, Oxford, the University of Cape Town in South Africa, National University of Ireland in Galway, Victoria University in Melbourne, Australia, and the Health Promotion Board in Singapore.

Nancy has coauthored six books on Social Marketing with Philip Kotler:

Dr Craig Lefebvre  
Chief Maven, socialShifting (USA)

R. Craig Lefebvre, PhD is an architect and designer of public health and social change programs. He is chief maven of socialShifting, a social design, marketing and media consultancy and holds faculty appointments in the George Washington University, University of Maryland and University of South Florida schools of public health. His current work focuses on integrating design thinking, social media and mobile technologies into social marketing and organizational change programs. He has also been coordinating a global effort to establish a digital platform and professional association for social marketers.

An internationally recognized expert in social marketing, Craig’s work on several hundred social marketing projects has addressed a multitude of health risks for a broad array of audiences in global, national, state and community contexts. He is the author of over 60 peer reviewed articles and chapters and serves on the Editorial Boards of the Social Marketing Quarterly and the Journal of Social Marketing. He is a Fellow in the Society for New Communications Research and an elected member of the American Academy of Health Behaviour. Dr Lefebvre received his Ph.D. in Clinical Psychology from North Texas State University and produces and writes the blog On Social Marketing and Social Change socialmarketing.blogs.com.

Dr. Graham Lister  
Visiting Professor, Health & Social Care, London South Bank University (UK)

Graham Lister is an economist and sociologist working with the NSMC’s national programme to develop tools to help evaluate the value for money of behaviour change interventions. He has produced Ready Reckoner Tools for interventions such as: Health Trainer Services, Cancer Awareness Roadshows, Smoking Cessation, School Based Obesity programmes, Alcohol Harm Reduction, Bowel Cancer survey response and Breast Feeding. He was the partner in charge of health and social care consulting for a major international firm, chair of a national patient charity and a visiting professor at London South Bank University has worked with the WHO, World Bank and EU.

Dr. Doug McKenzie-Mohr  
President, McKenzie Mohr & Associates (Canada)

For over two decades Dr. McKenzie-Mohr has been working to incorporate scientific knowledge on behavior change into the design and delivery of environmental programs. He is the founder of community-based social marketing, and his best-selling book, “Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing,” has become requisite reading for those who deliver environmental programs. He has delivered workshops internationally for over 50,000 environmental program managers. Dr. McKenzie-Mohr is also the founder of the Fostering Sustainable Behavior website, journal and listserv. He is a former Professor of Psychology at St. Thomas University.
**Maurice Murphy**  
CIT Ireland

Maurice Murphy is a Lecturer in Marketing at Cork Institute of Technology in Ireland. His research interests are in how social marketing can be used in health and policy areas, ranging from the areas of smoking prevention to reducing binge drinking to increasing blood/organ donation as well as encouraging safer driving. He is on the advisory editorial board for the Journal of Social Marketing and is the Irish representative for the International Association for Public and Non Profit Marketing.

**Dr. Mannasseh Phiri**  
Country Representative, PSI, Zambia, Society for Family Health (SFH)

Dr. Mannasseh Phiri is Country Representative for PSI’s affiliate organization in Zambia, Society for Family Health (SFH). As head of SFH, Dr. Phiri runs a complex social marketing programme that socially markets health services and products in HIV/AIDS, Malaria, Reproductive Health and Child Survival. He also runs SFH’s HIV/AIDS programme, which provides male circumcision services and voluntary counselling and testing services, in addition to condom social marketing. Dr. Phiri is a former medical practitioner and a leading HIV/AIDS activist. He has combined a distinguished 30 year medical career in management of private and public health institutions in Zambia, with an even longer career in radio/TV broadcasting, newspaper column writing and health communications.

**Iain Potter**  
Chief Executive, Health Sponsorship Council (NZ)

Iain has been Chief Executive of the Health Sponsorship Council (HSC), a Crown Entity in Wellington, New Zealand since 1992. The HSC uses a social marketing approach to achieve healthy lifestyle changes through programmes such as Smokefree/Auahi Kore, SunSmart, Problem Gambling and Healthy Eating. The HSC also provides a range of professional development activities as part of its support of social marketing best practice.

Iain has been a member of a range of public health advisory groups including the Healthy Eating, Healthy Action external advisory group and the Cancer Control Taskforce. He is a current committee member of MeILNet, a network of health professionals interested in melanoma prevention and management and the Public Health Advisory Group of the National Heart Foundation.

He used to play and coach rugby - now he jogs gently and occasionally.

**Dr Ajay Singh**  
Indian School of Business Hyderabad (India)

Dr. Singh is currently working as Post Doctoral Fellow in area of Social Marketing at Indian School of Business, Hyderabad, India a top leading business management college at globe (12th rank by FT). This Post Doctoral research programme focuses on the issues faced by businesses – small or large, public or private in developing and develop countries. Dr. Singh was awarded Ph.D. on the topic - “Impact of social, economic and cultural factors on social marketing of Condom” under guidance of Prof. K.Pradeep, Team Leader, UNAIDS, Geneva. Apart from that he has completed MBA major in marketing and minor in I.T. specialization and M.Sc. in Statistics from Varanasi, UP. Dr. Singh has received a prestigious “The Rashtrapati Rovers Award” in year 2000 by Late Dr. K R Narayanan former President of India. Dr. Singh expertise lies in the area of customer psychology. He applies his research in this area to address marketing issues, such as consumer insights, branding, advertising, consumer research, customer relationship management, and customer focus.

As a Consultant in J P Associates (P) Ltd., New Delhi, he was responsible for preparation and presentation of technical & financial Proposals in the area of public health, social marketing, advocacy and communications. He was responsible for conducting the baseline survey and to ensure timely submission of the project report, and liaising with UNDP, UNICEF, UNAIDS, WHO, ILO, NACO, Central and State Government of India officials. As a Project Consultant SHRC, New Delhi, Dr. Singh was responsible for review of three DFID agreements with PSI, Hindustan Latex Family Planning Promotion Trust and DKT respectively and implementation of condom promotion strategy in the DFID focus states. As a Research Associate in UNAIDS, India he was responsible for preparation of AIDS Day communication campaign with strategic planning officer, budget analysis for NGO`s and data collection on research etc. As an Assistant Professor in Apeejay School of Marketing, New Delhi, he was responsible to undertaking teaching classes for MBA & BBA and was also involved in research/scholarly/ consultancy activity in the field of Social Marketing.
Prof. Alan Tapp  
Bristol Social Marketing Centre (UK)

Professor Alan Tapp is Co-director of the Bristol Centre of Social Marketing. This centre is based at Bristol Business School, UWE where Alan has worked since 2000. With over 60 publications and 22 years marketing experience as a practitioner and academic, Alan is ideally placed to apply commercial marketing principles to public sector and social arenas. He works with a variety of partner organisations on research and consultancy projects that have been worth over £500k since his arrival at Bristol Business School. He is currently leading or has led a series of social marketing projects with public sector clients including Dept for Transport, Bristol Cycle City, The DH Cancer National Awareness & Early Detection Initiative, HM Treasury, South West Public Health Observatory, Sport England, Bristol City Council and PCT, and Avon Fire and Rescue Service. Alan also directs the research measurement of a large scale work based intervention study promoting physical activity. He has sat on the academic steering group of the National Centre for Social Marketing and the Marketing Standards Advisory Group for social marketing.

Alan has extensively published in the related area of sports marketing and is a former GB international athlete. This interest in sport and exercise has led to his specific interests in the use of social marketing to increase exercise and sport activities amongst adults.

Alan is well known in the direct marketing sector, being the best selling author of Principles of Direct and Database Marketing and Revolution Marketing, both best sellers and translated into many languages worldwide.

Akio Yonekura  
Marketing Director, Cancer Scan Co., Ltd. (Japan)

Akio Yonekura is Marketing Director at an innovative social entrepreneurial company in Japan, Cancer Scan Co., Ltd. Together with Cancer Scan’s marketing and research team he heads up, Akio has been leading social marketing strategy development for dozens of public sector projects including National Healthy Lifestyle Campaign by Japan’s Ministry of Health, Cancer Screening Improvement Campaign by Tokyo Metropolitan Government, Colon Cancer RCT Participant Recruitment Campaign by Japan’s National Cancer Center, etc.

Prior to Cancer Scan, Akio worked for Procter & Gamble (P&G) as a marketer for 5 years. His experience at P&G forms his distinctive social marketing approach which integrates P&G marketing framework and behavior science models. His social marketing strategy is renowned not only for its effectiveness but also for its cost efficiency.

When he is not at work in winter, Akio devotes himself to backcountry skiing in Nagano and Hokkaido.

Miles Young  
Chief Executive Officer, Ogilvy & Mather Worldwide

Miles Young was educated at Bedford School and New College, Oxford before beginning a career in advertising. Miles joined Ogilvy & Mather in 1983 and was appointed to the Board of Ogilvy & Mather Advertising in London in 1986 and Client Services Director in 1988. In February 1990, he became Managing Director of Ogilvy & Mather Direct in London. He was a Regional Director of Ogilvy & Mather Direct Europe from 1990 until he moved to Hong Kong to take up the position of Chairman of Ogilvy & Mather Asia Pacific in 1995 and represent WPP’s corporate interests in Asia. He assumed the position of CEO of Ogilvy & Mather worldwide in January 2009 and is based in New York.

Miles is cofounder of the Ogilvy-Tsinghua Program for Public Branding, a joint venture with Tsinghua University, Beijing, and a member of the Advisory Board of the Tsinghua School of Journalism. He is also an Economic Consultant to the Jiangsu, China Provincial Government and a visiting Professor at Xiamen University. Miles is a member of the Board of the US Pakistan Business Council in Washington, D.C. and the Prime Minister of Turkey’s Investment Advisory Council. In addition, he is a member of the Board of the Museum of Arts and Design in New York.
Sunday 10 April

12:00  Event Registration Opens

16:00-18:00  Inaugural International Social Marketing Association (ISMA) Open Board Meeting
Room  Vershoyle  Location  Leisure Centre, Level 1

19:00  Welcome reception in the Exhibition Hall  sponsored by The NSMC

Monday 11 April

09.00-10.30  Session 1

Welcome & Keynote Presentation
Room  Sycamore Suite (Plenary)  Location  Convention Centre, Level 2
Chair  John Church  CEO  Arthritis Ireland

Social Marketing 2.0: The Power of Place
Dr Jay Bernhardt
Department Chairperson and Professor of Health Education and Behavior at the University of Florida (USA)
For today’s social marketing professionals, new media are powerful tools for promoting health, changing behaviors, and influencing social change. These channels and platforms—such as participatory social media and mobile devices—represent interactive, engaging channels through which customers can be reached. New media also have the potential to revolutionize distribution channels by leveraging location and personalization to always put the right product at the right place and the right time for every customer. This talk will explore the emergence of social marketing 2.0 strategies and the changing paradigm of ‘place’ within the social marketing mix.

Social marketing doesn’t have to make us feel bad: positive appeals can be effective too
Professor Nadine Henley
Professor of Social Marketing & Director, Centre for Applied Social Marketing Research at Edith Cowan University, Perth (Australia)
Do social marketers “engage, empower, inspire”? And when we receive social marketing messages ourselves, how often do we feel like that? Or do we more usually feel bad? Are we more usually presented with negative, fear, threat appeals? We have an enormous body of research on threat appeals, and the overarching conclusion is that fear works, fear persuades, and more fear is more effective. Just include some self and solution efficacy to overcome denial reactions to fear. What about positive messages, appealing to motivations of mastery, confidence, community, hope? Much less research has been done but the results suggest that positive appeals can be effective too.

Soap and Brotherhood: Marketing, Convergence, and Change
Miles Young
CEO Worldwide, Ogilvy & Mather
What can commercial marketers and social marketers learn from each other? What promise and peril does today’s communications landscape - socialised and participatory, empowering yet fragmented - hold for marketers of all persuasions? It is a much-transformed environment that demands a truly integrated approach, a commitment to creativity and emotion, and new ways of thinking about content. From behavioural economics to corporate causes, commercial marketers and social marketers have more in common than ever before. We must strive to work together more closely to address the critical global challenges that face us all.
Session 2 - Stream Sessions

Health
Room: Sycamore Suite (Plenary) Location: Convention Centre, Level 2
Chair: Dr Fiona Adshead, Director, PricewaterhouseCoopers (UK)

Dr Katherine Lyon Daniel, Deputy Associate Director of Communications, Centers for Disease Control and Prevention (CDC) (USA)
CDC's approaches to social marketing & communication: Hugfests, smackdowns & other things we do for your own good
Social marketers, politicians and parents know context is everything. Influences can be positive or negative, active or passive, but when do we really make health behavior changes? CDC’s reviews of community preventive services provide one evidence-base from which to examine what really works.

Dr Ajay Singh, Indian School of Business, Hyderabad (India)
Impact of Social Marketing in Developing Countries
The field of Social marketing is still an evolving one, but an impressive series of successes in various settings speaks much of its potential in addressing health behaviours and in disease prevention on a large scale. Activities conducted by Social marketing organizations can serve to supplement public programs of ‘Health for all’ by improving market access to public goods, making them easily, economically and abundantly available. However, prior to launching a heavily financed marketing scheme, it is essential to gain an understanding of the health needs and status of the population under consideration; market research on client preferences and demands will assist in designing effective and efficient health promotion strategies. Social marketing organizations tend to utilize existing wholesale and retail infrastructure within a country, thereby greatly enhancing the probability of having the demand met. The distribution network however has to be extensive and should make available reasonable profit margins to both wholesalers and retailers in order to persuade and motivate them to stock and display condoms. Financial sustainability of the social marketing organization, although not exclusively dependent on product sales, should attempt to recover some costs by boosting sales targets. Social marketers rely heavily on governmental and donors’ support and so, earnestly look forward to friendly policies and minimum sanctions. These are pre- requisite to desired to achieve collaboration between the private and public sectors addressing important social issues.

Dr Ülla-Karin Nurmi, Head of Public Health Development Section, Public Health Capacity and Communication Unit, European Centre for Disease Prevention and Control, Stockholm (Sweden)
Initiating a pan-European health campaign - experiences from setting up the European Antibiotic Awareness Day
European Antibiotic Awareness Day is a European Health Initiative led by ECDC to raise awareness on antibiotic resistance and promote prudent use of antibiotics. It links with, and supports, national campaigns on prudent use of antibiotics throughout Europe and beyond.

Environment
Room: Verschoyle Location: Leisure Centre, Level 1
Chair: Jeff Chertack, Managing Director, Ogilvy Public Relations/Brussels and OgilvyEarth Lead, Brussels.

Professor Linda Brennan, RMIT University, Melbourne (AUS)
Making Sustainability a Behaviour in the Tertiary Sector
This paper argues for systematic consideration of sustainability in the tertiary education sector from a behaviour change perspective. We believe environmental sustainability will not simply occur. This paper concerns the development of guidelines to enable ethical decision-making for tertiary institutions based on a critical approach to principles of ethical conduct.

Dr Doug McKenzie-Mohr, President McKenzie-Mohr & Associates Inc. (CAN)
Fostering sustainable behavior: An introduction to community-based social marketing
Numerous studies document that neither awareness campaigns nor economic incentives have much impact upon the adoption of environmentally friendly behaviours. This presentation will provide an overview of an alternative approach, community-based social marketing, which has been demonstrated to be far more effective in fostering the uptake of sustainable behaviours.

Partnerships
Room: Newcastle Location: Leisure Centre, Level 2
Chair: Prof Jim Ward, Registrar and Deputy President, National University of Ireland

John Bromley, Director, National Social Marketing Centre (UK)
Social Marketing and Behaviour Change
The NSMC is at the forefront of social marketing and behaviour change in the UK and has forged an international reputation as a Centre of Excellence. John will focus on the future of social marketing and also provide some practical insights into how social marketing can be best applied to achieve sustainable behaviour change.

Dr Christine Domegan, Senior Lecturer in Marketing, Caimes School of Business & Economics, National University of Ireland
Partnerships and the Co-creation of value
The collaborative upstream, mid-stream and downstream, inter-institutional and inter-organisational partnerships can change their roles from isolated, passive and unaware to strategically connected, active and informed resource integrators, for social change. Such co-configuration partnerships are agents of change in co-defining, co-sensing, and co-creating sustainable solutions to behavioural change.

Dr Carol Bryant, Health Professor & Co-Director, Florida Prevention Research Center, University of South Florida (USA)
Community-Based Social Marketing Approaches
This presentation describes a systematic framework for teaching community groups to apply social marketing principles and practices - Community-based Prevention Marketing (CBPM). A revised framework for teaching communities to use a marketing mindset to select, promote, enact, and monitor public health policies also is presented.
Session 2 - Continued

11.00-12.30  Session 2 - Stream Sessions Continued

Social Franchising
Room Rathcoole Location Leisure Centre, Level 2
Chair Dominic Montagu Assistant Professor of Epidemiology and Biostatistics, University of California, San Francisco (USA)

Panel
- Steven Chapman Chief Technology Officer, Population Services International (USA)
- Dale Huntingdon Scientist, World Health Organisation
- Guy Stallworthy Senior Program Officer, Bill and Melinda Gates Foundation (USA)

Theme - Social Franchising and the Evolution of Social Marketing for Services: Experiences in Clinical Service Delivery in Developing Countries
Social franchising offers an increasingly well-proven way to provide cost-effective subsidies for clinical health services. As the number of large social franchises have grown, so too have the number of clinics covered, the number of diseases treated, and the number - now in the millions - of patients treated around the world through branded, trained, franchises. A distinguished panel of experts in the field will discuss the impact, effectiveness, and potential for continued expansion of this platform based on 20 years of experience in the field.

13.45-15.15  Session 3 - Seminars

Seminar 1
Room Sycamore Suite (Plenary) Location Convention Centre, Level 2
Sponsored by Ogilvy Public Relations Worldwide

13.45  TH Transport
John Porter BSc MSc Interactions Ltd
Using Personal Construct Psychology to understand transport modal choice and mechanisms to bring about behaviour change
Personal Construct Psychology (PCP) assumes that all behaviour is an experiment! PCP provides tools and a framework for understanding behaviours and how people can change if they wish. In this paper we describe a 5 year programme of research in Merseyside designed to promote and maintain use of sustainable and active transport.
Author(s) John Porter BSc MSc, Alan Lewis MS PhD Interactions Ltd, Transport & Travel Research Ltd

14.15  AP Strategy
Mark Blayney Stuart The Chartered Institute of Marketing
The impacts & benefits of social marketing on Government marketing & commercial companies
UK Government marketing is facing severe cuts, yet a marketing approach can bring long-term savings and positive behavioural change. The talk examines recent examples of government marketing and looks at ways for marketers to continue positive behaviour change marketing interventions in the future.
Author(s) Mark Blayney Stuart The Chartered Institute of Marketing

14.45  TH Strategy
Ronne Ostby MA ICF International
Beg, Borrow or Steal: Applying unsuspecting theories to the social marketing approach
Participants will look outside traditional social marketing theories and principles to achieve greater gains in strategy innovation. They will learn, discuss, and experiment with applying insights from diverse models and approaches that drive behavior change.
Author(s) Ronne Ostby MA ICF International

Seminar 2
Room Verschoyle Location Leisure Centre, Level 1

13.45-15.15  AP Health/alcohol
Prof. Sandra Jones, Prof. Gerard Hastings, Pat Kenny, Fiona Ryan
University of Wollongong, University of Stirling & The Open University, Dublin Institute of Technology, Alcohol Action Ireland
Special Global Panel Session - Reducing alcohol-related harm: Is there a role for social marketing?

Seminar 3
Room Rathcoole Location Leisure Centre, Level 2 Sponsored by McCann Healthcare Worldwide

13.45  TH Health
Maurice Murphy Cork Institute of Technology
Is Social Marketing the Answer to Blood Donation?
In today’s society, blood donation is dependent on the goodwill of people to voluntarily donate blood, without financial reward. Only 3.6% of the population in the Republic of Ireland donate blood. This paper examines the role of social marketing advertising in increasing blood donations by young people.
Author(s) Maurice Murphy, John Healy Cork Institute of Technology

Key:  TH = Theory  AP= Applied
Session 3 - Seminars Continued

14.15  
AP  Health  
Dan Wellings  Ipos MORI Social Research Institute  
**Complex Conversations: New Approaches in Social Marketing Research for NHS Tower Hamlets**  
The presentation will show the results of an innovative study which used peer research and ethnography to provide insight into why women do, or do not, engage in cervical screening, and identifying what could be done to increase the uptake of screening in the area  
Author(s) Dan Wellings  Ipos MORI Social Research Institute

14.45  
AP  Health  
David Walker  Population Services International (PSI)  
**The Rwanda Sales and Distribution Shift: from Push to Pull**  
This presentation will describe PSI/Rwanda’s social marketing distribution transformation from a push system focused on increasing availability and accessibility to a more efficient and commercially viable approach driven by consumer demand. Specific management steps and lessons learned will be reviewed.  
Author(s) David Walker  Population Services International (PSI)

Seminar 4  
Room Ballroom 2  Location  Main Hotel, Level 1  Sponsored by Population Services International (PSI)

13.45  
AP  Health/sexual health  
Iman Shervington MFA, Rheneisha Robertson MPH  Institute Of Women & Ethnic Studies  
**Social Marketing Technology Outreach Program (STOP): Using Social Marketing to Reach Youth for HIV Awareness & Risk Reduction**  
This presentation will explore the pilot of the Social Marketing Technology Outreach Program (STOP) launched by the Institute of Women & Ethnic Studies (IWES), a non-profit community-based organization in New Orleans, LA. STOP developed strategies to reduce HIV and STI incidence and prevalence among minority youth ages 13-24 utilizing new media and the social marketing framework.  
Author(s) Runa M.August MPH, Iman Shervington MFA, Rheneisha Robertson MPH  Institute Of Women & Ethnic Studies

14.15  
AP  Health-HIV/ Aids  
Dr Mahua Das  University of Leeds  
**Exploring the Limits of Social Marketing in Public Health: A Case Study of the Development of Social Marketing Approach within HIV/AIDS Programmes in India: the 4A’s**  
This research located Social Marketing of condoms within the National AIDS Control Programme in India. A fine balance between the four P’s (price, place, product and promotion) of social marketing and its 4 As (acceptability, affordability, availability and accessibility) emerged as a key “mantra” for an efficient reachable social marketing HIV/AIDS prevention programme.  
Author(s) Dr Mahua Das  University of Leeds

14.45  
AP  Health/sexual health  
Sameer Deshpande, Sanjeev Dham  Population Services International (PSI) India, University of Lethbridge  
**Comparing the effectiveness of two communication frameworks: A case of promoting contraceptives in the state of Rajasthan, India**  
The mass media only approach when compared to a combination of mass and non mass media did equally well for condoms, while an intensive approach reported higher sales of OCP in the state of Rajasthan, India.  
Author(s) Jaidev Balak, Rish Nan, Sameer Deshpande, Sanjeev Dham  Population Services International (PSI) India, University of Lethbridge

Seminar 5  
Room Newcastle  Location  Leisure Centre, Level 2

13.45  
AP  Community Engagement  
Shera Allen  Switchover Help Scheme BBC  
**Harnessing Community Power on a National Scale: Inclusion in the Digital Switchover**  
The Switchover Help Scheme was created to help older and disabled people switch to digital TV; our ambition is “no-one left behind”. To deliver on this we use 3 layers of outreach, culminating in a community-based programme that leverages the knowledge, passion and drive of communities to reach the most isolated and disadvantaged people in the UK.  
Author(s) Shera Allen  Switchover Help Scheme BBC

14.15  
AP  Community Engagement  
Beth Thoren  Digital UK  
**Leaving No-one Behind - Communicating with Everyone, including Difficult to Engage with Audiences : Lessons from the UK’s Digital Switchover**  
“Leaving no one behind” is the goal for the switchover from analogue to digital TV. Lessons include for people aged 75 and over: 1. the mixing of entertainment and information in advertising is problematic. 2. mobilisation of existing charity networks is critical. Efficiencies can be derived from a local approach  
Author(s) Beth Thoren, Rachell Fox, Shera Allen  Digital UK, Switchover Help Scheme

14.45  
AP  Community Engagement  
Nicholas Goodwin  University of Sydney  
**Community - The Missing Ingredient in the Social Marketing Mix**  
Social marketing impact changes in different communities of similar individuals. What if you could predict group reactions to a campaign? And what if this improved behavior change results? Nicholas Goodwin draws on his work in Indonesia and Australia to show that community is the missing ingredient in the social marketing mix  
Author(s) Nicholas Goodwin  University of Sydney

Key: TH = Theory  AP= Applied
Session 3 - Seminars Continued

Seminar 6  Room Ballroom 1  Location Main Hotel, Level 1

13.45  TH Environment  Dr Yolande Strengers  Centre for Design, RMIT University, Melbourne

Why aren't people rational? Unpicking irrationality in the context of climate change

Concepts of rational and irrational behaviour constitute an unhelpful dichotomy of human action. Using examples of Australian programs intended to encourage ‘green’ behaviours, this presentation will provide an alternative understanding of irrationality, where individuals are viewed as participants in social practices shaped by social, cultural, practical, material and institutional dynamics.

Author(s)  Dr Yolande Strengers, Dr Susie Moloney, Dr Cecily Maller  Centre for Design, RMIT University, Melbourne, School of Global Studies, Social Science and Planning, RMIT University

14.15  AP Environment  Meg Bartow  Ogilvy Public Relations Worldwide, JWT

Making America FloodSmart - Reducing the Personal & Financial Risk & Impact of Floods in the United States

FLOODING is one of the most devastating natural disasters - causing financial and personal loss to millions around the world and in the U.S. each year. Learn how the United States' Federal Emergency Management Agency combats flood misperceptions and encourages flood protection and flood insurance coverage among Americans.

Author(s)  Meg Bartow, Julie Rahmati, Mary Margaret Connell  Ogilvy Public Relations Worldwide

14.45  AP Environment  Jay Kassirer  BSc MBA CMRP  Cullbridge Marketing and Communications

Tools of Change: Proven methods for promoting health, safety and environmental citizenship

The Tools of Change website has been a leading online resource for social marketers since 1999. Find out how to use it to locate pertinent research, identify and learn from related social marketing programs, and map out a strategy. Then tell the site publisher how you’d like it enhanced.

Author(s)  Jay Kassirer  BSc MBA CMRP  Cullbridge Marketing and Communications

Seminar 7  Room Silken-Thomas  Location Main Hotel, Level 2

13.45  TH Theory  Prof. Alan Tapp  Bristol Social Marketing Centre, University of the West of England

Theory Development in Social Marketing: The Advantages of an Eclectic Approach

In this paper we review and critique the use of behavioural theories and models in social marketing, and point out the dangers of relying on any one specific theory. In doing so, we call for more use of eclectic approaches to theory development in this discipline. We illustrate this approach using evidence from an intervention being piloted at the Bristol Social Marketing Centre.

Author(s)  Prof. Alan Tapp, Ashley Pressley, Katie Collins  Bristol Social Marketing Centre, University of the West of England

14.15  AP Health  Dandi Wright Nance  VP/Account Services, Sherry Matthews Advocacy Marketing

Integrating Social Marketing into a State System: Shifting Stigmas and Building Innovation

Breastfeeding rates in the US have been alarmingly low despite the fact that an infant’s health is dependent on a mother’s decision to breastfeed. To address this issue, Texas launched an integrated and multi-layered strategy hinging on the application of social marketing theory designed to amend behaviours and reduce ingrained stigmas.

Author(s)  Sherry Matthews, Dandi Wright Nance, Adrienne Dealy  Sherry Matthews Advocacy Marketing, VP/Account Services

14.45  AP Theory  Jennifer Nichols MPH  Porter Novelli

Demystifying Evaluation: How to integrate evaluation planning into your social marketing program

Evaluation planning can be a natural extension of campaign planning. This session will walk through one approach to incorporating evaluation planning into campaign development. Using a logic model, evaluation planning can be simple and fit into any social marketing campaign.

Author(s)  Jennifer Nichols MPH  Porter Novelli

Seminar 8  Room Brittas  Location Leisure Centre, Level 2

13.45  AP Health -smoking  Fiona Spotswood  Bristol Business School, University of the West of England

Brand co-creation for effective social marketing: The ‘Lose the Fags’ case study (N.B Fags are British slang for cigarettes)

This paper explores the development of a new brand, ‘Lose the Fags’, as part of a NSMC Learning Demonstration Site intervention. The paper discusses the principle of consumer co-creation, which guided the creation of the whole ‘Lose the Fags’ intervention. The effect has been a local adoption and acceptance of the new brand.

Author(s)  Fiona Spotswood, Prof. Alan Tapp  Bristol Business School, University of the West of England

14.15  AP Health -smoking  Jeff Jordan, MA  Rescue Social Change Group

Peer Group Segmentation to Reach High-risk Youth: a Case Study of African-American Teen Segmentation in Virginia, USA

In social marketing, segmentation needs to go beyond demographics to focus on psychographics such as values, culture, and attitudes. See how psychographic segmentation was used to identify the highest-risk teens for tobacco use and how important this information is used to develop an effective and targeted intervention.

Author(s)  Jeff Jordan, MA, Youn Lee, Ph.D  Rescue Social Change Group, Center for Tobacco Control Research & Education, University of California, San Francisco

Key:  TH = Theory  AP= Applied
Session 3 - Seminars Continued

14.45  
**TH**  
Health - smoking  
Aaron Garside, Richard Forshaw  
**ICE**  
Understanding and changing smoking behaviour in hard-to-reach groups  
Using social change theory and targeted insight research to understand why people of various social backgrounds, ethnicities and life-stages smoke. Discussing innovative social marketing interventions to encourage smokers to stop for good.  
**Author(s)** Jayne Hampson, Aaron Garside  
**ICE**

Seminar 9 
Room Blessington Location  
Convention Centre, Level 2

13.45  
**AP** Health  
Natalie Adler  
Ogilvy Public Relations Worldwide  
**Ask Medicare: Reaching and Supporting Family Caregivers**  
66 million Americans provide care to a loved one. However, before Ask Medicare, there was no Federal initiative in place to support caregivers. At this session, we will discuss how the Centers for Medicare & Medicaid broke new ground to help caregivers navigate challenging issues and find solutions to real problems.  
**Author(s)** Natalie Adler  
Ogilvy Public Relations Worldwide

14.15  
**TH** Health  
Rowena Merritt  
**National Social Marketing Centre**  
Calculating the cost-benefit of behaviour change projects  
The National Social Marketing Centre has been funded by the Department of Health to develop a tool which will help PCTs and Local Authorities to evaluate the cost-benefit of their social marketing projects. The tool has been developed in collaboration with NICE and will be demonstrated at the conference.  
**Author(s)** Rowena Merritt, Stephen Bell, Graham Lister, Denise Ong  
**National Social Marketing Centre**

14.45  
**AP** Health  
Pauline Harper  
EPODE Coordination, Paris  
**EPODE: Preventing Childhood Obesity at Community Level using a Social Marketing Approach**  
Initiated in 10 French pilot towns in 2004 and now implemented in more than 300 towns from 6 countries, EPODE is a coordinated, capacity-building and integrated approach for communities to implement effective and sustainable strategies to prevent childhood obesity.  
**Author(s)** Jean-Michel Borys, MD, Pauline Harper, Yann Le Bodo, Léa Walter, Pierre Richard  
**EPODE Coordination, Paris**

Seminar 10 
Room Swift Brook Location  
Main Hotel, Level 2

13.45  
**AP** Technology  
Judith Madill  
Telfer School of Management, University of Ottawa  
**Assessing the Marketing Capability of the Websites of Canadian Non-Profit Organizations**  
This exploratory study reports the findings of a content analysis of the websites of 140 Canadian non-profit organizations. The findings indicate that the quality of website design, usability and marketing approach of the vast majority of the sites are very rudimentary and in need of development and improvement.  
**Author(s)** Ajax Persaud, Judith Madill  
Telfer School of Management, University of Ottawa

14.15  
**TH** Technology  
Jennifer Dooley  
University of Wollongong  
**Web 2.0 and its Implications for Health-Related Social Marketing Campaigns**  
A literature review and online search were conducted to document the rate of Web 2.0 adoption and profile user characteristics. Increases over time in Web 2.0 reach and growth were found, particularly among youth. New media platforms are also being used to seek health information.  
**Author(s)** Jennifer Dooley, Prof. Sandra Jones, Prof. Don Iverson  
University of Wollongong

14.45  
**AP** Technology  
May G. Kennedy PhD MPH, Clive Blair-Stevens  
Virginia Commonwealth University School of Medicine, Strategic Social Marketing  
**Towards an online tool for using formal behavioral change theory in campaign planning**  
Social marketers are often advised to use behavioral or social science theory to guide their formative research, message development, and campaign evaluation. Lists and descriptions of theories are overwhelming to many users. Come to this seminar and provide input into content and design specifications for an interactive theory selection tool.  
**Author(s)** May G. Kennedy PhD MPH, Clive Blair-Stevens  
Virginia Commonwealth University School of Medicine, Strategic Social Marketing

Seminar 11 
Room Carraig Location  
Convention Centre, Level 1

13.45  
**TH** Health  
Judy Drennan PhD, Josephine Previte PhD  
Queensland University of Technology, University of Queensland  
**Consumer attitudes & intentions towards m-gambling: An exploratory study of consumer vulnerability**  
In this presentation the researchers discuss consumer vulnerability to m-gambling. The researchers point out that current entertainment-based m-service consumption do not prime consumers to migrate to m-gambling services. Rather, they have found that it is consumers’ interests in gambling that more influences intentions to use m-gambling formats.  
**Author(s)** Judy Drennan PhD, Josephine Previte PhD  
Queensland University of Technology, University of Queensland

Key: **TH** = Theory  **AP**= Applied
Session 3 - Seminars Continued

14.15 TH Health
Lisa Schuster Queensland University of Technology
Consumer Adoption of M-Interventions in Mental Health
A recent innovation in mental health interventions is the use of mobile phones to deliver self-help services (M-Interventions). Extant consumer behaviour and information systems research is synthesized to create a new model of help seeking behaviour, in the form of accessing a self-help M-Intervention
Author(s) Lisa Schuster, Judy Drennan, Ian Lings Queensland University of Technology

14.45 TH Health
Lyne Eagle Bristol Social Marketing Centre, University of the West of England
Who can you trust? Deciphering Decline in Trust of Government-sponsored Sources of Health Information.
Declining trust in government-sponsored health information has significant implications for future social marketing activity. Even after several major controversies, government sources have not recognised the impact of news media and commercial marketing on credibility. A significant shift in communications approaches and a tighter alignment of policy and practice is needed.
Author(s) Lyne Eagle, Simon Jones, Gill Kemp Bristol Social Marketing Centre, University of the West of England

Seminar 12 Room Kings Lake Location Main Hotel, Level 2

13.45 AP Health
W. Douglas Evans PhD. The George Washington University
Evaluation of the Text4Baby Mobile Health Program
The US text4baby (T4B) text messaging program is a brand that promotes pre-natal and post-partum health care behaviors among low-income women nationwide. The program represents an important step in bringing mobile health to scale. This presentation describes the T4B program model and reports on a new randomized controlled trial to evaluate the program. We present initial results and describe plans for long-term program evaluation over a 3 year period.
Author(s) W. Douglas Evans PhD. The George Washington University

14.15 TH Environment
Joseph C. Starinchak US Fish & Wildlife Service
Advancing Blended Value: Elevating Biodiversity as a Critical Component of the Emerging Global Sustainability Paradigm, Defining the Government's Role and Defining a New Context
Ignoring global, human-caused, environmental issues is unwise. While social marketing has addressed health issues, environmental applications are still emerging; however, evaluation shows more is needed -- an approach that enhances our sophistication, forges collaborative relationships and provides innovative, cross-sector offerings. This presents a compelling way forward to address the complexity, resolve these issues and position environmental behaviours as easy, fun and popular.
Author(s) Joseph C. Starinchak US Fish & Wildlife Service

14.45 TH Environment
David Pearson University of Canberra
Sustainable diets: What are consumers already doing and what will they do?
This paper reports on the impact that dietary choices have on the natural environment. It concludes that the priority areas are reducing food waste and the amount of junk food eaten.
Author(s) David Pearson, Pia Rowe, Michelle Minehan University of Canberra

Seminar 13 Room Ormonde Location Main Hotel, Level 2

13.45 TH Community Engagement
Michael Steiner Westfälische Wilhelms - Universität Münster
Presenting Distributions: How to Mitigate the Misperceptions of Cost Components in Long-term Savings Plans
Consumers are often faced with choices (e.g. for a retirement plan) that are likely to overwhelm them. To date, policy-makers focus on cost transparency to help people making better decisions. However cost-transparency does not improve choices. We propose to focus on benefit-transparency and show that this helps making better decisions.
Author(s) Alexander Klos, Michael Steiner, Carsten Erner, Westfälische Wilhelms - Universität Münster

14.15 AP Community Engagement
Biju Dominic Final Mile Consultants Pvt. Ltd
The Neuroscience Approach To Minimize Trespassing Deaths on Mumbai Railway Tracks
10 people die on Mumbai railway tracks daily because of unauthorized trespassing. Awareness building, Physical restrictions and Enforcement have failed. FinalMile consulting used a Cognitive Neuroscience based approach and developed Interventions based on its pioneering philosophy - Design for the non-conscious. Deaths reduced by 60% in a high death zone.
Author(s) Satish Krishnamurthy, Jayal Shroff, Biju Dominic Final Mile Consultants Pvt. Ltd

14.45 TH Community Engagement
Sonal Singh Macquarie University
Engagement Paradigm in social marketing? Case of old wine in a new bottle
To meet customer expectations of value from government services and to promote healthy lifestyle, there is a need to interact and involve customers in the design and implementation of social programs. The aim of this paper is to focus on the target audience in social marketing through customer engagement.
Author(s) Sonal Singh Macquarie University

Key: TH = Theory  AP= Applied
### Session 3 - Seminars Continued

#### Seminar 14 Room Marley Location Main Hotel, Level 2

**13.45**
**AP Health - Men’s Health**

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<tr>
<td>Sinead Duane</td>
<td>National University of Ireland (NUI), Galway</td>
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**Seminar** Get Your Life in Gear

The ‘Get Your Life in Gear’ is a workplace initiative addressing male obesity on the island of Ireland. It targeted professional truck drivers, a high risk group, characterised by constant snacking, irregular meal patterns and solitary lifestyles, working in isolation. Key findings call for a total market approach (Safefood 2010).

**Author(s)** Sinead Duane, Dr. Christine Domegan National University of Ireland (NUI), Galway

#### 14.15 **AP Health - Youth**

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<td>Annie Darby, Amanda Jackson</td>
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**Seminar** Asgard: Raising aspirations and breaking the cycle of risky health behaviour among 16-19 year olds

Asgard is an innovative outreach service that uses Emergency Care Services as a means to engage with vulnerable young people and uses an Enablement Model via “human bridges” to help them become responsible and confident health and social care consumers.

**Author(s)** Annie Darby, Amanda Jackson North-east Lincolnshire Care Trust Plus, ICE

#### 14.45 **AP Health - Youth**

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<td>Sarah Cork</td>
<td>Brilliant Futures Limited, University of Brighton</td>
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**Seminar** Healthy Pompey: Increasing the levels of physical activity and healthy eating amongst children 2-11 in Portsmouth

This seminar will take you through an insight-driven project with ASDA to increase sales of healthier foods by families in Portsmouth. It will share the insight, take you through a visual presentation of the activity, share learnings and provide recommendations for practitioners wanting to take an insight driven, collaborative approach to encouraging and enabling positive behaviour.

**Author(s)** Sarah Cork, Richard Donaldson Brilliant Futures Limited, University of Brighton

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#### Seminar 15 Room Mosacre Location Main Hotel, Level 2

**13.45**
**AP Health**

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**Seminar** The JOURNAL- online self management for depression.

Combining social marketing and early intervention practices has led to significant reduction in levels of depression. Social communication, medical, counselling, e-learning and technical experts collaborated to adapt traditional proven therapies for online delivery and produced a six week journey for people to learn the skills needed to beat depression.

**Author(s)** Brian van den Hurk Draft FCB

#### 14.15 **AP Health**

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Institution</th>
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<tbody>
<tr>
<td>Wilma E. Waterlander Msc., Ingrid H.M. Steenhuis PhD., Daisy Lentz Msc., Japp Seidell PhD</td>
<td>VU University Amsterdam</td>
</tr>
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**Seminar** The Virtual Supermarket: An innovative research tool to study consumer behaviour

The presentation consists of two parts: 1) Presentation of The Virtual Supermarket, which is a three-dimensional software application designed to study consumer behavior in a supermarket environment; 2) Presentation of experimental results studying the effect of a 25% price discount on fruit and vegetables on food purchases.

**Author(s)** Wilma E. Waterlander Msc., Ingrid H.M. Steenhuis PhD., Daisy Lentz Msc., Japp Seidell PhD VU University Amsterdam

#### 14.45 **AP Health**

<table>
<thead>
<tr>
<th>Speaker</th>
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<tr>
<td>Sue Nelson</td>
<td>Kindred Agency</td>
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**Seminar** The Now generation and the Burgundy Boys

Obesity, alcohol and smoking are the biggest causes of preventable diseases and deaths. They’re also the hardest behaviours to change. A year long study reveals who is most at risk of these diseases and which groups have the most willingness to transform their behaviour. Are they one and the same?

**Author(s)** Sue Nelson Kindred Agency

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#### Seminar 16 Room Gallan Location Main Hotel, Level 2

**13.45**
**TH Environment**

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<th>Speaker</th>
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<tr>
<td>Kate Neale, Dr Peter Vitartas</td>
<td>Southern Cross University</td>
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**Seminar** The role of perceived behavioural control in away-from-home recycling

This paper examines the effect of perceived behavioural control and cost-benefit considerations as influencing factors in people’s determination to recycle while away-from-home. Four significant factors were found to be important in people’s decision to recycle. Implications for local government recycling will be discussed.

**Author(s)** Kate Neale, Dr Peter Vitartas Southern Cross University

#### 14.15 **AP Environment**

<table>
<thead>
<tr>
<th>Speaker</th>
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<tr>
<td>Dr. Debra Z. Basil</td>
<td>University of Lethbridge</td>
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**Seminar** Plastic vs. Multi-use Bags: An Experimental Assessment

An experiment assessed the impact of incentives and disincentives (priming vs. licensing) on consumer choice to use multi-use grocery bags. Results demonstrated greater likelihood of using multi-use bags with a charge for thin plastic bags (disincentive) and with a discount for multi-use bags (incentive); these interacted as well.

**Author(s)** Dr. Debra Z. Basil, Dr. Gary Noble University of Lethbridge, University of Wollongong

#### 14.45 **TH Theory**

<table>
<thead>
<tr>
<th>Speaker</th>
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<tr>
<td>Steven Johnson</td>
<td>The Hub</td>
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**Seminar** Collaborative Change – A people-centred approach to behaviour change

Collaborative Change is a behaviour change approach developed by UK-based social change organisation, The Hub. Focusing on co-production and empowerment approaches, it is built around a model of human behaviour derived from the latest themes emerging from the behavioural economics, network theory and cognitive neuroscience fields.

**Author(s)** Steven Johnson The Hub

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Key: **TH** = Theory  **AP** = Applied
Session 3 - Seminars Continued

Seminar 17 Room Vanessa Location Main Hotel, Level 2

13.45 AP Health  Julie D.M. Huibregtsen MSc GGD Rotterdam Rijnmond (Municipal Health Service)  
**The Implementation of Social Marketing in Rotterdam**  
This presentation tells the story of Rotterdam, the first city in the Netherlands to thoroughly apply the Social Marketing method and mindset. To address health inequalities Rotterdam is focussing on improving the perceived health of her population, alongside reducing morbidity. The Social Marketing mindset and approach helps us do so.  
Author(s) Julie D.M. Huibregtsen MSc GGD Rotterdam Rijnmond (Municipal Health Service)

14.15 AP Health  Prof. Manuela Epure PhD, MCIM, MAM Spiru Haret University  
**Social Marketing – Do we understand how it’s working? Drug addiction - Romanian case study**  
Social marketing campaigns are run with significant funds, social behavior changes are expected to occur but less importance is being given to evaluate the campaign effectiveness. It is needed a coherent and unanimous accepted evaluation method able to produce comparable data at national level and being accepted by all the grantees and grant-givers.  
Author(s) Cristina Dinu, Prof. Manuela Epure PhD, MCIM, MAM Spiru Haret University

14.45 AP Health - Pregnancy/Parenting  Pippa Rendel Forster  
**Social marketing interventions to reducing smoking in pregnancy and increase breastfeeding rates in North East Essex**  
Rethinking communications and taking a two pronged approach to reducing smoking during pregnancy and increasing breastfeeding rates in North East Essex; how role play and communications training for health professionals, and chat style magazines for pregnant women and new mums helped to get the message across.  
Author(s) Pippa Rendel, Ria Bowler, Virginia Blatch Forster, NHS North East Essex, Ray Lowry

Seminar 18 Room Kings Wood Location Main Hotel, Level 1

13.45-15.15 TH Health  Kristin Parrish, Leo Ryan, Jennifer Wayman, Aileen McGloin Ogilvy Public Relations Worldwide  
**Social Media as a second Language: How 2 Strengthen Your MSG**  
In a world of social media where information is transferred in seconds, the need for clear and concise messaging is vitally important—especially when conveying health information. With a panel of experts, we will discuss recommendations for developing social media content to make public health messages more accessible to diverse audiences.  
Author(s) Emily Yu, Kristin Parrish, Michael Mangi, Nancy Accetta Ogilvy Public Relations Worldwide

Session 3 Speed Seminar Room 1 - Exhibition Hall

13.45 TH Health  Marco Bardus Università della Svizzera Italiana  
**MoveM8 recruitment challenges: A case for social marketing**  
Using the social marketing benchmark criteria, strengths and weaknesses of an email and sms communication intervention promoting leisure time and job-related physical activity at UK workplaces are identified. Implications for programme design and recruitment strategies are discussed.  
Author(s) Marco Bardus, L. Suzanne Suggs, Holly Blake, Scott Lloyd Università della Svizzera Italiana, University of Nottingham

14.00 AP Education  Patricia Watson, Heather Solley, C.Paul Lyttle University of the West of Scotland  
**Social Marketing Module Assessment for the Real World**  
Social marketing campaigns designed by MSc Health Studies students at the University of the West of Scotland have influenced NHS practitioners. Students are summatively assessed on the construction and presentation of a social marketing campaign, this presentation will highlight 3 such Social Marketing campaigns.  
Author(s) Patricia Watson, Heather Solley, C.Paul Lyttle University of the West of Scotland

14.15 AP Environment  Arminda Paço PhD. University of Beira Interior, Portugal  
**Oversize packaging and sustainability: The case of ready-to-eat breakfast cereals**  
This study aims to discuss the contribution of packaging practices to minimise the environmental impacts of consumption and thus foster sustainability. The authors intend to assess the existence of oversize packaging practices in the ready-to-eat (RTE) breakfast cereals market.  
Author(s) Paulo Duarte PhD. Arminda Paço PhD. University of Beira Interior, Portugal

14.30 TH Environment  Dr. Joanna Henryks University of Canberra  
**Exploring Lost Appetites for Organics**  
Organic food provides us with a way of growing our food that is less detrimental to the environment than conventional agricultural practices. Although much is known about the organic food market, this study identifies and explores a previously unidentified consumer segment of the market: lapsed users.  
Author(s) Dr. Joanna Henryks University of Canberra

Key: TH = Theory  AP = Applied
Session 3 - Speed Seminars Continued

14.45  
**AP Environment**  
**Julie Wooler** University of Exeter  
**Social Marketing for Tourism: A destination-based approach for encouraging sustainable tourist behaviour**  
This research will be assessing the potential of social marketing techniques in encouraging sustainable tourist behaviour. Two case-study areas in South West England will be examined to explore the motivations, decisions and behaviour of tourists whilst on holiday, with a view to exploring the barriers and motivations behind sustainable tourist behaviour.  
**Author(s)** Julie Wooler University of Exeter

15.00  
**AP Transport**  
**Eileen O’Connell** Interactions Ltd  
**Marketing Sustainability To Citizens – Get It Right 1st Time!**  
Now half way through a 4 year cycle, Interactions take a look at how the EC’s CIVITAS MIMOSA programme is assisting 5 European cities bring about lasting modal shifts in favour of sustainable transport by steering them away from costly pitfalls that too often characterise well-intentioned behavioural change transport or transport communication campaigns  
**Author(s)** Helen Mullarkey, Eileen O’Connell Interactions Ltd

Session 3  Speed Seminar Room 2 - Exhibition Hall

13.45  
**AP Health**  
**Julie Archer** Population Services International (PSI)  
**Evaluation of Madagascar’s Protector Plus Condom Brand**  
In 2009 Madagascar’s P+ condom needed an overhaul. P+ had been on the market for 10 years with no changes to its price or packaging. The P+ brand did not appeal to potential users though it dominated the market. PSI used qualitative and quantitative research to understand perceptions of P+ and re-position it for young Malagasy men.  
**Author(s)** W. Douglas Evans PhD., Kim Longfield PhD., Navendu Shekar PhD., Ietje Reerink  
The George Washington University, Population Services International

14.00  
**AP Health**  
**Lindsay J. Della PhD** University of Louisville  
**Repositioning health in the workplace as sustainable behavior: A case study of the Green Health Initiative at the University of Louisville**  
This presentation will 1) describe the Green Health Initiative, a pilot workplace health promotion program, 2) explain the initiative’s unique positioning of health behavior, which leverages sustainability activism to motivate participation in healthy activities, 3) report initial evaluation findings, 4) discuss lessons learned, and 5) provide suggestions for future success.  
**Author(s)** Lindsay J. Della PhD, Patricia Benson M.Ed, Kristi M.King PhD CHES, Stephanie A. Tabb University of Louisville

14.15  
**AP Health**  
**Megan Kays** Population Services International (PSI)  
**Evaluating the Total Market for Condoms: Competitive Analysis of Socially Marketed and Commercial Brands Central America**  
Central America’s condom market has become increasingly competitive; as the market expands, what is the role of PASMO’s Vive socially marketed condoms? In 2010 PASMO conducted a study of brand equity to evaluate how the condom brands compared in loyalty, leadership, and personality. The results are being used to reposition Vive within the total market.  
**Author(s)** W. Douglas Evans PhD., Kim Longfield PhD, Benjamin Andrade, Jorge Rivas, Sussy Lungo  
The George Washington University, Population Services International, Pan American Social Marketing Organization

14.30  
**AP Health**  
**Rachel Parker, Kim Fuller** Walsall Council Creative Development Team  
**"TAXI" Walsall Arts into Health and Social Marketing Project**  
TAXI explored the links between community arts practice and social marketing principles with a creative, participatory arts project. Local taxi drivers were invited to review their lifestyle and make small, positive changes to their health and well being, encouraged by our partnership with Walsall Council Licensing Department.  
**Author(s)** Rachel Parker, Kim Fuller Walsall Council Creative Development Team

14.45  
**TH Health/nursing**  
**Lyn Wilson** University of Southampton  
**Can teaching the principles of social marketing enhance the health promotion role of nurses?**  
The health promotion role of nurses is paramount but nurses can tend to prefer a medicalised approach. Teaching the principles of social marketing can go some way to improving nurses’ health promotion skills through encouraging them to understand their audience and enabling creativity in the approaches selected.  
**Author(s)** Lyn Wilson University of Southampton

15.00  
**AP Health/youth**  
**Liz Messenger, Claire Troughton** NHS Kirklees  
**The Up for It Project: Using a social marketing approach to encourage behaviour change within the student population aged 16 to 24 year old to address rise in overweight and obesity in Kirklees**  
‘Upforit’: a stealth not health approach addressing the rise in obesity in 16 to 24 year olds in Further and Higher education in Kirklees. The presentation will share learning about working with this target group, developing effective partnerships and utilising all of the marketing mix to enable behaviour change.  
**Author(s)** Elizabeth J.Messenger, Claire Troughton, Lynn C.Cliffe, Spencer Robinson NHS Kirklees, The National Social Marketing Centre (NSMC)

Key: **TH = Theory**  **AP= Applied**

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**Session 3 - Speed Seminars Continued**

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<td>Eileen O’Connell</td>
<td>Marketing Sustainability To Citizens – Get It Right 1st Time!</td>
<td>Examining how the EC’s CIVITAS MIMOSA programme is assisting 5 European cities in bringing about lasting modal shifts in favour of sustainable transport by steering them away from costly pitfalls that too often characterise well-intentioned behavioural change transport or transport communication campaigns.</td>
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**Session 3 - Speed Seminar Room 2 - Exhibition Hall**

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<td>AP</td>
<td>Lindsay J. Della</td>
<td>Repositioning health in the workplace as sustainable behavior: A</td>
<td>Presenting a case study of the Green Health Initiative at the University of Louisville, which repositioned the initiative to better meet the needs of young Malagasy men.</td>
</tr>
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<td>Megan Kays</td>
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<td>14.30</td>
<td>AP</td>
<td>Rachel Parker, Kim Fuller</td>
<td>&quot;TAXI&quot; Walsall Arts into Health and Social Marketing Project</td>
<td>Exploring the integration of community arts and social marketing principles in a project that encouraged healthy lifestyle changes among taxi drivers.</td>
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<td>14.45</td>
<td>TH</td>
<td>Lyn Wilson</td>
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**Key:** TH = Theory  AP= Applied
15.15-16.45  Session 4 - Keynote Presentation

Sponsored by McCann Healthcare Worldwide
Room Sycamore Suite (Plenary) Location Convention Centre, Level 2
Chair John Cahill CEO, McCann Healthcare Worldwide

Dr Graham Lister
Visiting Professor, Health and Social Care
London South Bank University (UK)

The Value for Money of Behaviour Change
We seem to know an awful lot about behaviour and how much it costs the NHS, if we smoke or drink too much. But you might be surprised to find that there is no common measure of how much health and other outcomes are improved by helping someone to quit smoking or control their drinking, manage their weight or improve their health behaviour in other ways, so it is difficult to make the case for investing in behaviour change in plain figures. In order to address this problem the NSMC, working with NICE and funded by the DH, set out to produce a set of ready reckoners tools based on evidence of the impact of behaviour on health and social outcomes. He will present the first of these ready reckoners to help you make the case for investing in behaviour change.

Akio Yonekura
Marketing Director, Cancer Scan Co Ltd

Japanese social marketing success: Improving both cancer screening and ROI
Although Japanese government has committed to increase cancer screening rate to 50% since ’07 and spent tens of millions of tax payers’ dollars on its campaign, the screening rate today still stays as low as at 20% - 30% without any significant improvement. What is the real issue? How an we effectively and efficiently increase cancer screening rate in Japan? Cancer Scan, a Japanese social marketing agency who has integrated P&G marketing and behavior science, has introduced a Japanese social marketing intervention case which not only tripled cancer screening rate but also almost halved “cost per behavior”.

Prof Gerard Hastings OBE
Founder/Director “Institute for Social Marketing and Centre for Tobacco Control Research at Stirling and Open University (UK)

M is for Marketing; M is for Movement
This is a decisive moment for our discipline: markets and marketing are being questioned and called to account; the Economist is demanding that business schools don sackcloth and ashes[1] and the Harvard Business Review is deriding CSR and proposing a fundamental rethink on capitalism[2]. Social marketing can and must address these broader issues and provide a narrative for how business, government and civil society can work together to the benefit of all. This presentation will discuss how we can and should follow Wilkie and Moore’s injunction and “facilitate the maximal operations of the system for the benefit of the host society”[3] - and that to do so we need to think big, but remain critical.


17.15-18.15  Session 5 - The Big Debates

Debate 1
Private/NGO/public sector partnerships are the new hope
Room Sycamore Suite (PLENARY) Location Convention Centre, Level 2
Chair Jennifer Wayman Executive Vice President, Social Marketing, Ogilvy Public Relations Worldwide

Speaking for the motion
John Drummond CEO, Corporate Culture (UK)
Chris Sorek Chief Executive, Drinkaware (UK)

Speaking against the motion
Sameer Deshpande Assistant Professor of Marketing, Centre for Socially Responsible Marketing, University of Lethbridge (Canada)
Dr Jackie Jones Freelance Journalist, Researcher & Health Promotion Consultant

Debate 2
The 4P’s are well past their sell by date, its time to move on
Room Verschoyle Location Leisure Centre, Level 1
Chair Jeff Jordan President & Founder, Rescue Social Change Group (USA)

Speaking for the motion
Sue Nelson Social Marketing Director, Kindred (UK)
Clive Blair-Stevens Director, Strategic Social Marketing (UK)

Speaking against the motion
Mark Blayney Stuart Head of Research, The Chartered Institute of Marketing (UK)
Nancy Lee President, Social Marketing Services, Inc. Adjunct Faculty, University of Washington and University of South Florida (USA)
Tuesday 12 April

09.00-10.00  Session 6 - Keynote Presentation

Sponsored by Ogilvy Public Relations Worldwide
Room Sycamore Suite (PLENARY) Location Convention Centre, Level 2
Chair Tom Beall Managing Director, Global Social Marketing Practice, Ogilvy Public Relations Worldwide

Nancy Lee President, Social Marketing Services, Inc. Adjunct Faculty, University of Washington and University of South Florida (USA)

Reporting on return on investment
In my more than 19 years of experience in social marketing, I rarely see campaign evaluations that report on Return on Investment (ROI). (Actually, it isn’t even common for final reports to present reliable impact measures, ones that indicate the effect these changes in behavior had on health, safety and the environment.) And yet, in these tough economic times, this metric is one of the most “deal breaking” ones of all, often making the difference as to whether a program gets continued funding. This presentation will outline what information is needed to determine this ROI measure, and highlight some of the real and perceived barriers and benefits to this calculation and reporting.

Professor Alan Andreasen
Professor of Marketing, Georgetown University (USA)

Rethinking Nonprofit and Social Marketing in the Marketing Firmament
Social marketing is typically seen as a derivative form of marketing, a field dominated by commercial applications. However, the challenges faced by organizations carrying out social and nonprofit marketing, it is clear that these are much more complex and difficult than those faced in commercial marketing; indeed, a careful analysis makes clear that commercial marketing is really a special case where social and nonprofit marketing ought to be considered the dominant paradigm. This presentation sets out the basic case and its implications for researchers, practitioners and academics.

10.30-12.00  Session 7 - Seminars

Seminar 1
Room Sycamore Suite (Plenary) Location Convention Centre, Level 2
Sponsored by Ogilvy Public Relations Worldwide

10.30-12.00  AP
Health, Environment, Transport

Prof. L. Suzanne Suggs (Chair), Prof. Jeff French, Christiane Lellig, Dr. Christine Domegan, Julie Huiibregtsten, Prof. Giuseppe Fattori Social Marketing European Panel

Social Marketing in Europe: Research, Practice and Policy
Participants will learn about Social Marketing activities in Europe with presentations highlighting both theory and practice in health and environmental initiatives. Presentations from the UK, Netherlands, Italy, Ireland, and Switzerland will illustrate lessons learned and activities from industry, academia, and governments.

Author(s) Prof. L. Suzanne Suggs, Christiane Lellig Social Marketing European Panel

Seminar 2
Room Verschoyle Location Leisure Centre, Level 1

10.30  TH Theory
Fiona Spotswood Bristol Social Marketing Centre, University of the West of England
From Transparency to Invisibility: The Implications of Different Behaviour Change Mechanisms for Social Marketers
This paper introduces the transparency-invisibility spectrum of social marketing as a new way of thinking about behaviour change. The paper asks whether behaviour change interventions in social marketing need always to be transparent to the consumers.

Author(s) Prof. Alan Tapp, Fiona Spotswood Bristol Social Marketing Centre, University of the West of England

11.00  TH Theory
Hong Cheng PhD Ohio University
The State of Social Marketing Research: A Critical Analysis of the Articles Published in Social Marketing Quarterly, 1996-2010
In this paper, research articles published in Social Marketing Quarterly (1996-2010) were content analyzed. Findings include the focus and scope of those studies, major theories and concepts applied or tested, and major methods adopted and examined. This study helps identify the strengths and gaps in existing social marketing research.

Author(s) Hong Cheng PhD Ohio University

11.30  TH Theory
Trish Taylor PhD Ogilvy Public Relations Worldwide
Using Research to Understand Hard-to-Reach Audiences
Two related research projects aimed at understanding 11-14 year old youth in high-risk, inner-city communities were conducted. Findings from a literature review and analysis of market research databases and trend reports as well as from one-on-one interviews with peer-mentor programs will be discussed.

Author(s) Megan Yarmuth MBA, Lauren Grella MA, Caitlin Douglas, Trish Taylor PhD Ogilvy Public Relations Worldwide

Key: TH = Theory  AP= Applied
### Seminar 3
**Room:** Rathcoole  
**Location:** Leisure Centre, Level 2  
**Sponsored by:** McCann Healthcare Worldwide

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</table>
| 10.30 | TH Health | Dr. Josephine Previte, Associate Professor Rebekah Russell-Bennett | University of Queensland, Queensland University of Technology | Experiential value in social marketing: does this contribute towards consumers’ uptake of proactive, preventative health behaviours  
Experiential value (social, emotional, function and altruistic) in social marketing is under-researched in social marketing. This research focuses on preventative health and presents the findings of 25 qualitative in-depth interviews with women between 50 and 69 years old for a government-provided, free breast cancer screening service in Australia. |
| 11.00 | TH Health | Uwana Evers | University of Wollongong | Developing community-level social marketing messages to raise awareness of asthma in older Australians: Preliminary results  
A targeted asthma awareness campaign utilising social marketing techniques could improve the health outcomes and quality of life of older adults. Assessing perceived susceptibility and severity enabled segmentation of the audience according to health beliefs and perceptions about asthma. This has useful implications for message development for each segment. |
| 11.30 | AP Health | Kate Perkins | Medical Care Development Inc | Get what you pay for or pay for what you get? Comparing the impact of popular promotional strategies used in a public health marketing initiative  
Our presentation will describe and compare traditional and online marketing strategies to address alcohol consumption by young adults in a small city. While traditional methods netted the most visitors to the website, targeted online advertising resulted in greater demographic accuracy and a higher return on investment. |

### Seminar 4
**Room:** Ballroom 2  
**Location:** Main Hotel, Level 1

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| 10.30 | AP Health-cancer | Jennifer Chu, Michaela K. Thayer | Ogilvy Public Relations Worldwide | Screen for Life: Prompting Colorectal Cancer Screening in the United States through Building Awareness, Engaging Communities and Leveraging Partners  
Ogilvy works with CDC on its Screen for Life campaign to emphasize the importance of preventative screening for colorectal cancer among adults aged 50 and older. This presentation will highlight the value of PSAs, partnerships, and engaging celebrities in public health. |
| 11.00 | AP Health-cancer screening | Maeve Cusack, Sheila Caulfield | National Cancer Screening Service | Communicating the cancer screening message to eligible audiences  
Communicating the cancer screening message to diverse audiences of eligible women across Ireland is at the core of our communications screening promotion approach for both BreastCheck and CervicalCheck. Our target audience are ‘well women’ where the majority will never become ‘patients’. To ensure our programmes are accessible to all eligible women our approach incorporates multiple strategies that support women to attend for cancer screening. |
| 11.30 | AP Health | Belinda Miller, Daniel Ramsay | Corporate Culture, Cancer Research UK | Collaborating to improve cancer outcomes cost effectively  
How sharing tools and resources has increased the number of older men presenting to the GP with early signs of skin cancer; evidence of a proven intervention framework across 4 cancer networks. |

### Seminar 5
**Room:** Newcastle  
**Location:** Leisure Centre, Level 2

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| 10.30 | TH Strategy | Sue Nelson | Kindred Agency | Four Ps - Is it the Cilla Black of Marketing Strategy?  
The "Four Ps" process is the Cilla Black of marketing strategy - we’ve an inexplicable fondness for it, but it’s way past its ‘sell by’ date. It’s time to replace this dusty old marketing roadmap with a model that embraces advances in technology and the new reality of organisational survival. |
| 11.00 | AP Strategy | Denise Ong | The NSMC | Effective Organisational Design for Social Marketing  
The NSMC is leading a study to gain insights and learning on effective marketing techniques and structures from leading private and third sector organisations and explore their applicability in the public sector. Findings are intended to inform management decision-making and stimulate new thinking around how best to organise and manage marketing resources, so that public services, programmes and strategies are truly customer-oriented. |

*Key:* TH = Theory  
AP = Applied
Session 7 - Seminars Continued

11.30  
**AP Strategy**  
**Patrick Ladbury, Dr Andy McArthur** The NSMC, The Social Marketing Gateway  
**Building Behaviour Change Skills and Capacities in the Public and Third Sectors**  
As part of The NSMC’s agreement with the Department of Health to build capacity and skills in social marketing in the NHS, The NSMC in 2010 developed an online planning guide. The NSMC used three years worth of research and practical experience to develop the Guide and worked with The Social Marketing Gateway to produce the online resource and tools. The presentation will outline how the Guide was developed, how it is being used by practitioners and future development plans for the resource.

**Author(s)** John Bromley, Patrick Ladbury, Andy McArthur The NSMC, The Social Marketing Gateway

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Seminar 6 Room Ballroom1 Location Main Hotel, Level 1

10.30-12.30  
**ECDC Panel - Developing health communication research & practice; a focus on communicable diseases**  
**Dr. Ülla-Karin Nurmi** - European Centre for Disease Prevention and Control  
**AP Health**  
**Health communication: Developing evidence-based practice**  
**Prof. Margaret Barry, Dr. Jane Sixsmith** - Health Promotion Research Centre, National University of Ireland Galway  
**Overview of the ECDC/Consortium programme on translating health communication**  
**Prof. Susan Michie** - University College London  
**The Behaviour Change Wheel: a system for designing effective interventions**  
**Dr. Craig Lefebvre** - Social Marketers Global Network  
**The communication-marketing gap in public health**  
**Author(s)** European Centre for Disease Prevention and Control (ECDC)

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Seminar 7 Room Silken-Thomas Location Main Hotel, Level 2

10.30  
**TH Theory**  
**Yvette Morey** Bristol Social Marketing Centre, University of the West of England  
**Celebrities & Celebrity Culture: Role Models for High-Risk behaviour or sources of credibility?**  
Celebrity culture and celebrities have become pervasive features of Western societies. This paper reports on initial findings from an ongoing study of how celebrity culture and celebrities impact on the health behaviours and decisions of young people.

**Author(s)** Yvette Morey, Lynne Eagle, Gillian Kemp, Simon Jones, Julia Verne Bristol Social Marketing Centre, University of the West of England, South West Public Health Observatory

11.00  
**TH Theory**  
**Tanya Drollinger** University of Lethbridge  
**Linking Celebrity Endorser Characteristics to Non-Profit Donation**  
Soliciting donations is becoming more competitive with the growing number of non-profits. In order to stand out in their communication campaigns many are turning to celebrities who receive a great deal of media attention. Although the use of celebrities has been growing little empirical research has been conducted on their effectiveness.

**Author(s)** Tanya Drollinger, Walter Wymer University of Lethbridge

11.30  
**TH Theory**  
**Susana Marques** ISAG - Instituto Superior de Administração e Gestão  
**Transferring Relationship Marketing to Social Marketing**  
This presentation discusses how relational thinking can help social marketing respond to the complexities of contemporary pluralist societies and identifies a set of principles, strategic implications, processes and constructs that can potentially transfer to social marketing.

**Author(s)** Susana Marques ISAG - Instituto Superior de Administração e Gestão

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Seminar 8 Room Brittas Location Leisure Centre, Level 2

10.30  
**AP Health - Men’s Health**  
**Elaine Wilson** Wampum  
**Tackling Men’s Health - A Partnership Approach Led By Newcastle United**  
Using social marketing to achieve effective behaviour change. Find out how following a social marketing approach led to success in developing Newcastle United’s ‘Premier Health’ project for out of shape Dads. With 100% retention on the programme this project has now engaged over 200 men in Northumberland and the West End of Newcastle in making a whole host of lifestyle changes.

**Author(s)** Kate Bradley, Elaine Wilson Newcastle United Foundation

11.00  
**AP Health - Mental Health**  
**Katherine Crawshaw, Sara Evans Lacko** Time to Change (Rethink)  
**Time to Change – ending mental health discrimination**  
Find out about the development, delivery and evaluation of Time to Change, England’s most ambitious social marketing campaign to end mental health discrimination. From getting an in-depth understanding of people’s experiences of discrimination to advertising to get beyond our audiences awkwardness about the issue, we’ll be presenting on work since 2009 and results so far.

**Author(s)** Katherine Crawshaw, Sara Evans Lacko Time to Change (Rethink), Kings College London

11.30  
**TH Health - Men’s Health**  
**Prof. Linda Brennan** RMIT University, Melbourne  
**Understanding men’s resistance in seeking mental health services: A need for social marketing**  
Research shows that men use available health services less than women in western cultures. This could be attributed to a number of reasons. This paper puts forward the problems surrounding men’s lack of help seeking and argues that social marketing has an important role to play in solving this problem.

**Author(s)** Prof. Linda Brennan, Neil Baird RMIT University, Melbourne
Session 7 - Seminars Continued

Seminar 9  Room Blessington Location Convention Centre, Level 2

10.30  AP Community Engagement  Jay Kassirer BSc MBA CMRP Cullbridge Marketing and Communications  Building Motivation Over Time  Do you promote one or more ongoing behaviours, or a range of behaviours of varying difficulty or expense? This introductory workshop, based on the popular Tools of Change webinar by the same name, will help you keep participants engaged and build their motivation over time.  

Author(s)  Jay Kassirer BSc MBA CMRP Cullbridge Marketing and Communications

11.00  AP Community Engagement  Adrian J Smith BA (Hons) Unique Improvements  Lessons from a community led social marketing approach to address worklessness in deprived communities in North East Lincolnshire U.K  Using community led social marketing approaches, this project centred on supporting teams of local residents and service providers to inspire others to achieve personal changes, enabling them to access work, reduce dependence on social security benefits and increase overall profitability in two target localities.  

Author(s)  Adrian J Smith BA (Hons), Linda Henry BA (Hons) Unique Improvements

11.30  AP Community Engagement  Matthew Wood, Julie Fowlie University of Brighton  Using Social Marketing to Improve Community Communications & Counter Myths in a London Borough  This presentation explores The Campaign Company’s (TCC) innovative marketing-led approach to improving community cohesion and communications in London boroughs. It demonstrates why traditional “myth-busting” approaches fail and outlines a new training programme designed to enable employees to understand residents’ perspectives and emotions.  

Author(s)  Matthew Wood, Julie Fowlie University of Brighton

Seminar 10  Room Swift Brook Location Main Hotel, Level 2

10.30  AP Theory  Judith Madill University of Ottawa  Financing Social Marketing Programs Through Sponsorship: Implications for Evaluating Social Marketing Programs  This paper reports on research assessing the impact of sponsorship financing of a social marketing campaign (directed at reducing the stigma of mental health issues, and encouraging Canadians to seek help for mental health problems) on the evaluation of those programs.  

Author(s)  Judith Madill, Norm O’Reilly University of Ottawa

11.00  TH Theory  Dr Deirdre O’Loughlin, Prof. Isabelle Szmigin, Tara Frawley Kemmy Business School, University of Limerick, Ireland, Birmingham Business School, University of Birmingham, UK and Limerick Institute of Technology, Ireland  Parental Socialisation and Student Financial Capability: A UK and Irish Perspective  This UK and Irish study investigates the role and influence of parents in shaping students’ financial context and orientation. It highlights that parents play a key role in teaching their children important skills, knowledge and responsibilities involved in developing them into independent financial consumers and socialising them towards financial capability.  

Author(s)  Dr Deirdre O’Loughlin, Prof. Isabelle Szmigin & Tara Frawley Kemmy Business School, University of Limerick, Ireland, Birmingham Business School, University of Birmingham, UK and Limerick Institute of Technology, Ireland

11.30  TH Theory  Mary Rose Cook Uscreates  Ethical Guidance for Social Marketing  Uscreates have been running a collaborative series of workshops and small pilot programme with social marketeers and academics to explore ethics. The results demonstrate a need to engage with ethics as a community of practice in reflective, critical and productive ways, in order to describe its value as a core component of future practice.  

Author(s)  Mary Rose Cook, Joseph Harrington Uscreates

Seminar 11  Room Carraig Location Convention Centre, Level 1

10.30  AP Health  Lynne Eagle Bristol Social Marketing Centre, University of the West of England  Segmentation Strategies for Strengthening Sun Protection Behaviours within the UK  Results from a large-scale national telephone survey suggest that behavioural segmentation approaches to skin cancer prevention interventions offer promise, given budget restrictions prevent large scale mass media activity. Partnerships to place interventions where sun exposure occurs should be encouraged; however changing social norms remains a major challenge to interventions.  

Author(s)  Simon Jones, Lynne Eagle, Gill Kemp, Katy Scammell, Lisa Naumann, Sara Hiom Bristol Social Marketing Centre, University of the West of England, Cancer Research UK

11.00  TH Health - Youth  Melinda Williams Centre for Health Initiatives, University of Wollongong  Adolescent Sun Protection: An examination of the prevalence of UV exposure indicators among brand loyalty segments.  Segmentation is one technique that allows marketers to identify the segment with the most negative behaviours and most in need of change. Segmentation of the adolescent audience along brand loyalty lines in sun protection provides a useful basis for targeting interventions aimed at reducing UV exposure among adolescents.  

Author(s)  Melinda Williams, Sandra C.Jones, Don Iverson, Peter Caputi University of Wollongong

Key: TH = Theory  AP= Applied
Session 7 - Seminars Continued

11.30
AP
Health-Youth
Melinda Williams, Centre for Health Initiatives, University of Wollongong

Increasing awareness of sun protection among Australian adolescents: Results of a community-based intervention

Previous formative research identified the need for adolescent sun protection programs to address appearance concerns, social norms, and self-efficacy. This was a small-scale pilot intervention. Results suggest that a community-delivered message that focuses on short-term appearance effects of sun exposure may be an effective intervention for this hard-to-motivate adolescent group.

Author(s) Melinda Williams, Sandra C.Jones, Don Iverson, Peter Caputi
University of Wollongong

Seminar 12
Room Kings Lake Location Main Hotel, Level 2

10.30
AP
Health - alcohol
Sara Bird M.A, Bristol Social Marketing Centre, University of the West of England

Examining Policy Assumptions Regarding Public - Private Partnerships in Contested Social Marketing Domains: The Case of Alcohol Moderation

Using the example of alcohol moderation promotion, we critique current UK government policy which treats public-private partnerships as vital, and unproblematic. We examine evidence that challenges the assumed effectiveness of these strategies, and explore 'boomerang' effects that may make them counter-productive. We recommend research to guide policy in this area.

Author(s) Sara Bird M.A, Prof. Lynne Eagle, Ray McDowell
Bristol Social Marketing Centre, University of the West of England

11.00
TH
Health-alcohol
Marie-Louise Fry

Responsible Drinking: Constructing Alternate Subject Positions within a Culture Dominated by Intoxication

This paper contributes to alcohol knowledge by examining young adult’s constructions of credible identities without consuming alcohol to excess. Understanding discourses of young people who create a legitimate culture of ‘responsible’ drinking offers valuable insight into the motivations for opposing the powerful norm of drunkenness-oriented drinking.

Author(s) Marie-Louise Fry
Griffith University

11.30
AP
Health - alcohol
Peter Joseph Cunningham, Red Suit Advertising

Throwing Conventional Government Harm Minimisation Campaign Approaches Out the Window to Successfully Reduce Risky Drinking Behaviour in Young Queensland Females

Underpinned by a seven stage research process, the “Becky’s not drinking” campaign moved away from the traditional “negative consequences” approach practiced by many government marketers to deliver results so beyond stakeholder expectations that they needed additional verification.

Author(s) Peter Joseph Cunningham
Red Suit Advertising

Seminar 13
Room Ormonde Location Main Hotel, Level 2

10.30
TH
Health - alcohol
Dr. Robyn Ouschan, Curtin University of Technology

School Children’s Perceptions of the Age Group Alcohol Advertisements Are Targeting & Impact on Ad Liking

This Australian study assesses the relative age group school children perceive alcohol advertisements are aimed at, and if the perceived age influences liking of the alcohol advertisements and desire to try the advertised brand. The results highlight alcohol advertising regulation needs to be more stringent about enforcing age group restrictions.

Author(s) Dr. Robyn Ouschan, Lynda Fielder, Prof. Robert Donovan
Curtin University of Technology

11.00
TH
Health-alcohol
Sharyn Rundle-Thiele, Griffith University

Understanding alcohol knowledge in Poland

Substantial knowledge gaps exist for alcohol suggesting that people are not in a position to make informed decisions about the amount of alcohol they consume. This paper measures knowledge of Polish Government drinking recommendations finding people with the lowest levels of education are the least informed.

Author(s) Sharyn Rundle-Thiele, Dariusz Siemieniako, Krzysztof Kubacki
Griffith University, Bialystok University of Technology, Keele University

11.30
TH
Health - alcohol
Tom Farrell, Business School, Oxford Brookes University

Reducing Alcohol Harm in Developing Nations through the use of critical social marketing

The World Health Organisation views increasing alcohol consumption as a serious threat to the welfare of developing nations. Alcohol manufacturers are targeting un-regulated overseas markets to recruit new consumers. Tom Farrell discusses how critical social marketing can monitor upstream and downstream marketing practices to address both global and local concerns.

Author(s) Tom Farrell, Ross Gordon
Business School, Oxford Brookes University, University of Wollongong

Seminar 14
Room Marley Location Main Hotel, Level 2

10.30
AP
Health - HIV/Aids
Caroline Francis, Family Health International (FHI)

"That extra shot in the arm" - using strategic behavioral communications to improve and scale up Most at Risk Population (MARP) HIV prevention programming in Cambodia

The presentation describes how FHI has reinvigorated HIV prevention efforts for vulnerable people in Cambodia through a combination of behavioral research, programmatic data and social marketing principles.

Author(s) Caroline Francis
Family Health International (FHI)
Session 7 - Seminars Continued

11.00 AP
Leslie Snyder University of Connecticut
**Reaching the Unreachable through a Safer Sex Video Game in the U.S.**
We developed a video game aimed at African American men 18-26 years old designed to motivate them to practice safer sex. Preliminary results show an impact on behavioral intentions, and suggest that games can be a valuable tool to reach some target groups who do not respond to traditional approaches.

Author(s) Leslie Snyder, Kirstie Cope-Farrar, William Barta, Corey Bohil, Frank Biocca
University of Connecticut, University of Michigan, Syracuse University

11.30 TH
Ruth Massingill Teesside University / Sam Houston State University
**Positive Or Negative: HIV/AIDS Knowledge and Perceptions**
To decrease infection rates, social marketers must understand the AIDS landscape, marketing theory and practice, and the pandemic's evolving medical picture. This survey was conducted in Houston, Texas, revealed how 340 respondents learn about HIV/AIDS, how credible they consider those sources, and perceptions about prevention and treatment modalities.

Author(s) Ruth Massingill Teesside University / Sam Houston State University

Seminar 15 Room Mosacre Location Main Hotel, Level 2

10.30 TH
Lisa M M LAU, Vienna W Y LAI Hong Kong Council on Smoking and Health (COSH)
**Smoke-Free Family Campaign mobilises families to establish smoke-free homes & living environment on a community platform**
Due to displacement of smoking from public places to homes, COSH launched a "Smoke-free Family" campaign in 2008. Over 20,000 students enrolled and 5,000 students designed cessation plans for their family members. Post evaluation indicated that the campaign was effective in reducing secondhand exposure at home and encouraging smoking cessation.

Author(s) Lisa M M Lau, Vienna W Y Lai, Janice CL Tse Hong Kong Council on Smoking and Health (COSH)

11.00 AP
Namita Bhatnagar University of Manitoba, Canada
**Culture-specific brand personality perceptions & symbolism within cigarette brand consumption in Turkey**
Brands' personalities are thought as key in enhancing competitive differentiation, preference, and use. Though initially conceived as equivalent across cultures, variations have emerged. We develop a brand personality construct specific to Turkish consumers, assess traits attributed to the prototypical global and local cigarette brands, and gauge their impact on consumption.

Author(s) Namita Bhatnagar, Lerzan Aksoy, Aysegul Ozsomer University of Manitoba, Canada, Fordham University, USA, Koc University, Turkey

11.30 TH
Robert John University of Oklahoma Health Sciences Center
**Social Marketing Low-fat Milk to Low-Income Families in the U.S.**
This research used mixed methods among 53 low-income individuals to determine their knowledge, attitudes, perceptions, and beliefs about milk. People who drink whole milk are more resolute in their choice and consumers of 2% milk are more willing to consider switching to 1% or skim milk. Six positioning statements were tested and refined.

Author(s) Robert John, Karla Finnell, Meredith Scott University of Oklahoma Health Sciences Center

Seminar 16 Room Gallan Location Main Hotel, Level 2

10.30 AP
Louise Robinson NHS Hull
**Social Marketing with perpetrators of domestic violence in Hull**
In 2008 NHS Hull made a commitment to developing delivering and evaluating a Domestic Violence Social Marketing campaign aimed at male perpetrators.

The ongoing success of the social marketing campaign and the subsequent service (Strength to Change) is of particular significance due to the fact that the behaviour of abusive men is notoriously difficult to influence. Early indications show that the programme is affecting significant behavioural change with this challenging target group. A recently commissioned ROI report illustrates a significant 67% drop in DV reoffending rates for the men engaging with Strength to Change. Further evaluation is ongoing.

Author(s) Louise Robinson, Mark Francas, Simon Hunter NHS Hull, TNS Social

11.00 AP
Anne M. Lavack PhD. University of Regina
**Media Campaigns that Target Perpetrators of Intimate Partner Violence**
This research analyzes 16 social marketing campaigns targeting perpetrators of domestic violence, using the Integrated Model for Social Marketers as its framework, which combines the Transtheoretical (Stages of Change) Model with the Protection Motivation Theory (PMT).

Author(s) Anne M. Lavack PhD., Magdalena Cismaru PhD. University of Regina

11.30 AP
Matt Escoubas Ogilvy Public Relations Worldwide
**Know Stroke: Know the Signs. Act In Time: A National Awareness Campaign Targeting Underserved and At-Risk Communities**
This session will cover communication approaches for increasing knowledge of stroke signs and symptoms among underserved and at-risk communities. Attendees will learn about strategies for effectively implementing a public awareness campaign about stroke that includes outreach to consumers and health professionals through materials dissemination, community level outreach, and media engagement.

Author(s) Frances Heilig, Matt Escoubas, Jennifer James Ogilvy Public Relations Worldwide

Key: TH = Theory  AP= Applied
### Session 7 - Seminars Continued

#### Seminar 17
**Room Vanessa**  **Location Main Hotel, Level 2**

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<thead>
<tr>
<th>Time</th>
<th>Author(s)</th>
<th>Title</th>
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<tbody>
<tr>
<td>10.30-12.00</td>
<td>Cheryl Brown, Liz Barnes, Tessa Allgeier</td>
<td>Independent Not just talking through your hat: improving practice by marketing social marketing and resolving stakeholder conflicts</td>
</tr>
<tr>
<td><strong>AP Strategy</strong></td>
<td></td>
<td>Sometimes, our toughest task is persuading our colleagues and stakeholders to support social marketing. So how do you get buy-in from budget controllers or get managers to accept the M-word? This workshop is where you can get inspired by other people’s experience and share how YOU do it yourself.</td>
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<tr>
<td>Author(s)</td>
<td>Cheryl Brown</td>
<td>Independent</td>
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#### Session 7 - Speed Seminar Room 1 - Exhibition Hall

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10.30</td>
<td>Pippa Rendel Forster</td>
<td>Inspiring Communities</td>
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<tr>
<td><strong>AP Community Engagement</strong></td>
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<td>Inspiring Communities is a programme which aims to raise the aspirations and educational attainment of young people, especially in communities where low expectations are holding them back. Rawmarsh was one of 15 neighbourhood partnerships which used co-production to put young people and their parents at the heart of activity development and delivery.</td>
</tr>
<tr>
<td>Author(s)</td>
<td>Yvonne Dove, Jennifer Booth, Chris Mounsey, Pippa Rendel</td>
<td>Department of Communities and Local Government, Rawmarsh &amp; Me Unlimited, Forster</td>
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<tr>
<td>10.45</td>
<td>Dennis Edell, Yvette Thornley</td>
<td>The Launch of Ontario's Grade 8 HPV Vaccination Program: Launching a Vaccination Program While Adapting to a Challenging Communications Environment</td>
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<tr>
<td><strong>AP Health</strong></td>
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<td>The HPV Vaccination: a medical breakthrough: a cure for cancer and protection from an STI. And, in 2007 the Ontario (Canada) government offered it free to all grade 8 girls. Sounds like a straightforward program launch? It was anything but simple. Learn how the collision of medical science, anti-vaccination sentiment and cultural taboos created the perfect media storm and how social marketing succeeded in creating positive uptake in a challenging environment.</td>
</tr>
<tr>
<td>Author(s)</td>
<td>Dennis Edell, Yvette Thornley</td>
<td>Rain43, Ontario Ministry of Health and Long Term Care</td>
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<tr>
<td>11.00</td>
<td>Pippa Rendel Forster</td>
<td>A scoping study into the use of urgent care services in Brighton and Hove</td>
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<td><strong>AP Health</strong></td>
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<td>Exploring the attitudes and behaviours of frequent users of A&amp;E in Brighton and Hove in order to understand and overcome the barriers to appropriate service use and to increase the uptake of non-A&amp;E urgent care services. Specific audiences included older people, parents and mental health service users.</td>
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<tr>
<td>Author(s)</td>
<td>Pippa Rendel, Ria Bowler, Donna Tipping</td>
<td>Forster, NHS Brighton &amp; Hove</td>
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<tr>
<td>11.15</td>
<td>Jeralyn Powell MPH</td>
<td>Applying Social Network Theory to Social Media Interventions: A Case Study</td>
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<tr>
<td><strong>AP Health</strong></td>
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<td>Using social network theory, this case study will explore the use of social media tools to increase the reach of and demand for social marketing campaigns as compared to traditional networks when used to promote Queen Street, a radio serial drama developed to reduce unintended pregnancy.</td>
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<tr>
<td>Author(s)</td>
<td>Jeralyn Powell MPH</td>
<td>University of Alabama Birmingham</td>
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<tr>
<td>11.30</td>
<td>Julie Ann Sorensen PhD</td>
<td>A case for upstream social marketing</td>
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<td><strong>AP Health</strong></td>
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<td>Tractor overturns are the most frequent cause of death on U.S. farms, but can be prevented with rollover protective structures (ROPS). We will discuss a social marketing intervention that led to a ten-fold increase in ROPS sales and how concurrent upstream SM efforts could have greatly improved these efforts.</td>
</tr>
<tr>
<td>Author(s)</td>
<td>Julie Ann Sorensen PhD, John J.May MD</td>
<td>Northeast Center for Occupational and Agricultural Health</td>
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<tr>
<td>11.45</td>
<td>Oleg Kucherenko Institute of Reproductive Medicine, Ukraine</td>
<td>Social Marketing in Infertility Treatment - Creating New Lives</td>
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<tr>
<td><strong>TH Health</strong></td>
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<td>Easier access to IVF technologies. Less cost of treatment. Better success rate. Healthy born babies. As a result: Benefits for patients, nations and future generations</td>
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<tr>
<td>Author(s)</td>
<td>Oleg Kucherenko Institute of Reproductive Medicine, Ukraine</td>
<td>Institute of Reproductive Medicine, Ukraine</td>
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Key: TH = Theory  AP= Applied
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<tr>
<td>10.30</td>
<td>TH Health</td>
<td>Jeff Jordan MA, Mayo Djakaria</td>
<td>Social Branding®: an Innovative Application of Social Marketing to Develop Cultural-level Interventions</td>
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<td>10.45</td>
<td>TH Health</td>
<td>Alexandra Rose Castagnino</td>
<td>Family organ donation consent and the Behavioural Perspective Model</td>
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<td>11.00</td>
<td>TH Health</td>
<td>Ariadne-Beatrice Kapetanaki BSc, MSc</td>
<td>Proposal of a Social Marketing Framework to Influence Greek Undergraduates to Adopt Healthy Eating Habits</td>
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<tr>
<td>11.15</td>
<td>TH Health</td>
<td>Melissa Kraus Taylor MA</td>
<td>Health Information Seeking: Understanding Consumers’ Health Information Seeking Behaviours</td>
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<tr>
<td>11.30</td>
<td>AP Health</td>
<td>Virginie Claeyssens</td>
<td>Social Marketing in Public-Private Partnerships as a Tool for Scaling up Nutrition</td>
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<tr>
<td>11.45</td>
<td>TH Health</td>
<td>Miguel Fontes, PhD</td>
<td>The Use of Research and Statistical Analyses for Social Marketing Practices and Targeting: Scientific considerations on how to determine what factors are associated to behavioural change</td>
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Dr Christine Domegan  
Senior Lecturer in Marketing, Cairnes School of Business & Economics, National University of Ireland  

On the Side of the Angels: The Co-creation of Value and Social Marketing  
To be truly customer orientated, social marketers have to see clients as the prime drivers of the value creation process. Customers need to be active in the exchange process instead of passive message recipients. Only then, can social marketing give full expression to marketing’s social role and serve the goals of society.

Gonzalo Díaz Meneses  Ph Lecturer of Marketing and Consumer Behaviour, Universidad De Las Palmas De Gran Canaria  

Ethics & aesthetics of social marketing: a technical approach  
In this talk, some comparisons will be presented between commercial marketing and social marketing, so that special mention is made not only of the importance of ethics as the key factor for social marketing but also it is pointed out that ethics should be predominant over aesthetics. In fact, it is explored the four “M’s” of the predominant old fashion commercial marketing (manipulation, malevolence, misrepresentation & materialism) in order to call attention over the technical importance of freedom, benevolence, truth and idealism in this renewed social science approach called social marketing.

Mehboob I.M. Umarji  Programme Director: Social Marketing and Behaviour Change, Department of Health (UK)  

Behaviour Change - applying a holistic segmentation to population needs and motivations  
Healthy Foundations takes an evidence based approach to understanding some of the population differences that influence behaviour and impact on health. The Segmentation Model uses consumer insight to inform local and national health improvement activities, and deliver interventions that will support the achievement of the key public health priorities in England. The deeper level of understanding of both motivations and environmental influences provided by the Healthy Foundations survey is being used to develop capacity to deal with identified local health need. The Healthy Foundations segmentation is a quantitative survey consisting of a random sample of 4,928 people aged 16-75. This was further validated with qualitative research consisting of 52 focus groups and 45 immersion interviews. This process explored participants’ lifestyle, motivations and very importantly the behavioural intervention approaches that might work for them. Healthy Foundations provides a consistent and holistic approach to audience segmentation for health, with a particular emphasis in addressing inequalities and deprivation. The five Healthy Foundations segments enable commissioners to develop people centred and personalised services at a population level.

Maurice Murphy  
Lecturer in Marketing, Cork Institute of Technology (Ireland)  

Can Social Marketing change Driver Behaviour: The Case of the Young Male Driver  
The number of people killed on Irish roads fell to an all-time low in 2010. Research in 2007 by the Road Safety Authority in Ireland states that young male drivers are seven times more likely to be killed on Irish roads than other road users. This paper examines if social marketing can reduce the young male driver fatality and injury level.

Graeme Read  
SVP, Director of Strategic Planning (EMEA Region), McCann Worldgroup (McCann Healthcare Worldwide)  

Building Effective Behavioural Change Communications in Public Health – 3 challenges...  
While the essential role of communications in effective public health delivery is widely accepted, we continue to encounter three challenges that shape our own role in driving improving health outcomes.

Prof Alan Tapp  
Co-Director, Bristol Centre of Social Marketing, University of West of England (UK)  

Social marketing: the risks, rhetoric and reality  
The rhetoric of social marketing is that we ‘put the customer first’, we establish their needs and then do our best to meet them. In other words, we are on the side of the citizen. But a detailed look at what we do suggests a more complex reality. In this presentation we take a detailed look at the social marketing mix of an innovative road safety project run by the Bristol Social Marketing Centre, and examine what we could call the transparent offer, and the more subtle behaviour change components that are also part of the intervention. The trade offs of a highly complex nature are unravelled.
Session 8 - Stream Sessions Continued

Customer Insight
Room: Sycamore Suite (Plenary) Location: Convention Centre, Level 2
Chair: Tracey Bridges Partner, Senate Communication Counsel

<table>
<thead>
<tr>
<th>Patrick Vernon</th>
<th>Dan Wellsing</th>
<th>Nick Pecorelli</th>
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<tbody>
<tr>
<td>CEO, The Afiya Trust (UK)</td>
<td>Head of Public Health Research Social Research Institute, Ipsos MORI (UK)</td>
<td>Associate Director, The Campaign Company (UK)</td>
</tr>
<tr>
<td>Race Equality and Social Marketing: Does Nudging work with BME communities</td>
<td>What role do we want governments to play? An International comparison</td>
<td>Why understanding lifestyles tells us almost nothing about how to change behaviour</td>
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<tr>
<td>The Afiya Trust a leading UK charity working in the field of race equality in health and social care believes that BME health promotion needs to be strengthened at both national and local level. This presentation sets out the importance of adopting a more sustained, evidence and user insight driven approach using social marketing in the promotion of the health of Black and Minority Ethnic communities in the UK. The presentation makes the case that given the challenges associated with inequality and disadvantage BME health promotion should be a top priority with the new public health strategy of the Coalition government and that an inclusive and cultural sensitive approach to social marketing should be adopted in tackling health inequalities.</td>
<td>This study looks at how acceptable different levels of government intervention are felt to be by people across the world. The study compares the differences between countries and also by policy area so looking at whether we accept greater government intervention in some areas of our lives more than others.</td>
<td>Assumptions about human motivations based on demographics, socio-economics, and geo-demographics, often lead us to the wrong conclusion. Our motivations flow from our values. Any social marketing campaign should begin by understanding these. The work of Rokeach, Inglehart and Schwartz demonstrates that the values menu is universal to human beings. What changes between cultures and groups, is the distribution of values, and the trappings and symbols.</td>
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Civic Solutions
Room: Verschoyle Location: Leisure Centre, Level 1
Chair: Michael Briggs Executive Vice President, Social Marketing & Planning, Ogilvy Public Relations Worldwide

<table>
<thead>
<tr>
<th>Iain Potter</th>
<th>Giuseppe Fattori</th>
<th>Fiona Seymour</th>
<th>Hilary Fisher</th>
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<tbody>
<tr>
<td>Chief Executive, Health Sponsorship Council (HSC), (NZ)</td>
<td>Director of the Communication and Social Marketing Department, Local Health Unit of Modena (Italy)</td>
<td>Head of Marketing, Transport UK</td>
<td>Director, Dying Matters Coalition (UK)</td>
</tr>
<tr>
<td>Marketing Social Marketing - how well are we doing?</td>
<td>Social marketing: from health policies to organisational models, arriving at the coherent partnerships &amp; activities</td>
<td>How one word helped save a thousand lives - THINK</td>
<td>Chief Executive, The National Council for Palliative Care (UK)</td>
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<td>Social marketers worry about over selling what we do and consequently under sell what is achieved and could be achieved – perhaps a cultural difference between social and commercial marketing where over statement of achievement is the norm? If we want to contribute more usefully we need to be better at marketing what we do – a think piece and some ideas.</td>
<td>The health policies of the reference country represent the framework which is necessary to understand the Social Marketing objectives. What is “social good”? Who decides the priorities and how? What kind of organization is needed to reach the objectives? How to evaluate the results? Reflections from our experience in Italy.</td>
<td>The vast majority of road casualties are caused by human behaviour. 10 years of innovative social marketing campaigns under the THINK! brand have helped road users to change many of their behaviours, resulting in a reduction in casualties of over 40%, giving Britain the safest roads in the world.</td>
<td>Too scary to prepare for, most of us die in hospital (58%) when we would rather die at home (70%) - hear about the groundbreaking work the Dying Matters Coalition is doing tackling the last taboo - talking about dying using a social marketing approach and building a cross sector coalition of 14,000.</td>
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<tr>
<th>Eve Richardson</th>
<th>Nick Pecorelli</th>
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<tr>
<td>Chief Executive, The National Council for Palliative Care (UK)</td>
<td>Associate Director, The Campaign Company (UK)</td>
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Death and dying in the Public Domain
### Session 9 - Seminars

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<th>Seminar</th>
<th>Room</th>
<th>Location</th>
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<th>Time</th>
<th>Author(s)</th>
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<th>Abstract</th>
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<tbody>
<tr>
<td><strong>Seminar 1</strong></td>
<td>Sycamore Suite (Plenary)</td>
<td>Convention Centre, Level 2</td>
<td>Sponsored by Ogilvy Public Relations Worldwide</td>
<td>15.00</td>
<td>Sarah Temple - Ogilvy Public Relations Worldwide</td>
<td>The Heart Truth®: Building a National Women's Heart Health Movement</td>
<td>For the NIH, Ogilvy created The Heart Truth® – a campaign for women about heart disease – and introduced the Red Dress as the issue’s symbol that galvanized the media, women’s health community and corporate sector around improved heart health for women. This presentation will highlight campaign strategy and lessons learned. <strong>Author(s):</strong> Michaela K. Thayer, Sarah Temple - Ogilvy Public Relations Worldwide</td>
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<tr>
<td><strong>Seminar 1</strong></td>
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<td><strong>15.30</strong></td>
<td>Julian de Meyrick, Sonal Singh - Macquarie University, Sydney</td>
<td>Yes Behavioral Change Can Be Sold Like Soap: An Assessment of Tobacco Control</td>
<td>By 2030, 70 percent of smoking related deaths will occur in developing countries (WHO). This paper reviews the tobacco control initiatives used in USA, Australia and Europe to propose a guide for policy makers in developing countries who wish to limit the damage done to their communities by tobacco smoking. <strong>Author(s):</strong> Julian de Meyrick, Sonal Singh - Macquarie University, Sydney</td>
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<tr>
<td><strong>Seminar 1</strong></td>
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<td><strong>16.00</strong></td>
<td>Jeff Jordan MA - Rescue Social Change Group</td>
<td>Commune: a Case Study of a Social Marketing Innovation to Reduce Young Adult Tobacco Use in Bars &amp; Clubs</td>
<td>“Commune” is a social marketing intervention that uses tobacco industry marketing strategies to promote a tobacco-free lifestyle among “Hipster” young adults in California through bars and clubs. Evaluation results indicate that Commune has successfully reduced young adult smoking and binge drinking of young adults at bars and clubs over 3 years. <strong>Author(s):</strong> Jeff Jordan MA, Pamela Ling MD, MPH - Rescue Social Change Group</td>
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<td><strong>Seminar 2</strong></td>
<td>Verschoyle</td>
<td>Leisure Centre, Level 1</td>
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<td>15.00</td>
<td>Nancy Lee, Margaret Miller - Social Marketing Services Inc., World Bank</td>
<td>Social Marketing to influence financial behaviors: the new frontier</td>
<td>Influencing positive financial behaviors is the natural next frontier for social marketers to “get serious about,” as there are clear behaviors that, once adopted by target populations, will improve the quality of life for individual as well as society. This presentation will share successful efforts around the world to influence behaviors that have enhanced financial well being. <strong>Author(s):</strong> Nancy Lee, Margaret Miller - Social Marketing Services Inc., World Bank</td>
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<td><strong>Seminar 2</strong></td>
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<td><strong>15.30</strong></td>
<td>Patricia McHugh - National University of Ireland (NUI), Galway</td>
<td>From Authoritative to Collaborative Engagement: A Social Marketing Approach to Progressing Science Policy</td>
<td>Through an integrated social marketing perspective, autocratic science policies must transfuse into open systems of collaborative engagement. Science should be informed by, and should itself incorporate, more effective forms of symmetrical two-way deliberation, empowering inputs from a wider diversity of social actors, downstream as well as upstream. <strong>Author(s):</strong> Patricia McHugh, Dr Christine Domegan - National University of Ireland (NUI), Galway</td>
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<td><strong>Seminar 2</strong></td>
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<td><strong>16.00</strong></td>
<td>Patricia McHugh - National University of Ireland (NUI), Galway</td>
<td>Systematic Reviews: Their Emerging Social Marketing Role in Co-Creating Collaborative Change</td>
<td>Complex and multifaceted issues cannot be solved by government alone. More sophisticated and comprehensive ways to inform policy and shape issues are needed. Through a strategic social marketing perspective, systematic reviews actively facilitate collaborative partnerships between social marketers, researchers and policy makers, at upstream and downstream levels through an innovative co-created polycentric networked approach. <strong>Author(s):</strong> Patricia McHugh, Dr Christine Domegan - National University of Ireland (NUI), Galway</td>
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<td><strong>Seminar 3</strong></td>
<td>Rathcoole</td>
<td>Leisure Centre, Level 2</td>
<td>Sponsored by McCann Healthcare Worldwide</td>
<td>15.00</td>
<td>Lynn Poole - Peach Advertising</td>
<td>Advertising needs its own set of ingredients in the social marketing mix: A case study in developing sustainable behaviour change</td>
<td>This paper presents a model that has been used successfully in social advertising to establish and further develop sustainable behaviour change in the sexual and reproductive health context. It presents a successful case study using the Four E’s of Social Advertising. <strong>Author(s):</strong> Prof. Linda Brennan, Lynn Poole, Phillip Morgan - RMIT University, Melbourne, Peach Advertising, University of Technology, Sydney</td>
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</table>
Is Behavioural Economics the new Social Marketing? Thoughts from a Social Marketer and a Behavioural Economist.

Has Behavioural Economics nudged Social Marketing off the agenda? Can an understanding of both lead to better outcomes: stronger together, weaker apart? This session will stimulate debate on how BE and SM can combine to shape interventions to address wicked problems like obesity and climate change.

Author(s): Stephen Young BA MA, Vivienne Caisey MA University of Brighton Business School, The Green Gauge Trust

Unintended consequences: Successful social marketing campaign creates health problems

Australia’s Slip Slop Slap Campaign has been extraordinarily successful at decreasing the incidence of skin cancers. However, many Australian women are now Vitamin D deficient; thereby increasing the risk of other diseases. This paper presents a case study of the unintended consequences of a successful social marketing campaign.

Author(s): Prof. Linda Brennan, Gillian Sullivan-Mort RMIT University, Melbourne, La Trobe University

Social marketing and community development: tensions and similarities

How easily does social marketing sit with the community development approach? Drawing on experiences of social marketing and community development in Edinburgh, the paper reflects on tensions and similarities between the two, and examines the benefits and questions which community development approaches bring to the social marketing discipline.

Author(s): Dr. Martine Stead ISM, Stirling, Scotland

An empirical description of Cycling Hot Prospects: Implications for Social Marketers tackling travel mode shift

This paper presents findings from a nationally representative online survey, which established key characteristics of hot ‘cycling’ prospects for social marketers. Findings suggest that social marketers must go beyond a simple value-based cognitive exchange for this group.

Author(s): Fiona Spotswood, Prof. Alan Tapp Bristol Business School, University of the West of England

The Impact of Social Marketing on Irish Female College Students’ Binge Drinking: Are Fear Appeals Effective?

Ireland has one of the highest rates of binge drinking among college students in the world and female binge drinking outstrips male binge drinking among college students. The study analyses the use of physical and social threat appeals to ascertain the most effective way to reduce this problem behaviour.

Author(s): Fergus Murphy, Maurice Murphy Cork Institute of Technology

Adolescent Female Smokers: Does Social Marketing Have The Answer?

Most smokers begin smoking in adolescence. This study analyses the use of social marketing in an anti-tobacco context, with specific reference to Irish female adolescents. Results show that public service announcements should contain physical threat appeals which deal with the physical, visual, cosmetic appearance of the smoker.

Author(s): Barry Griffin, Maurice Murphy Cork Institute of Technology


This case study on reaching challenging audiences, specifically routine and manual workers and young men, describes the research and insights into the audience as well as lessons learned for implementing effective behaviour change campaigns.

Author(s): Lucy Thomas, Jamie Reece, Abigail Burwood Porter Novelli

Key: TH = Theory  AP= Applied
Session 9 - Seminars Continued

Seminar 6  Room Ballroom 1  Location Main Hotel, Level 1

15.00  AP  Health - alcohol
Jayne Hampson, Amanda Jackson  ICE
Liverpool Primary Care Trust – ASSIST, Alcohol behavioural change programme
Examining a community alcohol outreach programme, targeting citizens living in Liverpool’s most deprived wards with alcohol intervention, support and wider alcohol tier 3 and 4 pathway signposting. Discussing the challenges, successes and learnings and examining the role of the intensive behaviour change support programme in shifting attitudes, perceptions and behaviours.
Author(s)  Jayne Hampson, Amanda Jackson  ICE

15.30  TH  Theory
Ibrahim Alhidari  Cardiff Business School, Cardiff University
Muslims charitable giving: A proposed revision of the Theory of Planned Behaviour to predict monetary donation intention and behaviour of Saudi individuals
The Theory of Planned Behaviours (TPB) is widely used to explain individuals’ behaviour within the Western world. This study aims to expand the standard version of the TPB by adding new important variables to monetary giving behaviour, in the context of Saudi Arabia; a country which is different from the Western world in many aspects.
Author(s)  Ibrahim Alhidari, Shumaila Yosafzai, Mirella Yani-de-Soriano  Cardiff Business School, Cardiff University

16.00  AP  Health - sexual health
Miguel Fontes, PhD  Johnsonsnow Brasil
Identifying Predictors of Variability in Sexual Health Knowledge, Attitudes and Practices Among Eastern and Western European Youth
The main objective of this study is to explore possible predictors of sexual health knowledge, attitudes, and practices (KAP) among young people in 15 European countries – nine in Western Europe and six in Eastern Europe and the implications for new social marketing interventions in Europe.
Author(s)  Miguel Fontes, PhD  Johnsonsnow Brasil

Seminar 7  Room Silken-Thomas  Location Main Hotel, Level 2

15.00-16.30  AP  Health
Sarah Cork  Brilliant Futures Limited, University of Brighton
Learning from ‘the competition’. An interactive workshop to investigate how retailers’ successfully influence their customers’ behaviour and how we can apply a similar mindset and techniques to enable and encourage positive health behaviours
This workshop will explore projects that have worked with retailers to encourage healthy eating. You’ll hear top tips from health practitioners and retailers and have the chance to apply these to your own area of work, to create a win:win partnership that delivers results.
Author(s)  Sarah Cork  Brilliant Futures Limited, University of Brighton

Seminar 8  Room Brittas  Location Leisure Centre, Level 2

15.00  AP  Transport
Sarah Leonard  Bristol Social Marketing Centre, University of the West of England
A Case Study of a Social Marketing Brand: The Image of Cycling in the UK
This paper presents findings from a quantitative nationally representative survey of cycling attitudes and behaviour. Findings indicate significant patterns of views regarding the image and role of cycling. Findings serve as a basis for the development of a new cycling brand.
Author(s)  Prof. Alan Tapp, Fiona Spotswood, Sarah Leonard  Bristol Social Marketing Centre, University of the West of England

15.30  TH  Transport - cycling
Sarah Leonard  Bristol Business School, University of the West of England
Understanding the self-image incongruency of British non-cyclists: Implications for social marketing
This paper uses self-image incongruency as a theoretical framework for understanding the gap between the self image of non cyclists and their perception of cycling. The authors argue that branding exists as a potential tool for aligning cycling image more closely with the self image of non-cyclists.
Author(s)  Fiona Spotswood, Prof. Alan Tapp, Sarah Leonard  Bristol Business School, University of the West of England

16.00  AP  Transport - cycling
Thomas Stokell  Challenge for Change
Getting more people cycling by effectively applying behaviour change theory
What are the most effective ways of getting more people cycling? If we can get another 4% of the population cycling this will bring significant benefits to people’s health, the environment and our communities. In this presentation proven behaviour change strategies and case studies will be presented and discussed.
Author(s)  Thomas Stokell  Challenge for Change Ltd

Seminar 9  Room Blessington  Location Convention Centre, Level 2

15.00  TH  Health - sexual health
Matthew Wood, Julie Fowlie  University of Brighton
Using Social Marketing to Improve Sexual Health Screening Rates of Male Undergraduate Students
Of the 1.3 million individuals who attended NHS contraceptive clinics in 2009 only 140,000 were men. In this session we present the results of insight work exploring the attitudes of male university undergraduate students to sexual health and, using a social marketing approach, outline recommendations to increase sexual health screening amongst this segment.
Author(s)  Matthew Wood, Julie Fowlie, Julian Reuter  University of Brighton

Key: TH = Theory  AP= Applied
Session 9 - Seminars Continued

15.30  
**AP** - Health - sexual health  
**Ilan Werbeloff** Victorian AIDS Council/Gay Men’s Health Centre  
**Social marketing challenges to influence behavioural change and address gay men’s sexual health**  
When looking at health it is important to understand the barriers that affect it and how they interact. Staying Negative is a campaign that targets gay men’s sexual health by looking at broader health issues in the context of gay men’s lives.  
**Author(s)** Ilan Werbeloff, Colin Batrouney, Jason Asselin Victorian AIDS Council/Gay Men’s Health Centre

16.00  
**TH** - Health - sexual health  
**Sonal Chaudhari, Sameer Deshpande** BBC World Service Trust, University of Lethbridge  
**Comparing the influence of ad perceptions and brand recall with the Theory of Planned Behavior (TPB) to normalize condoms in India**  
Responses from male viewers in the reproductive age from four southern states revealed that the branding exercise contributed to the variance of condom-related behaviours in addition to the TPB, although the contribution was modest.  
**Author(s)** Anurudra Bhanot, Sonal Chaudhari, Sameer Deshpande, Malika Malhotra BBC World Service Trust, University of Lethbridge

15.00  
**TH** - Community Engagement  
**Mary Rose Cook, Zoe Stanton** Uscreates  
**How to engage and collaborate with the target audience, from scoping to evaluation**  
Uscreates will deliver a session with practical exercises and case studies of how to work with the target audience at each stage of the social marketing processes, scoping through to follow up.  
**Author(s)** Mary Rose Cook, Zoe Stanton Uscreates

15.30  
**TH** - Community Engagement  
**Katie Collins** University of the West of England  
**When is Community Organisation not Community Organisation? The Value of Co-Creation for Social Marketers**  
This paper examines the role of co-creation (sometimes known as a collaborative approach or community engagement) in social marketing. We examine the antecedents of co-creation in the community development literature, and propose a framework of three approaches to co-creation: Planning, Action and Development.  
**Author(s)** Katie Collins, Zoe Stanton, Alan Boyles, Prof. Alan Tapp University of the West of England, Uscreates

16.00  
**TH** - Community Engagement  
**Jennifer Wayman, Denise Keyes** Ogilvy Public Relations Worldwide, Georgetown University  
**Dynamics of Cause Engagement**  
The presentation showcases trends in the way Americans support causes and evaluates the role that on- and off-line activities play in expanding opportunities for personal engagement in causes. The study identifies the barriers and opportunities for fostering cause involvement, and the presenters will discuss its implications for organizations seeking to increase cause engagement.  
**Author(s)** Jennifer Wayman, Denise Keyes Ogilvy Public Relations Worldwide, Georgetown University

15.00  
**AP** - Strategy  
**Sara Bird M.A** University of the West of England  
**Fear and Fire: Ethical Social Marketing Strategies for Home Fire Safety for Older People**  
We explore fire safety amongst people aged 65+ in Bristol (UK), whose deeply ingrained habits resist behaviour change. Likely triggers are deeply distressing, related to loss of life, pets, possessions or independence, with ethical implications. We explore using credible third parties, e.g. offspring, local media and firefighters, through one-off interventions.  
**Author(s)** Sara Bird M.A, Prof. Alan Tapp, Helen Lancaster, Rosa Clark University of the West of England, Helen Lancaster Research Ltd, Avon Fire & Rescue Service

15.30  
**TH** - Theory  
**Sinead Duane** National University of Ireland (NUl), Galway Social Marketing Partnerships  
**The application of social marketing partnerships is suffering due to a lack of guidance.**  
This research extends Morgan and Hunt's (1994) relationship theory of Commitment and Trust into the social marketing domain. It identifies and models the antecedents and outcomes of social marketing partnerships.  
**Author(s)** Sinead Duane, Dr. Christine Domegan National University of Ireland (NUl), Galway

16.00  
**TH** - Theory  
**Jose Luis Vazquez-Burguete** University of León, Spain  
**Does Corporate Social Responsibility Contribute to the Marketing of University Curricula? The Experience of a Spanish University**  
This study analyzes the attitudes of a sample of Spanish undergraduates towards Corporate Social Responsibility (CSR) as a transversal discipline in the University. Findings show a high demand of such a kind of contents to be included in academic curricula.  
**Author(s)** Jose Luis Vazquez-Burguete, Pablo Gutiérrez, Ana Lanero, M. Purificación Garcia, Carmen R. Santos University of León, Spain

Key: **TH** = Theory  **AP** = Applied
### Session 9 - Seminars Continued

#### Seminar 12: Room Kings Lake Location, Main Hotel, Level 2

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<th>Speaker(s)</th>
<th>Title</th>
<th>Institution/Company</th>
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<tr>
<td>15.00</td>
<td>Ross Gordon</td>
<td>Critical Social Marketing: Towards a Definition</td>
<td>University of Wollongong</td>
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<td>15.30</td>
<td>Kim Longfield</td>
<td>Setting a Brand Research Agenda in Social Marketing</td>
<td>Population Services International (PSI)</td>
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<td>16.00</td>
<td>Winthrop &quot;Win&quot; Morgan MPH, Dr. Craig LeFebvre</td>
<td>Social Marketers Global Network: Your Digital Lifeline to the Social Marketing Community</td>
<td>International Social Marketing Association</td>
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#### Seminar 13: Room Ormonde Location, Main Hotel, Level 2

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<th>Speaker(s)</th>
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<tr>
<td>15.00</td>
<td>Joy Parkinson</td>
<td>Understanding Breastfeeding Loyalty and the Key Cognitive and Emotional Influences</td>
<td>Queensland University of Technology</td>
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<td>15.30</td>
<td>Celia Rhodes, Stella Warren</td>
<td>Using Social Marketing to Encourage Teenage Mums to Breastfeed</td>
<td>University of the West of England, Bristol Social Marketing Centre</td>
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<td>16.00</td>
<td>Ronan Brandon</td>
<td>Visual Ethnography and Healthy Foundations</td>
<td>Research Works</td>
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#### Seminar 14: Room Marley Location, Main Hotel, Level 2

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<th>Speaker(s)</th>
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<tr>
<td>15.00</td>
<td>Elizabeth Sparrow</td>
<td>The Information Dividend: can IT make you ‘happier’?</td>
<td>BCS, The Chartered Institute for IT</td>
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<tr>
<td>15.30</td>
<td>Alexandra Hughes MPS, Trish Taylor PhD, Alexandra Greenbaum MPS, Sarah Temple, Jennifer Wayman MPS</td>
<td>Using Social Media to Amplify Public Health Messages</td>
<td>Ogilvy Public Relations Worldwide</td>
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Session 9 - Seminars Continued

Seminar 15 Room Mosacre Location Main Hotel, Level 2

15.00 AP Health David Walker Population Services International (PSI)
Better Marketing in Cambodia
This presentation describes the brand positioning and corresponding 4P strategies PSI/Cambodia undertook in transforming its traditional condom social marketing program to a more holistic Total Market Approach, and how such an approach led to better marketing decisions.
Author(s) David Walker Population Services International (PSI)

15.30 TH Health Nick Pecorelli The Campaign Company
Healthy Values: Why Social Marketing practitioners will get more out of Values Modes than the Department of Health's segmentation system, Healthy Foundations
Healthy Foundations was the last UK government's attempt to segment the population according to health attitudes. This seminar explains why one-off subject based compartmentalised attitudinal surveys without minable data are inadequate for understanding how to change behaviours, and sets out an alternative approach.
Author(s) Nick Pecorelli The Campaign Company

16.00 TH Health Rachel Ward The Campaign Company
National Stroke Strategy Gathering insight, providing behaviour change interventions and raising awareness amongst vulnerable communities in Sheffield
Author(s) Rachel Ward The Campaign Company

Seminar 16 Room Gallan Location Main Hotel, Level 2

15.00 AP Environment Arminda Paço University of Beira Interior, Portugal
Sustainability And Tourism – The Study Of Ecotourism In Brazil
The study of environmentally friendly behavior is particularly relevant for ecotourism. This research aims to analyze the Brazilian ecotourism market having in mind the perspective of demand. The research intends to explore the ecotourists' attitudes and behaviors, as well as to access their environmental awareness.
Author(s) Arminda Paço, Carolina Nunes, Helena Alves University of Beira Interior, Portugal

15.30 AP Environment/Community Engagement Setta Tutundjian United States Agency for International Development
Increasing Water Availability in Jordan Using Financial Incentives
This paper explores strategies used successfully in Jordan to facilitate the adoption of certain behaviors by rural community members through working on resolving the "Price P" barriers. Targeted behaviors relate to water.
Author(s) Setta Tutundjian United States Agency for International Development

16.00 TH Theory Kerry Jones Sheffield City Council
Dreaming Bigger Dreams
Using Social Marketing to Tackle an Intangible
Author(s) Kerry Jones Sheffield City Council

Seminar 17 Room Vanessa Location Main Hotel, Level 2

15.00 AP Health - alcohol Joanne Fitzgerald Alcohol Advisory Council of New Zealand (ALAC)
From Shocking to Showing – Helping New Zealanders Ease up on the Drink
The Alcohol Advisory Council of New Zealand’s marketing campaign has moved from focusing on the shocking consequences of drunkenness, to modelling positive behaviours for drinkers and their influencers. This has seen positive results including an increase in community and stakeholder involvement in the campaign.
Author(s) Joanne Fitzgerald Alcohol Advisory Council of New Zealand (ALAC)

15.30 AP Health - alcohol Joanne Fitzgerald Alcohol Advisory Council of New Zealand (ALAC)
Ruru Parirau: Shaking off negative stereotypes of Maori drinking and reframing the story through social marketing
A key challenge of the Alcohol Advisory Council of New Zealand’s plan to reduce alcohol-related harm among Maori is to combat negative stereotyping of Maori drinking and transform these social constructions into more helpful ones. Its current marketing campaign is a good example of how this can be done successfully.
Author(s) Joanne Fitzgerald, Kristen Maynard Alcohol Advisory Council of New Zealand (ALAC)

16.00 TH Health - alcohol Emma Saunders, Joanne Fitzgerald Empathy (NZ) and Alcohol Advisory Council of New Zealand (NZ)
Understanding and leveraging the positive motivations of young people to moderate their drinking.
This project sought to answer two innovative and solution-focused questions: Why might young people want to drink less? How can we leverage those motivations to help reduce alcohol-related harm experienced by young people in New Zealand? It focused on finding positive, strengths-based youth development solutions.
Author(s) Emma Saunders, Sarah Helm, Joanne Fitzgerald Empathy (NZ); Alcohol Advisory Council of New Zealand (NZ)

Key: TH = Theory  AP= Applied
15.00 Cristina Ribeiro PhD, Independent Consultant
Reputation of the client-organization as a criterion for bank managers when they repute their client-organizations
The information to be presented (how bank managers consider their client’s existing reputation) will be useful for professionals working in non-profits who design strategy or more specifically aim at improving their relationship with stakeholders, namely, with bank partners.
Author(s) Cristina Ribeiro PhD, Prof. Joaquim Borges Gouveia, Prof. Ricardo Jorge Pinto
Universidade de Aveiro, Universidade Fernando Pessoa, Portugal

15.15 Prof. Carlos Oliveira Santos Technical University of Lisbon – Portugal
In Our Heart. Political Foundations of Social Marketing
In order to expand the field of social marketing as a public policy tool we need to improve the theoretical work about its political nature. The intent of this presentation is to establish some of which can be considered as political foundations of social marketing, developing a liberal democratic concept of social marketing.
Author(s) Prof. Carlos Oliveira Santos
The Technical University of Lisbon – Portugal

15.30 Ronan O’Sullivan Cork Institute of Technology
Social Marketing as a Strategic Tool to Increase Organ Donor Rates in Ireland
The success of organ transplantation has led to the primary problem facing transplantation today: the lack of sufficient organ donors. This paper examines the role of social marketing in increasing donation, as well as the motivators and barriers to donation.
Ronan O’Sullivan, Maurice Murphy
Cork Institute of Technology

15.45 Dr. Ethan Strigas Indiana State University
Competition theory and nonprofit organizations: The adaptation of resource-advantage theory for nonprofits competing in mixed-form markets
The paper introduces the authors’ response to the schematic form of the resource-advantage theory of competition (Hunt and Morgan, 1997), as structured to incorporate concerns about the competition process – and the environmental factors that influence that process – that nonprofit organizations are facing in today’s world.
Author(s) Dr. Ethan Strigas, Ra’id Shomali, Dr. John Fraedrich
Indiana State University, Southern Illinois University

16.00 José Afonso Mazzon University of São Paulo (Brazil)
What are you afraid of? The role of emotions in Social Marketing
There is a gap in behavioral models with ample currency in Social Marketing. Emotions, their eliciting processes and their actual impact in determining the courses of human behavior have been neglected in such models, despite exponential evolution in the study of this fundamental determinant of behavior.
Author(s) Hamilton Coimbra Carvalho, José Afonso Mazzon. University of São Paulo (Brazil)

16.15 Imran Batada Institute of Business Administration, Karachi, Pakistan
Implementation of Social Learning Management System in Higher Education
Presentation will cover the importance of SLMS in Higher Education. It will also cover the Buy v/s Build Model, Implementation Phase and the Integration of SLMS with University Campus Management Solution.
Imran Batada, Asmita Rahman
Institute of Business Administration, Karachi, Pakistan, University of Georgia

Key: TH = Theory  AP= Applied
Session 9 - Speed Seminars Continued

15.30 TH Health
Vernon Vasu Health Promotion Board, Singapore
Building Health into a Brand Ideal: A Case Study in Singapore
The use of multiple discrete campaigns addressing specific issues has limited efficacy in effecting behavioural changes. With this, the Singapore Health Promotion Board (HPB) refined its social marketing strategy to better promote health in a crowded media environment. Therefore, HPB embarked on a branding exercise to build positive associations with healthy choices.

Author(s) Vernon Vasu, Steven Lim Health Promotion Board, Singapore

15.45 AP Health
Steven Lim Health Promotion Board, Singapore
Making health messages more personally relevant: A case study of popular culture formats in health communications
The use of popular culture for health communications better triggers health decisions with regards to risks and benefits. Popular culture situates health messages within local contexts, identities, cultural symbols and lived experiences, which resonate more in the push for behaviour change. This case study shows how soap operas, reality shows and films engage audiences non-didactically.

Author(s) Vernon Vasu, Steven Lim Health Promotion Board, Singapore

16.00 AP Health-cancer
Daniel Ramsey Cancer Research UK, NHS Derby City Partnership
Helping Men Spot Bowel Cancer Early
In support of the National Awareness and Early Diagnosis initiative, Cancer Research UK collaborated with Derby City PCT to trial a Social Marketing approach to help Men spot Bowel Cancer early. Evaluation covered audience research, impact on GP consultations and 2 week wait referrals.

Author(s) Daniel Ramsey, Gillian Heatley Cancer Research UK, NHS Derby City Partnership

16.15 TH Community Engagement
Alex Oliver The Futures Company
How Big is Society? The Citizen Perspective
The Futures Company presents a summary of recent qualitative and quantitative research exploring how people feel about getting involved in their communities: who is more likely to get involved, what motivates people and what puts them off? Drawing on innovative research approaches and proprietary behaviour change analytical frameworks, we explore what organisations should consider to increase community engagement.

Author(s) Alex Oliver The Futures Company, The IIPS

16.30-18.00 Session 10 - Closing Keynote Presentations

Room Sycamore Suite (Plenary) Location Convention Centre, Level 2
Chair J.P. Donnelly Group Chief Executive, Ogilvy Group, Ireland

Dr Craig Lefebvre
Chief Maven, socialShifting (USA)
Passing it on...Social marketing in a new world.
What have we learned from 40 years of social marketing that we can take and use to propel us into an even more dynamic and relevant discipline for social change in the years ahead? This presentation offers one vision that builds on these learnings and brings together recent thinking in the academic marketing literature, new marketing concepts and practices that are enabled through social technologies, and a deeper understanding of the values that drive our discipline and the people we seek to serve. By re-imagining the scope of social marketing practice, realigning the core principles of the social marketing approach, and reconsidering the nature of the value we offer people we serve, social marketing becomes a more effective and vital platform for the solution of many of the worlds wicked problems.

Dr Mannasseh Phiri
PSI Zambia Representative
Social marketing in the developed and developing worlds: time for (ex)change?
Social marketing as a discipline spans the globe, yet there is a marked disconnect between social marketing as practiced in the developing world as opposed to social marketing as practiced in the developed world. Dr. Mannasseh Phiri, Country Representative for PSI’s, Zambian affiliate, Society for Family Health, is a voice for social marketers in developing countries and seeks to lessen the gap between the two. Dr. Phiri will address the divide as well as its associated angst, while offering real solutions to bridge both worlds.

Professor Jeff French
Why nudges are not enough
The Value/Cost Exchange Matrix© is a conceptual device to represent four different forms of exchange that can be designed to promote change in individuals and groups. The assumption is that whilst ‘Nudges’ can be effective in promoting some behaviours in some situations they are do not represent a full toolbox of possible forms of intervention. As well as Nudges, governments and other organisations can also use: Shoves, Hugs and Smacks. Most successful social interventions will use a combination of these four forms of intervention. It should also be noted that the four forms of intervention are not absolutely distinct.

Key: TH = Theory AP= Applied
Poster Sessions

Posters will be displayed in the Exhibition Hall from Sunday 10 April at 19.00hrs

1. **MoveM8 recruitment challenges: A case for social marketing**  
   Marco Bardus  
   Author(s) Marco Bardus, L. Suzanne Suggs, Holly Blake, Scott Lloyd

2. **Social Marketing Module Assessment for the Real World**  
   Patricia Watson, Heather Solley, C.Paul Lyttle  
   Author(s) Patricia Watson, Heather Solley, C.Paul Lyttle

3. **Oversize packaging and sustainability: The case of ready-to-eat breakfast cereals**  
   Arminda Paço PhD.  
   Author(s) Paulo Duarte PhD. Arminda Paço PhD.

4. **Exploring Lost Appetites for Organics**  
   Dr. Joanna Henryks  
   Author(s) Dr. Joanna Henryks

5. **Social Marketing for Tourism: A destination-based approach for encouraging sustainable tourist behaviour**  
   Julie Wooler  
   Author(s) Julie Wooler

6. **Marketing Sustainability To Citizens - Get It Right 1st Time!**  
   Eileen O'Connell  
   Author(s) Helen Mullarkey, Eileen O'Connell

7. **Evaluation of Madagascar's Protector Plus Condom Brand**  
   Julie Archer  
   Author(s) W. Douglas Evans PhD., Kim Longfield PhD., Navendu Shekar PhD., Ietje Reerink

8. **Repositioning health in the workplace as sustainable behavior: A case study of the Green Health Initiative at the University of Louisville**  
   Lindsay J. Della PhD  
   Author(s) Lindsay J. Della PhD, Patricia Benson M.Ed, Kristi M.King PhD CHES, Stephanie A. Tabb

9. **Evaluating the Total Market for Condoms: Competitive Analysis of Socially Marketed and Commercial Brands Central America**  
   Megan Kays  
   Author(s) W. Douglas Evans PhD., Kim Longfield PhD, Benjamin Andrade, Jorge Rivas, Sussy Lungo

10. **Can teaching the principles of social marketing enhance the health promotion role of nurses?**  
    Lyn Wilson  
    Author(s) Lyn Wilson

11. **The Up for It Project: Using a social marketing approach to encourage behaviour change within the student population aged 16 to 24 year old to address rise in overweight and obesity in Kirklees**  
    Liz Messenger, Claire Troughton  
    Author(s) Elizabeth J.Messenger, Claire Troughton, Lynn C.Cliffe, Spencer Robinson
12 Inspiring Communities
Pippa Rendel
Author(s) Yvonne Dove, Jennifer Booth, Chris Mounsey, Pippa Rendel
Department of Communities and Local Government, Rawmarsh&Me...Unlimited, Forster

13 A scoping study into the use of urgent care services in Brighton and Hove
Pippa Rendel
Author(s) Pippa Rendel, Ria Bowler, Donna Tipping
Forster, NHS Brighton & Hove

14 The Launch of Ontario’s Grade 8 HPV Vaccination Program: Launching a Vaccination Program While Adapting to a Challenging Communications Environment
Dennis Edell, Yvette Thornley
Rain43, Ontario Ministry of Health and Long Term Care
Author(s) Dennis Edell, Yvette Thornley
Rain43, Ontario Ministry of Health and Long Term Care

15 Applying Social Network Theory to Social Media Interventions: A Case Study
Jeralyn Powell MPH
University of Alabama Birmingham
Author(s) Jeralyn Powell MPH, Connie Kohler DrPH
University of Alabama Birmingham

16 A case for upstream social marketing
Julie Ann Sorensen PhD
Northeast Center for Occupational and Agricultural Health
Author(s) Julie Ann Sorensen PhD, John J.May MD
Northeast Center for Occupational and Agricultural Health

17 Social Branding®: an Innovative Application of Social Marketing to Develop Cultural-level Interventions
Jeff Jordan, MA & Mayo Djakaria
Rescue Social Change Group
Author(s) Jeff Jordan, MA & Mayo Djakaria
Rescue Social Change Group

18 Family organ donation consent and the Behavioural Perspective Model
Alexandra Rose Castagnino
Durham University
Author(s) Alexandra Rose Castagnino
Durham University

19 Proposal of a Social Marketing Framework to Influence Greek Undergraduates to Adopt Healthy Eating Habits
Ariadne-Beatrice Kapetanaki BSc, MSc
City University London
Author(s) Ariadne-Beatrice Kapetanaki BSc, MSc, Martin Caraher Professor in Food & Health Policy
City University London

20 Health Information Seeking: Understanding Consumers’ Health Information Seeking Behaviours
Melissa Kraus Taylor MA
Porter Novelli
Author(s) Melissa Kraus Taylor MA
Porter Novelli

21 Social Marketing in Public-Private Partnerships as a Tool for Scaling up Nutrition
Virginie Claeyssens
Nutriset
Author(s) Leah Richardson, Virginie Claeyssens
Nutriset

22 The Use of Research and Statistical Analyses for Social Marketing Practices and Targeting: Scientific considerations on how to determine what factors are associated to behavioural change
Miguel Fontes, PhD
Johnsnow Brasil
Author(s) Miguel Fontes, PhD
Johnsnow Brasil

23 Reputation of the client-organization as a criterium for bank managers when they repute their client-organizations
Cristina Ribeiro PhD
Independent Consultant
Author(s) Cristina Ribeiro PhD., Prof. Joaquim Borges Gouveia, Prof. Ricardo Jorge Pinto
Universidade de Aveiro, Universidade Fernando Pessoa, Portugal

24 In Our Heart. Political Foundations of Social Marketing
Prof. Carlos Oliveira Santos
Technical University of Lisbon - Portugal
Author(s) Prof. Carlos Oliveira Santos
The Technical University of Lisbon - Portugal
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<td>Pauline Harper (EPODE, European Network Co-ordinating Team)</td>
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2011
save the date!

UK Social Marketing Conference 2011
Brighton, UK
8 November

2013
save the date!

World Social Marketing Conference 2013
Toronto, Canada
21-23 April
For more than two decades, Ogilvy Public Relations Worldwide (Ogilvy) has been at the forefront of social marketing and health communications, advancing health, safety, and social issues via marketing communications and public education aimed at sparking positive behavior change. We have assisted our clients to develop initiatives that successfully raise awareness, educate, and prompt action regarding some of today’s largest and most complex issues, ranging from AIDS to environmental protections; heart disease to homeland security; transportation safety to cancer; pandemic flu to reproductive health.

Among our achievements, in the U.S., we supported CDC’s landmark America Responds to AIDS campaign, including the National AIDS Mailing (lauded by PR Week as one of the top 20 campaigns ever). We are helping to raise awareness of women’s heart disease for the National Heart, Lung, and Blood Institute, through the award-winning The Heart Truth campaign and its widely recognized symbol, The Red Dress.

Ogilvy’s social marketing and social change capabilities are increasingly being applied successfully across the globe, for example:

- In Ireland, Ogilvy helped develop national campaigns on topics ranging from breastfeeding and children’s health to smoking cessation, condom use and safe food handling;
- In Australia, we have promoted water conservation techniques as well as other energy savings initiatives;
- In Indonesia, Ogilvy developed an innovative hand-washing campaign targeted to Mothers to help reduce life-threatening diarrhea among children;
- In Africa, Asia and Latin America, we are supporting efforts to lessen taxes and tariffs on malaria prevention products; and
- Across the world, we have helped clients raise the global investment and engagement in addressing cancer and nutrition.

We are passionate about our work and hope to have the opportunity to talk with you in Dublin, if not before!

Stand Red 1&2

McCann Healthcare Worldwide is a global marketing and communications agency. As a global leader in health-related communications, we provide a full spectrum of services devoted to building effective and creative communications strategies in public health as well as pharmaceutical, healthcare, and wellness brands. We work with both private and public sectors, including governmental institutions, and a diverse set of clients ranging from those specializing in chronic therapies, vaccines to nutrition. We revolutionize health and well-being through social marketing and other communication processes. McCann Healthcare Worldwide truly sets the standard for communicating health and wellbeing all globally.

Stand Green 8
DKT International

DKT International is a leader in contraceptive social marketing with a focus on family planning and HIV prevention. In 2010, DKT programs delivered approximately 22 million CYPS (couple years of protection), making DKT the largest contraceptive social marketing organization and the largest private provider of family planning services in the developing world. DKT expertise include branded marketing of contraceptives, social franchising, sustainable financial enterprises, and impact on poor and vulnerable populations. For six consecutive years, DKT has received Charity Navigator’s coveted four-star rating for “sound fiscal management,” an honor accorded to only four percent America’s nonprofit organizations.

Stand Blue 3

European Centre for Disease Prevention & Control (ECDC)

ECDC is an EU agency whose mission is to identify, assess and communicate current and emerging threats to human health posed by infectious diseases. The Centre works in partnership with public health authorities and experts across Europe, providing high quality data, evidence based information and analysis to support public health action. In its efforts to protect human health, ECDC is committed to promoting awareness and knowledge on how to prevent communicable diseases, thus encouraging positive changes in attitudes and behaviours.

Stand Yellow 4

The Futures Company

Formerly known as Henley Centre HeadlightVision, The Futures Company is the leading global foresight and futures consultancy. We are well known for our understanding of social change and our ability to apply an expert knowledge of consumers to unlock strategies for future success.

With expertise covering qualitative and quantitative research, futures and strategic consulting, we work with a wide range of public and private sector clients on a global level to support strategic planning, innovation, policy making and service delivery.

Our behaviour change, service transformation and innovation offers are built on many years of experience across diverse policy areas as well as our own proprietary thought leadership programme through our public sector think tank the IIPS. For more information on our work, please see our global website www.thefuturescompany.com and our think tank www.thewisps.com

Stand Green 4

ICE

ICE is one of the UK’s leading specialists in behaviour change. Our integrated, award-winning team of 60 specialists are committed to developing tailored solutions that positively impact people’s lives and deliver real, measurable outcomes.

We empower people to drive long-term change by recognising the essential links between organisations, their cultures and the communities they serve. So much so that we’ve developed the concept of SOChange™ - blending Social Change and Organisational Change to transform organisations AND enrich the lives of our communities.

We’re a passionate group of people who thrive on new challenges and we’re here to change our world. www.icecreates.com

Stand Green 1&2

Interactions

Interactions is a market research & communications company that integrates constructive psychology with market research to provide insights into customer behaviour and decision-making.

Our approach is invaluable in developing communications to bring about change in any aspect of behaviour as evidenced by our work in transport, sustainability and radio research. Many of Interactions market research and communication projects promote and contribute directly to CO2 emission reductions, better quality of urban environments and improved personal health.

We act as communications managers for the EC’s CIVITAS MIMOSA 4 year sustainable urban transport programme. Other recent work includes research for the Environmental Protection Agency on the feasibility of using Pure Plant Oil as a fuel.

Stand Green 5

The Hub

The Hub is an award-winning social change consultancy focused on reducing inequality and raising aspiration in disadvantaged communities.

Through partnerships with local authorities, PCTs, charities, NGOs and social enterprises we design interventions that drive tangible, sustainable behaviour change. Combining social research, social marketing and design thinking, we have developed a citizen-centred approach built on co-creation principles, creative engagement and the latest advances in behavioural science.

Our teams are currently working with communities on a wide range of issues, including obesity, tobacco control, early years / young people’s wellbeing, substance and alcohol misuse, poverty and inclusion.

Stand Green 7 + Yellow 7
NSMC
Established by the British Government and the National Consumer Council in 2006, we are the centre of excellence for social marketing and behaviour change.
Our mission: to maximise the effectiveness of behaviour change programmes.
We do this for a growing list of public sector organisations through a broad range of strategic analysis, advice, support and training across all levels of the social marketing process.
World leaders in our field, we draw on expertise from the UK, USA, Europe, Asia and the Pacific and adapt it to meet the needs of UK and international audiences.
Stand Yellow 1&2

Delegate Bag Sponsor
Kenyon Fraser
If you’re looking for an agency that really understands social and not-for-profit marketing then talk to us. We’re driven by a passion for understanding people, working with communities, stakeholders and professionals to develop creative solutions that engage and inspire people to improve their health and wellbeing.
Our holistic approach requires more than just attractive visuals and PR campaigns – although we’re pretty good at those. We discover the reality of attitudes and behaviours through thorough research and engagement, bringing relevant insights to bear on our work – basing our programmes on evidence rather than assumption. And we use an integrated mix of methods - working in partnership with our commissioners to put in place a mix of service and communications based innovations to engage clearly defined target groups and to achieve specific behavioural and organisational goals. www.kenyonfraser.co.uk
Stand Green 6

Corporate Culture
Corporate Culture is a leader in sustainable business, social marketing and customer behavior change. We have a strong track record of helping people recycle more, save energy, drink responsibly, stop smoking, and much more.
We believe the future is about collaborating to improve lives and achieve long-term positive social and commercial change. Based in London and North West England, we have in-house strategy, creative, research, learning and development, and project management teams who create and implement projects across five core skill areas:
Strategy: creating robust, proven strategies that guide sustainable business, social marketing and customer behaviour change interventions
Insight: commissioning and analysing actionable research, and helping organisations fully understand audience behaviour
Creative: offering engaging communications that captivate audiences, and inspire them to embrace long-term behaviour change
Capacity building: building organisations’ social marketing capacity through our Academy and Network
Connecting & collaborating: identifying networks and partnerships to enable us to work together to achieve transformational change. We have used these skills for a range of clients including: Cancer Research UK, WRAP, the NHS, Anglian Water, Lloyds Banking Group and Standard Life. To find out more visit www.corporateculture.co.uk
Stand Yellow 5&6

The Bristol Social Marketing Centre (BSMC)
The Bristol Social Marketing Centre (BSMC) is a research centre at the University of the West of England, Bristol. We began in 2007 and now have research, knowledge exchange, consultancy and education activity operating at regional, national and international levels. We seek to combine the university’s scholarly expertise with our own commercial and public sector experience to provide insights and thought leadership in social marketing. Our work is clustered round the following key areas: addressing specific, real-world problems, conducting scholarly research, linking theory and practice, providing postgraduate education, continuous professional development and executive training courses. Our recent work has focused on behaviour changes around safer driving, travel mode shifts, health screening including early cancer detection, sun protection, and sustainable health behaviours.
Contacts:
Prof. Alan Tapp, alan.tapp@uwe.ac.uk +44 (0)117 32 83439
Prof. Lynne Eagle, lynne.eagle@uwe.ac.uk +44 (0)117 32 83249
Stand Red 6
**Exhibitors Continued**

### Journal of Social Marketing

Journal of Social Marketing is published by Emerald Group Publishing Limited and is part of a collection of 22 journals and 5 books series that focus on a broad range of marketing disciplines, and include the newly launched Arts Marketing: An International Journal; the Journal of Consumer Marketing and the European Journal of Marketing. Emerald journals reach a potential of 15 million users globally from 1,600 institutions and each week Emerald articles are downloaded 300,000 times.

The Journal of Social Marketing (JSOCM), edited by Associate Professor Sharyn Rundle-Thiele (Griffith University) and Professor Andrew McAuley (Southern Cross University) publishes triple blind peer reviewed research that showcases the adaptation and adoption of commercial marketing activities, institutions and processes as a means to induce behavioural change in a targeted audience on a temporary or permanent basis, to achieve a social goal. The journal will publish a selection of best papers from the 2nd World Non-Profit & Social Marketing Conference in 2012 and seeks high quality academic articles including conceptual papers, critical literature reviews and rigorous empirical studies for publication in the following (but not limited to) areas:

- Social marketing
- Public health
- Environmental protection
- Accident prevention/road safety
- Alcohol
- Obesity
- Behaviour/Attitudes: Drugs
- Gambling
- Smoking/Tobacco
- Advertising
- Communication: Pricing Taxes

[www.emeraldinsight.com/jsocm.htm](http://www.emeraldinsight.com/jsocm.htm)

**Stand Blue 5**

### Promovere

Promovere is a specialist face-to-face marketing company trusted by both private and public sector clients to communicate marketing messages directly to target audiences. We work with clients’ existing marketing agencies or stakeholders to develop and implement face-to-face marketing campaigns that lead to positive behavioural change.

Our fully-contracted front line staff are trained to identify customers, engage them and communicate in a way that other media simply can’t: we stop people in their tracks and actually talk to them - and they talk back to us!

Meanwhile, our experienced office staff manages all campaign logistics to make sure that we’re on site, on time, every time. We are also used to measuring and reporting on campaign effectiveness against pre-agreed criteria. Promovere can also provide a range of promotional vehicles and exhibition units to both enhance the face-to-face marketing experience and extend the visibility of a campaign.

Promovere is a member of the DMA and adheres to the DMA Codes of Practice, has ISO 9001 quality accreditation and is a CarbonNeutral company.

**Stand Green 9**

### PSI

PSI is a leading global health organization with programs targeting malaria, child survival, HIV and reproductive health. Working in partnership within the public and private sectors, and harnessing the power of markets, PSI provides life-saving products, clinical services and behaviour change communications that empower the world’s most vulnerable populations to lead healthier lives.

[www.psi.org](http://www.psi.org); [Twitter: www.twitter.com/PSIHealthyLives](http://www.twitter.com/PSIHealthyLives)

**Stand Yellow 9**

### Research Works

Research Work’s specialism is in conducting qualitative and quantitative health research in every part of the UK. Established in 1987, we have worked for many public and voluntary sector organisations on health projects focused on behaviour change; intervention design; development and dissemination of social marketing and communication initiatives.

Our strengths are excellence in research quality; outcome-focussed thinking; creative methods and approaches; speed, flexibility and client-centred working methods. We conduct strategically and tactically focussed projects - and pride ourselves on the innovative nature of our research methods and action-orientated, practical, nature of our outputs. Our website can be found at [www.researchworks.co.uk](http://www.researchworks.co.uk)

**Stand Yellow 8**

### Resonant Media

Resonant Media is a leader in behaviour change, marketing health services and health information. We are a creative agency that keeps consumer insight and measurable results at the heart of everything we do - helping us inspire people and deliver real change.

We work on some of the key issues of the day, including childhood obesity, democratic services, cancer screening, diabetes self-management and accessing the right healthcare.

Our clients include local authorities, charities, central government and the NHS. We help them improve the lives of their clients, supporters and patients.

Based in London, Resonant Media’s services include planning, audience and stakeholder engagement, research and insight gathering, campaign delivery, creative design, and information development. Find out more about us at [www.resonantmedia.co.uk](http://www.resonantmedia.co.uk)

**Stand Blue 6**
The Social Marketing Gateway

The Social Marketing Gateway is a one door access point to a strategically-focused, collaborative network of dedicated and passionate social marketing practitioners, for clients interested in learning about, applying or commissioning social marketing to achieve sustainable behaviour change and measurable social benefit.

Our business model combines a core team and a tight network of experienced senior associates distributed around the UK. This network is supported by a number of agency partners, whose resource is drawn on as and when necessary.

The Gateway is currently working on projects throughout the UK as well as in Europe, South Africa and America.

Stand Blue 1

Unique Improvements

Unique Improvements Ltd is a North West based social enterprise. Being a social enterprise means that we invest our profits in charities, disadvantaged groups and deprived communities. Established in 2005 and, with our origins in the UK Public Sector, we have spent the last 6 years helping UK organisations understand and address their issues from within. Believing that People are not the Problem, but the Solution we are ideally placed to not only understand the challenges currently facing organisations but to help develop solutions to deal with them. Whether this is university accredited commissioning training or award winning social marketing programmes we can help.

Stand Blue 2

Uscreates

The UK faces some key social challenges including public health, climate change, community empowerment, and improving our economy. Uscreates is a social change agency with a mission to develop effective ways to respond to these social challenges. We work in a collaborative way bringing together the people, organisations and issues involved to ensure ownership and power over the outcomes. This leads to more sustained and cost effective change.

Our vision is to transform our practical experience from working locally on the ground into learning which can inform policy at all levels. We use a problem solving process. The difference is we collaborate at all stages and aim to feed learning into policy formation.

Stand Green 10&11
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Excursion Programme

Any tour can be booked at the conference via the ‘A Touch of Ireland’ Hospitality Desk. Alternatively you can pre-book your tour by contacting A Touch of Ireland Email info@atoi.ie Tel +353 (0) 1 668 0888

Dublin City Tour

The perfect way to discover Dublin and learn more about the city and Irish history in general. Panoramic drive through Dublin, an exciting European capital which boasts some of the finest Georgian architecture in Europe as seen in Merrion Square, Mountjoy Square, Fitzwilliam Square as well as medieval in the areas around Christchurch and St Patricks Cathedral. The Four Courts and O’Connell Street tell the story of our fight for independence.

A visit to Trinity College is included, the impressive university founded by Queen Elizabeth 1 of England in 1592 to educate the children of the British in Ireland. It is located in the very centre of the city but standing in Front square you are transported back 400 years. Visit the priceless Book of Kells, an illuminated manuscript which dates from the 8th century and the beautiful Long Room.

A drive through the Phoenix Park, the largest enclosed park in a European city - it has its own herd of deer, is home to our President, the zoo and many sports.

Half day tour
Sunday 10 April or Monday 11 April
14.00-18.00hrs
Price per person €32.50

Wicklow & Glendalough

Morning drive across the Wicklow Mountains and down into County Wicklow - the garden of Ireland.

This is a county of wild mountains covered in heather and gorse, waterfalls tumbling into pretty valleys filled with sheep. In this wild remote country, St Kevin, a learned hermit, lived and prayed in Glendalough. He was born in the 5th century, lived through the 6th century and died in the 7th century aged 120! He was so learned that scholars from all over Europe came to this remote beautiful spot and established a university with over 1000 students. Ruins remaining are a Round Tower, St Kevins Kitchen, ruins of the cathedral, monolithic Celtic cross and lovely walks around the lake.

Half day tour
Tuesday 12 April 2011
09.00-13.00 hrs
Price per person €32.00

All coaches depart from and return to the Citywest Hotel. All tours will be conducted by qualified entertaining guides (in English).
Powerscourt House & Gardens

Powerscourt House is a fine Palladian Georgian house, set in magnificent gardens at the foot of the Sugar Loaf mountain overlooking the sea.

It is the family home of the Slazenger family but was almost destroyed by fire in the early 1970's - most of the contents were destroyed. The house lay in ruins until about 18 years ago when the family finally raised the money to start restoration.

The gardens are magnificent and the house now is home to Avoca Shops, interior design stores, a lovely café. A lovely way to spend a few hours.

Half day tour
Tuesday 12 April
14.00-18.00 hrs
Price per person €32.50

Kilkenny

A one hour drive through the lovely Kildare countryside to Kilkenny a most charming city with its narrow winding streets and old buildings. Visit Kilkenny Castle (1192-1207) which was built by William Earl Marshall, son-in-law of Strongbow. Its styles are a blend of Gothic and Classical and the conical tops of the three drum-towers are reminiscent of French chateaux.

Across the road from the castle is the Kilkenny Craft Design centre - the best craft shop in Ireland which fosters new Irish craftsmen (potters, weavers, wood carvers, jewellery and so on).

Time to explore the small city centre – the ancient Rothe House, the Kittlers Inn which was run by a witch, and the narrow Buttery lane with its great artisan shops.

Half day tour
Wednesday 13 April
13.30-18.00 hrs
Price per person €35.00
Important Information

World Social Marketing Conference
Office Contact Details

E info@wsmconference.com
T +44 (0)1323 637719

Venue Address & Contact Number

Citywest Hotel
Saggart
Co. Dublin
Ireland
T +353 1 401 0500

Information & Registration Desk Opening Hours

Sunday 10 April
Exhibitor Registration from 0800hrs - 1600hrs
Delegate Registration from 1200hrs - 2100hrs

Monday 11 April
Delegate Registration from 0730hrs - 1800hrs

Tuesday 12 April
Delegate Registration from 0800hrs - 1200hrs

Twitter Hashtag

The Conference hashtag is #wsmc, please use this hashtag in all conference related tweets. Visit the Twitter Garden at Stand Red 5.

WIFI & PC use

WiFi is free in all public areas within the Citywest Hotel, including all conference rooms.
We encourage blogging and use of PC’s and social media before, during and after the conference.

Dress Code

Dress code for the conference sessions is smart/casual.

Welcome Reception

The Welcome Reception for all attendees, kindly sponsored by The NSMC will take place in the Exhibition Hall on Sunday 10 April. Drinks and a light buffet will be served from 19.00hrs.
Come along and get networking!

Conference Dinner

The conference dinner will take place in the Citywest Suite on Monday 11 April. Pre-dinner drinks, kindly sponsored by Corporate Culture, will commence at 19.30hrs.
Dress code is Lounge Suits/ Cocktail Dresses.

After Conference Party

On Tuesday 12 April, all attendees are invited to the Hotel Front Bar for the after conference party with live music from 20.30hrs.

Conference Materials

Our aim is to ensure that this conference is as sustainable and environmentally responsible as possible.
Please be aware that this eBook will not be available in hard copy format at the event so please download to your laptop, phone or if necessary print vital information before your arrival.
Displays will be available onsite showing session timings, room information and maps.
All keynote sessions will be filmed and uploaded onto the event website, along with all stream session and seminar PowerPoint presentations, after the conference.
with the support of:  
supporting organisations:

[Logos and names of supporting organisations]