



# World Social Marketing Conference 2008

**National  
Social Marketing  
Centre**

**Social good: from global to local**

Brighton & Hove City, England 29-30 September 2008

# Welcome

Welcome to the first World Social Marketing Conference. This is a fantastic opportunity for those attending to share experience and interact with a wide range of experts, senior strategic leaders and field practitioners from around the world. It will be a truly global and innovative event. We are fortunate to have a line up of international experts, whose knowledge and experience will improve our understanding and provide insights into how social marketing is helping to tackle many of the key behavioural challenges faced by societies across the world. While it is not a magic bullet, the principles and concepts of social marketing can be deployed in addressing these challenges.

The programme has three separate streams: academic; practical; and policy/theory. Each stream has examples of social marketing in the three topic areas of health, environment and civic engagement, ensuring that there is something for everyone.

Highlights include an opening address from Philip Kotler, details of the first ever National Occupational Standards for Social Marketing and discussion on the UK Departments of Health's strategic framework for social marketing.

We hope that you will have a great time, and we want the conference to be as interactive as possible. To give you the chance to discuss and debate issues, and the opportunity to develop personal networks and friendships, we have designed a number of opportunities for dialogue, debate and social interaction. These include a marketplace on Tuesday morning, where delegates and speakers are invited to use their memory sticks to share their work, and a chance to have lunch with a social marketing expert.

We are grateful that you have made time to attend the conference, and look forward to meeting and talking with you over the next few days.

Yours,

**Professor Jeff French**, Director, National Social Marketing Centre

**Walter Wymer**, Director, Centre for Socially Responsible Marketing; Associate Professor

**Professor Sian Meryl GRIFFITHS**, OBE, CUHK School of Public Health

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Breakout Session  
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# Timetable

## Monday 29 September

8-10.00 **Registration – Sussex Lounge**

**The Global Challenge – we are in this together**

**Main Plenary – Oxford Room**

**Chair – Fiona Adshead**, Deputy Chief Medical Officer and Chief Government Advisor on Inequalities

10.00 **Chair's welcome**

10.10 **Professor Philip Kotler** – Reducing Poverty through Social Marketing

10.50 **Sameer Deshpande / Sudha Tewari** – Sharing learning from Social Marketing practice in Asia

11.30 **Break** – Exhibition and poster presentations – **Cambridge & Durham & Durham Gallery**

**Where we are now**

**Main Plenary – Oxford Room**

**Chair – Tracey Bridges**, Partner, Senate Communications Council

12.00 **Chair's welcome**

12.05 **Nancy Lee** – GoodWorks and So Do the 4Ps. Sharing Success Stories from the U.S.

12.30 **Seynabou Mbengue** – Private Sector Contribution in Social Marketing

12.55 **Rob Donovan** – Sharing learning from Australia

13.20 **Lunch** – Exhibition and poster presentations – **Cambridge & Durham & Durham Gallery**

### Choice of keynote presentations

14.20 **How its done – Oxford Room**

**Chair – Angela McNab**,  
Director Public Health, Performance and  
Deliver, Department of Health

**Regina Ching**

How social marketing may contribute to  
health improvement in Hong Kong

**Dr Katherine Lyon Daniel**

Health Marketing at the U.S. Center for  
Disease Control and Prevention: It's More than  
the Message

**Craig Lefebvre**

Convergence of social marketing worlds

**Professor Mike Kelly**

NICE guidance on attitude and behaviour  
change

**How its done – Buckingham & Balmoral**

**Chair – Kirsten Reeves**

Department for Environment Food  
and Rural Affairs

**Doug Mckenzie Mohr**

Fostering Sustainable Behaviour

**Ed Maibach**

Can social marketing help make climate change a  
solvable problem?

**Juan Manuel Urrutia**

Public Private Partnerships: Social Marketing Targets  
the BOP

15.40 **Refreshments** – Exhibition and poster presentations – **Cambridge & Durham & Durham Gallery**

16.10 **Choice of 10 breakout sessions including keynote session**

*See breakout session programme for  
further information and room locations*

**Academic**

- Tobacco

- Fear Appeals & Gambling

- Communication

**Practical**

- International

- Travel

- Environment

- Civic

- Health

**Policy/theory**

- Theory

- Marketing

**Keynote session – Buckingham & Balmoral**

**Chair – Jenny Griffiths** – Director, Shaping the  
Future of Health Promotion and Consultant, Royal  
Society for Public Health

**Clive Blair-Stevens**

Planning: managing complexity

**Nancy Lee**

Social Marketing Planning in Ten Steps

**Colin Shevills**

Some Things in Life Are Free

**Rebecca Sheeran**

The challenges in demonstrating effectiveness and  
value for money of social marketing campaigns

17.25 **Close**

### Getting to know each other

17.45 **Walking Tour of Brighton** – Tour fully booked

19.00 **Drinks Reception – Cambridge Suite in exhibition space**

20.00 **Conference Dinner – Oxford Room**, with after dinner entertainment from the Brighton Beach Boys

# Timetable

Tuesday 30 September

## Making a difference

8-9.00 **Lancaster Room**  
**'Climate Talk'**  
A discussion on climate change facilitated by Marches Energy Agency

**Edinburgh Room**  
**'Social Marketing for Health and Specialised Health Promotion'**  
Stronger Together - Weaker Apart. A Paper for Debate

## Sharing ideas

8-9.45 **Marketplace: 'memory sticks at the ready'** – **Durham Gallery**  
Sharing key documents, resources & tools. Opportunity for delegates to share learning and resources  
**Poster presentations**

9.10-9.50 **Morning Keynote Presentation – Buckingham & Balmoral**  
**Chair – Jonathan Upton** – The Campaign Company  
**Alan Milburn** – Getting the balance right: the role of soft power and hard power in social change

## Getting professional

### Main Plenary – Oxford Room

**Chair – David Thorp**, Director of Research and Information, Chartered Institute of Marketing

10.00 **Chair's welcome**  
10.05 **Chahid Fourali** - World-class national occupational standards in social marketing  
10.25 **Francois Lagarde** - Integrating Social Marketing into Organizational Culture  
10.45 **Tane Cassidy** - Quality Improvement in Social Marketing  
11.05 **Rob Marshall** - Is Social Marketing in the US ready for a "Community of Practice"?

11.30 **Break-** Exhibition and poster presentations – **Cambridge & Durham & Durham Gallery**

### 12.00 Choice of 10 breakout sessions including keynote session

*See breakout session programme for further information and room locations*

#### Academic

- Alcohol
- Obesity
- Assessment & SM Theory

#### Practical

- Sexual Health
- Youth
- PCT
- Civic
- MSSSB Social Marketing Standards

#### Policy/theory

- Developing World
- Environment

### Keynote session – Buckingham & Balmoral

**Chair – Sunjai Gupta** – Head of Public Health, Social Marketing and Sexual Health, Department of Health

**Paul Brewer** – Department of Health  
Tobacco Strategy

**Ewen MacGregor** – Healthy Foundations Life Stage Segmentation Research – progress update

**Laurence Rugg** – Department of Children, Schools and families  
TP: Want respect

**Rachel Wells** – Department of Health  
Health Literacy and the National Skilled for Health Programme

## Reflection

13.15 **Lunch** – Exhibition and poster presentations – **Cambridge & Durham & Durham Gallery**

13.30-

14.00 Have lunch with senior social marketers –  
*See breakout session programme for further information and room locations*

### 14.15 Choice of 10 breakout sessions including keynote session

*See breakout session programme for further information and room locations*

#### Academic

- Fear Appeals
- Communication
- Driving & Sponsorship & Sun Protection

#### Practical

- Environment
- Family Planning
- Cancer
- Civic
- Health

#### Policy/theory

- Civic Engagement
- DEFRA workshop  
Developing and working with a public environmental segmentation model.

### Keynote sessions – Buckingham & Balmoral

**Chair – Dr Tim Crayford** – Chief Medical Adviser  
Department of Transport

**Sandrine Raffin**,  
EPODE programme

#### Ray Lowry

Practical social marketing: tips and tipping

#### Rob Donovan & Mark Francas

Freedom From Fear –targeting male perpetrators of intimate partner violence

#### Gerard Hastings

Branding in Social Marketing

15.30 **Refreshments** - Exhibition and poster presentations – **Cambridge & Durham & Durham Gallery**

## The Future

### Main Plenary – Oxford Room

**Chair – Jeff French**, Executive Director, NSM Centre

16.00 **Alan Andreasen** - 21st Century social marketing

16.20 **Bill Smith** – New Challenges New Futures

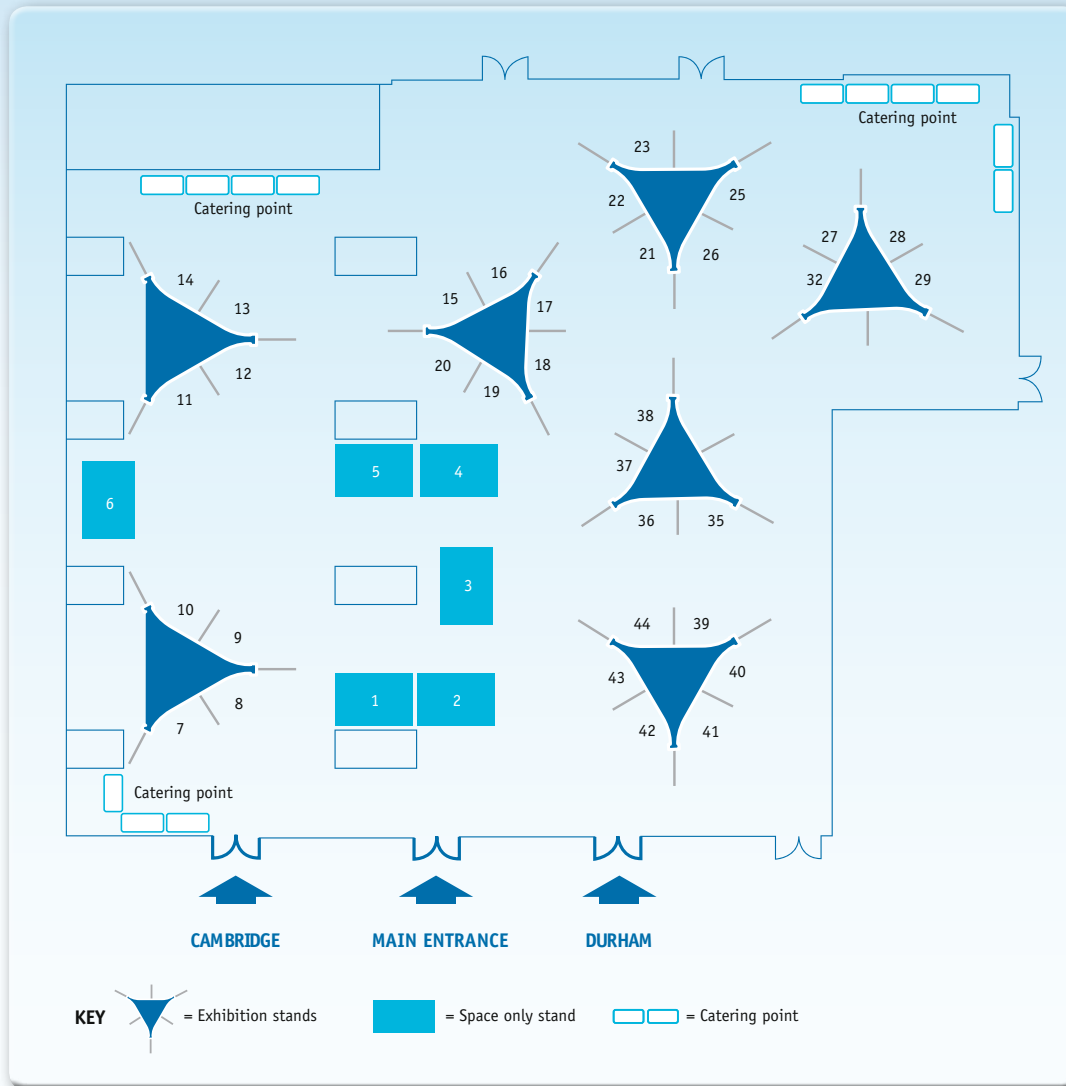
16.40 **Jeff French** - Chair's Closing Remarks

17.00 **Close**



# Exhibition Floor Plan

## Ground Floor - Cambridge & Durham



**NO EXHIBITOR**

- 1 Department of Health
- 2 Experian
- 3 ICE
- 4 Dr Foster Intelligence
- 5 McCann Erickson Communications House
- 6 The Campaign Company
- 7 Hey moscow
- 8 Middlesex University
- 9 Options UK
- 10 The Central Office of Information
- 11 NHS Health Scotland
- 12 Forster
- 13 CACI
- 14 Human Eye
- 15 Audience
- 16 M&M Communications
- 17 The Hub
- 18 National Social Marketing Centre
- 19 Corporate Culture
- 20 Corporate Culture

**NO EXHIBITOR**

- 21 The Octagon
- 22 The Chartered Institute of Marketing
- 23 The Marketer
- 25 Smarter Travel Sutton
- 26 Adept Marketing & Communications Ltd
- 27 Marches Energy Agency
- 28 Resonant Media
- 29 National Social Marketing Centre
- 32 University of Brighton
- 35 Diva creative limited
- 36 Marie Stopes International
- 37 Improvement Foundation
- 38 Barkers Social Marketing
- 39 The Social Marketing Experiment (Uscreates and Eudemonic)
- 40 Sage Publications
- 41 Brilliant Futures Limited
- 42 Social Marketing Quarterly
- 43 TNS Healthcare
- 44 AED

# Breakout Sessions – Academic

Conference Stream	Monday 16.10	Tuesday 12.00	Tuesday 13.30 - 14.00 Lunch with senior social marketers	Tuesday 14.15
Academic	<p><b>Tobacco – Edinburgh Room</b>  <b>Chair – Anne Smith</b> – Open University  <b>Julian de Meyrick</b>, Macquarie University                      The changing trajectory of tobacco smoking prevalence in Australia</p> <p><b>Anahit Armenakyan &amp; Judith Madill</b>, Carleton University                      Social marketing in the fight against increasing smoking rates: perspectives in developing countries</p>	<p><b>Alcohol – Lancaster Room</b>  <b>Chair – Sue Peattie</b> – University of Cardiff  <b>Sandra Jones</b>, University of Wollongong                      The role of avoidance and protective behavioural strategies in the university drinking environment--a double challenged approach</p> <p><b>Jullian deMeyrick</b>, Macquarie University                      Household expenditure on alcohol in australia: facts and trends</p> <p><b>Sharyn Rundle-Thiele</b>, University of Lethbridge                      Lip service or socially responsible?</p>	<p><b>Clarence Room</b>  <b>Philip Kotler</b>  <b>Nancy Lee</b></p>	<p><b>Fear Appeals – Lancaster Room</b>  <b>Chair – Matt Wood</b> – University of Brighton  <b>Geoff McLean</b>, University of Wollongong                      Examining the effect of fear patterns with repeated exposures</p> <p><b>Gonzalo Diaz Meneses</b>, Universidad do Las Palmas do Gran canaria                      Refuting fear in heuristics and in recycling promotion: towards a social marketing based on hope</p> <p><b>Janet Carruthers</b>, Victoria University of Wellington                      The effectiveness of threat appeals in the advertising of counseling services</p>
Academic	<p><b>Fear Appeals &amp; Gambling – Gloucester Room</b>  <b>Chair – Susan Dann</b> – James Cook University (Brisbane)/ Truck Industry Council</p> <p><b>Linda Brennan</b>, Swinburne University of Technology                      I have to want to do it: gaining voluntary compliance with fear, guilt, and shame appeals in social marketing campaigns</p> <p><b>Marlize Smit</b>, Stellenbosch University                      The use of fear appeals in social marketing: analyzing the influence of racial characteristics on attitude formation in HIV/AIDS communication</p> <p><b>Ross Gordon &amp; Crawford Moodie</b>, University of Stirling                      Dead cert or long shot: the utility of social marketing in tackling problem gambling in the UK?</p>	<p><b>Obesity – Ambassador Room</b>  <b>Chair – Debra Basil</b> – University of Lethbridge</p> <p><b>Debra Harker and Michael Harker</b>, University of Sunshine Coast                      The influence of residence on young adult healthy eating behaviour: a German perspective</p> <p><b>Debra Harker and Michael Harker</b>, University of Sunshine Coast                      Sedentary behaviour and obesity in young adult Australians: a social cognitive approach</p> <p><b>Jennifer Dooley &amp; Sameer Desphande</b>, University of Alberta                      Pilot study: comparing effectiveness of obesity prevention and reduction messages among Canadian adolescents</p>	<p><b>Sandringham Room</b>  <b>Bill Smith</b>  <b>Seynabou Mbengue</b></p>	<p><b>Communication – Sandringham Room</b>  <b>Chair Alan Tapp</b> – University of Bristol</p> <p><b>Gillian Kemp</b>, University of the West of England                      Getting the user involved in the UK National Health Service</p> <p><b>Peter Vitartas</b>, Southern Cross University                      Framing messages for volunteer recruitment: identifying motivational and socio-psychological factors</p> <p><b>Christine Domegan</b>, National University of Ireland                      Applying contemporary social marketing to science communication and outreach: meeting the challenges of a knowledge economy</p>
Academic	<p><b>Communication – Lancaster Room</b>  <b>Chair – Rowena Merritt</b> – NSM Centre</p> <p><b>Sandra Jones</b>, University of Wollongong                      Developing pandemic communication strategies: how do different audience segments respond to preparedness and prevention messages?</p> <p><b>Debra Basil</b>, University of Lethbridge                      Using social marketing to maximize the impact of hotel reuse programs</p> <p><b>Tanya Drollinger</b>, University of Lethbridge                      Linking celebrity endorser characteristics to nonprofit donation</p>	<p><b>Assessment &amp; SM Theory – Edinburgh Room</b>  <b>Chair – Dr Dogan Eroglu</b> – National Center for Health Marketing, Centers for Disease Control and Prevention</p> <p><b>Steven Chapman</b>, Population Services International                      Social marketing and a total market approach: performance measures</p> <p><b>Stephen Dann</b>, Australian National University                      Redefining social marketing: adapting and adopting contemporary commercial marketing thinking into the social marketing discipline</p> <p><b>Nadia Zainuddin</b>, Queensland University of Technology                      How is value created? A process model for value creation in government social marketing services</p>	<p><b>Osborne</b>  <b>Rob Donovan</b>  <b>Tane Cassidy</b></p>	<p><b>Driving &amp; Sponsorship &amp; Sun Protection – Surrey</b>  <b>Chair – Tanya Drollinger</b> – University of Lethbridge</p> <p><b>Debra Basil</b>, University of Wollongong                      Young driver education: the potential for social marketing</p> <p><b>Judith Madill</b>, University of Ottawa                      Investigating the concept of social marketing sponsorships: key concepts, stakeholders, terminology, and objectives</p> <p><b>Sandra Jones</b>, University of Wollongong                      Guidelines for the development of social marketing programs for adolescent and young adults' sun protection</p>



# Breakout Sessions – Practical

Conference Stream	Monday 16.10	Tuesday 12.00	Tuesday 13.30 - 14.00 Lunch with senior social marketers	Tuesday 14.15
Practical	<p><b>International – Osborne Room</b>  <b>Chair – John Bromley</b> – NSM Centre  <b>D Alden</b>, Shidler College of Business, University of Hawaii            Developing and Launching the Government Social Franchise Model for Reproductive Healthcare in Vietnam  <b>T U Khan</b> – Social Marketing Company            Social Marketing Efforts in Bangladesh: Lessons learned from the Program  <b>K Seke</b> – Institute of Public Health of Serbia            Social Marketing Doubts And Outsets In The Field Of Public Health In Serbia  <b>A Mishra</b> – Academy For Educational Development            Expanding water purification practice among India's poor through microfinance</p>	<p><b>Sexual Health – Library</b>  <b>Chair – Julie Alexander</b> – Department of Health  <b>J Davies</b> - Independent consultant            Thirty-five years of international social marketing of condoms and The Pill: Can the lessons learned inform broader health issues?  <b>R Satyal</b> - Academy For Educational Development (AED) N-MARC            Increasing Condom Accessibility and Choice in Nepal through Partnerships with the Commercial Sector  <b>J Lau</b> - Red ribbon aids camapign            An HIV Prevention Campaign targeting men who have sex with men (MSM) in Hong Kong (2006)  <b>Aline Delawa</b>, The Campaign Company            'FEEL SAFE, BE SAFE' – a social marketing approach to encourage young people to access sexual health services in Barnsley</p>	<p><b>Lancaster Room</b>  <b>Gerard Hastings</b>  <b>Alan Andreassen</b></p>	<p><b>Environment – Edinburgh Room</b>  <b>Chair – Wendy Billingsley</b> – Ministry of Agriculture and Forestry  <b>J MacDonald</b> - Atlas Social Marketing            Project Twin Streams – Environmental social marketing in action  <b>S Dann</b> - Truck Industry Council            Safer, Greener, Essential: Using a Social Marketing Framework to Reduce Adverse Perceptions of Road Freight Vehicles in Australia  <b>P Vanston</b> - Kent County Council/Kent Waste Partnership            Partnerships Towards Waste Prevention in Kent  <b>G O'Sullivan</b> - Abt Associates, Inc.            Moving Toward Sustainability: Transition Strategies for Social Marketing Programs</p>
Practical	<p><b>Travel – Surrey</b>  <b>Chair – Dan Wellings</b> – Ipsos Mori            J Ryle - Sustrans            TravelSmart - a highly personalised form of social marketing proven to change travel behaviour  <b>J Peart - Mott MacDonald</b>            Living Smart: How an innovative individual marketing intervention goes beyond travel, to comprehensively target the whole of household greenhouse gas emissions in Perth, Australia  <b>B Plowden</b> - Transport for London            The Journey of 1000 miles....The role of social marketing in changing travel behaviour in London</p>	<p><b>Youth – Surrey</b>  <b>Chair – Professor Sandra Jones</b> – Centre for Health Initiatives  <b>R Denniston</b> - Office of National Drug Control Policy            An integrated evaluation approach to maximize effectiveness of a large-scale social marketing campaign for youth on drugs of abuse  <b>C Fairclough</b> - NHS Health Scotland            Implementing the Human Papilloma Virus (HPV) vaccination: attitudes, audiences and approaches for 12-13 and 16-17 year old girls  <b>R Ostby</b> - Center for Social Marketing and Behavior Change, AED            You have a friend request: Observing a teen network on Facebook  <b>L Kinley</b> - Jigsaw Family Services, New Zealand            From 'child abuse prevention' to 'helping families put together what's best for their children' - using a social marketing approach to re-brand and re-position an NGO</p>	<p><b>Edinburgh Room</b>  <b>Francois Lagarde</b>  <b>Jeff French</b></p>	<p><b>Family Planning – Osborne Room</b>  <b>Chair – TBC</b>  <b>C Namayanja</b> - Marie Stopes International Uganda            MSI-Uganda contraceptive social marketing programme  <b>C Blair</b> - Institute of Management, University of the Philippines in Baguio            Social Marketing A Natural Family Planning Method: The Case Of Standard Days Methodtm In The Philippines  <b>G Jain</b> - Population Services International India            Engaging Outlet Owners in Improving Visibility of Condoms</p>

# Breakout Sessions – Practical cont...

Conference Stream	Monday 16.10	Tuesday 12.00	Tuesday 13.30 - 14.00 Lunch with senior social marketers	Tuesday 14.15
Practical	<p><b>Environment – Library</b></p> <p><b>Chair – Joe Starinchak</b> – US Fish and Wildlife Service</p> <p><b>A Wilhelm Rechmann</b> - Nelson Mandela Metropolitan University Using social marketing to protect biodiversity: mainstreaming biodiversity maps into land use planning procedures in South Africa</p> <p><b>L Kirby</b> - Experian Ltd UK Our carbon footprint – what makes it as it is, and our attitude to reduction measures</p> <p><b>A Pearce</b> - diva creative ltd Engaging local people around air quality and climate change</p> <p><b>W Billingsley</b> - Ministry of Agriculture and Forestry Check, Clean, Dry - protecting our fresh waterways</p>	<p><b>PCT – Clarence Room</b></p> <p><b>Chair – Karl Milner</b> – Yorkshire and Humberside SHA</p> <p><b>A Nygaard</b> - Halton and St Helens Primary Care Trust Get Closer (Breastfeeding Campaign)</p> <p><b>M Atherton</b> - Halton and St Helens Primary Care Trust Go! (Men's Health Campaign)</p> <p><b>R Wild</b> – Dr Foster Intelligence Greater Manchester Quit IT Campaign</p> <p><b>K Chaplin</b> - Barnsley PCT, A Garside - Dr Foster Intelligence Social Marketing in the NHS – can it deliver results?</p> <p><b>C Johnson-Eyre</b> - ChaMPs Public Health Network Multi-agency work to improve the snacking habits of preschool children</p> <p><b>E Owen</b> - Hull Teaching Primary Care Trust A Step Change for Health Improvement - The Social Marketing Approach in Hull</p> <p><b>J Thomas</b> - Liverpool Primary Care Trust What will you change? - Tackling Health Inequalities and Supporting Healthy Lifestyles through Commercial Partnerships in Liverpool</p> <p><b>S Trees</b> - Sutton &amp; Merton PCT, C Fuller - Dr Foster Intelligence Using mystery shopping to inform service redesign in the NHS</p> <p><b>M Atkin</b> - Little Angels (Darwen) Community Interest Company Be A Star</p>	<p><b>Ambassador Room</b></p> <p><b>Sue Peattie</b></p> <p><b>Doug McKenzie Mohr</b></p>	<p><b>Cancer – Gloucester Room</b></p> <p><b>Chair – Sarah Etwell</b> – Breakthrough Breast Cancer</p> <p><b>G Bethune</b> - National Screening Unit, Ministry of Health Let's talk about Smear Tests'</p> <p><b>J Dooley</b> - Alberta Cancer Board Stand Up For Your Life: The Alberta Cancer Board Prevention Social Marketing Strategy</p> <p><b>H Harrison</b> - Stoke on Trent PCT A social marketing approach to smoking in pregnancy</p> <p><b>Linda Henry</b> - Director of Unique Improvements Setting the hamsters free - towards a new model of community led social marketing. N.E. Lincolnshire's Earlier Presentation of Cancer Symptoms Collaborative Programme</p>
Practical	<p><b>Civic – Surrey</b></p> <p><b>Chair – Dr Alison Giles</b> – One Life</p> <p><b>S Karrar &amp; Dr J Lv</b> - Oxford Health Alliance The Community Interventions for Health</p> <p><b>J Devine</b> - World Bank Sanitation Marketing</p> <p><b>T Corbett</b> - National Heart Foundation Manawanui: Building a digital village healthy eating and active Primary School children</p> <p><b>S Heath</b> – London Sustainability Exchange Changing Behaviours for a More Sustainable London</p>	<p><b>Civic – Osborne Room</b></p> <p><b>Chair – Steve Menzies</b> – NSM Centre</p> <p><b>N Tancock</b> - Substance Misuse Unit, Department of Health, <b>D Beadle</b> - COI Risky Business - How social marketing will help change England's drinking culture and support those most at risk</p> <p><b>A Lamnisos</b> - Forster GOJO campaign for the Disability Rights Commission (DRC)</p> <p><b>Dr D Lyon</b> - Improvement Foundation Changing communities:improving lives (healthy eating)</p> <p><b>J Lennon</b> - CACI Are you being served? Putting the citizen first!</p>	<p><b>Library</b></p> <p><b>Craig Lefebvre</b></p> <p><b>Katherine Lyon Daniel</b></p>	<p><b>Civic – Surrey</b></p> <p><b>Chair – tbc</b></p> <p><b>T Bridges</b> - Senate Communications Family violence: It's not OK</p> <p><b>S Edmond</b> - Ministry of Social Development Changing the Way the Media Reports Family Violence</p> <p><b>M Mattson</b> - Purdue University Social Marketing Pedagogy as Health Communication Activism: Engaging Motorcycle Safety in a University Community</p> <p><b>B Dean</b> - WorkSafe Victoria "Homecomings" Applying social marketing principles to Occupational Health and Safety</p>



# Breakout Sessions – Practical cont...

Conference Stream	Monday 16.10	Tuesday 12.00	Tuesday 13.30 - 14.00 Lunch with senior social marketers	Tuesday 14.15
Practical	<p><b>Health – Clarence Room</b>  <b>Chair – Dhaval Patel</b> - MSI</p> <p><b>K Wilson</b> - National Patient Safety Agency            cleanyourhands: campaigning to improve healthcare workers' hand hygiene</p> <p><b>P Ballard</b> - NHS Tayside            'Give it up for Baby' Incentive Scheme for Pregnant Women Smoking</p> <p><b>Dr Katherine Lyon Daniel</b> - National Center for Health Marketing, Centers for Disease Control and Prevention.            CDC's "Learn the Signs. Act Early" campaign for autism awareness: A case study using the 4 P's</p> <p><b>M Simpson</b> - Ashton, Leigh &amp; Wigan Primary Care Trust            Social marketing case study, the development of a local cancer awareness communications campaign 'Don't be a Cancer Chancer'</p>	<p><b>MSSSB Social Marketing Standards – Gloucester Room</b>  <b>Chair Jeff French</b> – NSM Centre</p> <p><b>Carlos Santos</b> - Faculty of Architecture of the Technical University of Lisbon            Mapping the National Social Marketing Organizations: A Comparative Analysis</p> <p>MSSSB social marketing standards</p>	<p><b>Surrey Room</b></p> <p><b>Stephen Dann</b></p> <p><b>Ray Lowry</b></p>	<p><b>Health – Ambassador Room</b>  <b>Chair – Ronne Ostby</b> - AED</p> <p><b>R Ramlow</b> - Academy for Educational Development            Full Market Impact™ The Evolution of Social Marketing to Achieve Sustainable Health Impact</p> <p><b>L Weinberg</b> -Ogilvy Public Relations Worldwide            Creating A "Symphony Of Encouragement" To Motivate Americans to Take Steps to Personally Prepare for a Possible Influenza Pandemic</p> <p><b>V Sublet</b> - Office of Health Communication and Global Collaboration *****            A Flavourings Campaign to Prevent Lung Disease Using Social Marketing</p> <p><b>A Robinson</b> - Porter Novelli, J Frazee - CDC            From Awareness to Action: Using a Behavior Change Framework and the Marketing Mix to Increase HIV Testing Among African American Women</p>

# Breakout Sessions – Policy/Theory

Conference Stream	Monday 16.10	Tuesday 12.00	Tuesday 13.30 - 14.00 Lunch with senior social marketers	Tuesday 14.15
Policy/ Theory	<p><b>Theory – Sandringham Room</b>  <b>Chair – Dom McVey</b> – NSM Centre</p> <p><b>M Kennedy</b> – Virginia Commonwealth University  Himmelman’s theory of the developmental collaborative continuum and the quality and acceptability of formative research in community-based, participatory social marketing</p> <p><b>M Wood</b> – University of Brighton  An Emotionally Intelligent Approach to Social Marketing</p> <p><b>S Dann</b> – Australian National University  (Re)Ignite the Fire III: International Challenges for Social Marketing</p> <p><b>J Starinchak</b> - U.S. Fish and Wildlife Service  Sophistication, Integration and Social Innovation: The Keys for Selling Complex Environmental Issues and Affecting Large-Scale Behavioral Change</p>	<p><b>Developing Worlds – Sandringham Room</b>  <b>Chair – Liam Hughes</b> - IDeA</p> <p><b>D Evans</b> – George Washington University  Public Health Brands in the Developing World</p> <p><b>Marc Pilkington</b>  The Concept of Social Marketing: From Local Development Initiatives to Global Integration - The Example of Health Care in Rural India</p> <p><b>P Govender – Draftcb Social Marketing</b>  Social Marketing in the developing world – challenges and success stories from South Africa</p>	<p><b>Gloucester Room</b></p> <p><b>Sameer Deshpande</b></p> <p><b>Juan Manuel Urrutia</b></p>	<p><b>DEFRA Workshop – Library</b>  <b>Chair – Veronica Sharp</b> – Social Marketing Practice  Developing and working with a public environmental segmentation model</p>
Policy/ Theory	<p><b>Marketing – Ambassador Room</b>  <b>Chair – Mehboob Umarji</b> – Department of Health</p> <p><b>D Evans</b> – George Washington University  How Brands Work in Public Health</p> <p><b>J Jordan</b> – Rescue Social Change Group  The Social Branding® Model: How to Reach High-Risk Youth &amp; Young Adults</p> <p><b>S Luce</b> - National Center for Health Marketing  The Power of Brand in Social Marketing: A Public Health Story</p>	<p><b>Environment – Surrey</b>  <b>Chair – Patrick Tate</b> - CACI</p> <p><b>J Drummond</b> – Corporate Culture  The campaign in England to increase home recycling</p> <p><b>J Jesson</b> – MEL Research  Market segmentation of barriers to domestic waste recycling</p> <p><b>P White</b> - The Social Marketing Practice  Innovative approaches to sustainable behaviours</p> <p><b>B Takahashi</b> - State University of New York - College of Environmental Science and Forestry (SUNY-ESF)  Social Marketing for the Environment: A Comparative Analysis of Theory and Practice</p>		<p><b>Civic Engagement – Clarence Room</b>  <b>Chair – Chrissie Fairclough</b> – NHS Scotland</p> <p><b>G McLean</b> - University of Wollongong  Social Marketing as a Tool to Prevent Vandalism</p> <p><b>A McArthur</b> - Barkers Social Marketing  ‘Getting it right for every patient, every time’ – transforming a nation’s health service</p> <p><b>Dr Sue Walker</b> - Health Sponsorship Council (HSC)  Testing the application of Social Cognitive Theory in a social marketing programme promoting healthy eating to improve New Zealand children’s diets</p> <p><b>B Cugelman</b> - University of Wolverhampton  Selling e-campaign behaviors like e-commerce products</p>



# Social Marketing News

## Acknowledgments

The World Social Marketing Conference would not have been possible without the following people:

- The World Social Marketing Conference steering committee: Philip Stamp, DEFRA; Kirsten Reeves, DEFRA; Mehboob Umarji, Department of Health; Maggie Davies, Department of Health; Matthew Wood, University of Brighton; Graham Lister, Senior Associate;
- Department of Health, in particular Angela McNab, Sunjai Gupta and Julie Alexander for their continuing support of the National Social Marketing Centre;
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- All the conference session chairs
- All speakers and poster presenters at the conference
- All sponsors and exhibitors
- Kate Bennett for all her work in organising the conference
- Joff Sumner and Exo Design, programme designer
- The Conference People

The NSM Centre would like to thank all of the above for their help and support in organising the conference.

## Ambitions for Health

Ambitions for Health – a strategic framework for maximising the potential of social marketing and health-related behaviour, is a new framework for action on social marketing and public health. The document sets out the Department of Health's formal response to the recommendations contained in It's Our Health. This was an independent report commissioned jointly by the National Consumer Council (NCC) and the Department of Health (DH) as one of the commitments set out in the public health White Paper, Choosing

Health. This new action plan provides a clear steer on next steps for social marketing in order to ensure DH builds on the increasing appetite for its wider adoption throughout public health delivery systems.

This strategic framework sets out how DH plans to work together with key leaders in the public health community to embed social marketing principles into health improvement programmes. It also illustrates the practical tools the department is developing to build social marketing competencies and capacity in England. It sets out how the department will make sure that all of its policy development and public health interventions are informed by its understanding of what motivates people. In turn, this will enable it to build on its successes and ensure that it becomes a world leader in promoting health.

To download a copy of Ambitions for Health visit [http://www.dh.gov.uk/en/PublicHealth/ChoosingHealth/DH\\_086106](http://www.dh.gov.uk/en/PublicHealth/ChoosingHealth/DH_086106), or to order a hard copy email [social.marketing@dh.gsi.gov.uk](mailto:social.marketing@dh.gsi.gov.uk)

## Social Marketing National Occupational Standards

The Marketing and Sales Standards Setting Body (MSSSB) is the UK national body for setting standards of best practice for the marketing and sales occupational areas. Over the last year or so MSSSB has been working with relevant stakeholders to develop the very first national standards for social marketing.

These standards far from being targeted simply at a UK audience will benefit all practitioners throughout the world and will represent a framework that reflect best practice in social marketing both in the UK and abroad. The standards are the result of in depth, direct and indirect, consultations about the skills and related knowledge that practitioners in social marketing are expected to have. The standards will be a very useful reference to support the recruitment, training, assessment and reward of professional marketers.

Further information on the Standards can be found at [www.msssb.org./SocialMarketingProject.htm](http://www.msssb.org./SocialMarketingProject.htm)

## SOC-MKTG Listserver

Dr. Alan Andreasen at Georgetown University runs a worldwide e-mail list for over 1700 social marketers to share information, post grant and job opportunities, ask questions and offer comments. The Listserver is the primary worldwide network for social marketers. To be placed on the list, send an e-mail message to [listproc@listproc.georgetown.edu](mailto:listproc@listproc.georgetown.edu) with the following in the body of the message (NOT the subject line) : subscribe soc-mktg yourname (with your name in place of "yourname.")

## National Social Marketing Centre e-bulletin and website

To keep up to date with the work of the NSM Centre, visit our website at [www.nsmcentre.org.uk](http://www.nsmcentre.org.uk).

We also send out regular e-bulletins to over 4,000 people, with news, events and updates on the world of social marketing. This is also a great resource for letting others know about your own work. To join our e-network, complete the form online at

[www.nsmcentre.org.uk/public/contact.aspx](http://www.nsmcentre.org.uk/public/contact.aspx).



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