

INTERNATIONAL SOCIAL MARKETING CONFERENCE 2018



INTERNATIONAL
SOCIAL MARKETING
CONFERENCE 2018

SUNDAY, MONDAY 15-16 JULY 2018
DOCTORAL COLLOQUIUM 17 JULY 2018

James Cook University

149 Sims Drive, Singapore

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AASM
AUSTRALIAN ASSOCIATION
OF SOCIAL MARKETING



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OPENING ADDRESS: BRUCE GOSPER, 9AM

Australian High Commissioner

Bruce Gosper was previously CEO of Austrade, the Australian Government agency responsible for promoting trade, investment and international education, and tourism policy, programs and research. Prior to Austrade, Mr Gosper was Deputy Secretary with the Department of Foreign Affairs and Trade and Australia's senior trade policy official, responsible for all trade negotiations.



KEYNOTE: BERNARD HARRISON, 9:15AM

Principal Partner, Creativity and Design, Bernard Harrison & Friends

Bernard Harrison was the executive director of the Singapore Zoo from 1981 to 2002, and the CEO of Wildlife Reserves Singapore from 2000 to 2002. Today he runs a zoo consultancy business, Bernard Harrison & Friends, with his wife in Bali, where he advises on creative zoo design and ecotourism. A bigwig in the international zoo scene, he is credited with putting the Singapore Zoo on the global map, having conceptualized the Night Safari, as well as the "open zoo" concept—which showcases animals as free-roaming within their enclosures.



KEYNOTE: TEO SER LUCK, 9:55AM

Singapore parliamentarian and ex minister

Mr Teo Ser Luck is an entrepreneur and Singapore Member of Parliament. He was a former Minister of State in the cabinet and a Mayor. Now in the private sector, he has started a few of his own ventures and building others. Besides his own businesses, Mr Teo is chairman, lead director and adviser to a few listed companies in SGX mainboard and overseas.



SPECIAL SESSION: ETHICS IN SOCIAL MARKETING, 10:30AM

Krzysztof Kubacki and Lynne Eagle

This session will focus on reviewing past and current research into ethical challenges faced by Social Marketers and preferences for resources to support ethical decision making. It will then focus on critically reviewing draft terms of reference for a Social Marketing Ethics Expert Panel (SMEEP) which, with the endorsement of the major Social Marketing organisations, will:

- Develop a set of key ethical principles which will provide foundation for a future social marketing code of conduct/ethics to guide effective and ethical practice in social marketing
- Make recommendations on the process of how social marketing organisations can develop a social marketing code of conduct/ethics
- Contribute to building the evidence-base for a future social marketing code of conduct/ethics



SPECIAL SESSION: CREATING AND ACCESSING VALUE, 10:30AM

Nicholas Goodwin and Lamberto Pinto

This session will discuss how social marketing programs create, share and communicate value to sustain behaviour change. Traditionally, consumer value has drawn from economic theory that defined it as a function of benefit and costs as part of the supply/demand dynamic. Alternative perspectives focus on the experience of value during the consumer journey in which people actively co-create personal and social value with other actors. If we understand the exchanges of value that people are prepared to enter into, we can design better services and sustain human development outcomes. The panellists will reflect on recent work in both research and service delivery in Indonesia, Timor-Leste and Bangladesh.

AASM SPECIAL SESSION: A REGIONAL SOCIAL MARKETING ASSOCIATION FOR THE ASIA-PACIFIC REGION?, 2PM

Ross Gordon and Tracey Bridges



The Australian Association for Social Marketing (AASM) would like to start a conversation about the desirability and feasibility of establishing an Asia-Pacific Social Marketing Association – and would like your input to that conversation. To support the discussion and to prompt some productive consideration of the idea, the AASM has prepared a White Paper (copies available at the session & by email to tracey@portchester.co.nz upon request) which sets out some possible principles, and approaches, for establishing such an association. We are seeking people's views on whether at a high level the concept of an Asia Pacific Association has value, and if so, how best to proceed. In this session, we will be engaging with people to find out if: – you see benefit in the concept of an Asia Pacific Social Marketing Association? – if so, is the approach outlined in this paper suitable? What aspects do you agree or disagree with? – how might your country or region engage with such an Association? We welcome all comments and discussion on this idea and the white paper during the session.

PANEL SESSION: CRITICAL ISSUES IN SOCIAL CHANGE IN THE ASIA-PACIFIC, 3:20PM

Ross Gordon, Nathaly Aya Pastrana, Irma Martam, Nicholas Deroose, and Tom Carrol



This special session will consider some of the issues, challenges and future reflections on social change efforts in the Asia-Pacific. Topics that will be discussed through a critical perspective include the gendered social change, the role of culture, domestic violence and female empowerment, social activism and LGBTIQ rights, and some of the social, cultural and political issues that frame social issues and social change activities in the region. Our excellent panel members are Nathaly Aya Pastrana, Irma Martam, Nicholas Deroose and Tom Carroll.



ISMIC, SINGAPORE 2018



DAY 1

Sunday 15 July, 8am – 5pm



CONFERENCE DINNER AND AWARDS, 7:15PM

Abhishek Bhati and Lynne Eagle

Skysuites Equinox of Swissotel
The Stamford
2 Stamford Road
Singapore



Day 1: Sunday 15th July 2018

Time	Session				
8:00am	Registration Venue: Outside Block A – Entry to JCU				
8:45am	Welcome and Overview: Dr Abhishek Bhati, Dean, JCU Singapore Venue: C2-15				
8:50am	Welcome: Professor of Marketing Lynne Eagle, JCU Australia Venue: C2-15				
9:00am	Opening Address: Bruce Gosper, Australian High Commissioner to Singapore Venue: C2-15				
9:15am	Keynote Speaker: Bernard Harrison, Consultant Bernard Harrison & Friends Venue: C2-15				
9:45am	Questions and Discussion <i>facilitated by Abhishek Bhati</i> Venue: C2-15				
9:55am	Keynote Speaker: Teo Ser Luck, Member of Parliament Singapore Venue: C2-15				
10:25am	Questions and Discussion <i>facilitated by Abhishek Bhati</i> Venue: C2-15				
10:35am	Morning Tea Venue: State of the Tropics Pavilion				
Session 1	Environment and Sustainability Session Chair: Ross Gordon	Advancing theory in social marketing Session Chair: Carina Roemer	Special Session 1	Individual Group Community and/or Organisational Wellbeing Session Chair: Amy Wilson	Creating and Accessing Value Session Chair: Nicholas Goodwin
Venue	C2-15	A2-03	A2-04	A2-05	A2-06
11:00am	Aziemah Othman and Dr Robyn Ouschan Australian advertising codes for posting alcohol messages on social media: What do young adults think?	Anna Kitunen , Di Robertson, Sharyn Rundle-Thiele and Julia Carins Food choice decisions: An empirical investigation of the Motivation, Opportunity and Ability (MOA) framework	Ethics in Social Marketing Facilitators: Krzysztof Kubacki and Lynne Eagle	Tennele Shields and Nicola Coalter Red Flag Gambling Behaviours: A Public Health Campaign	Nicholas Goodwin - <i>The role of Behaviour Centred Design in creating value to sustain impact of social marketing: evidence and experience from Indonesia, Timor-Leste and Bangladesh</i> -

Session 1	Environment and Sustainability Session Chair: Ross Gordon	Advancing theory in social marketing Session Chair: Carina Roemer	Special Session 1	Individual Group Community and/or Organisational Wellbeing Session Chair: Amy Wilson	Creating and Accessing Value Session Chair: Nicholas Goodwin
Venue	C2-15	A2-03	A2-04	A2-05	A2-06
11:20am	<u>Charvi Sharma, Thomas Vineeta and Asha Surendran</u> <u>The Effectiveness of Public Information Advertisements among Young Adults in Singapore</u>	<u>Taylor Willmott</u> and Sharyn Rundle-Thiele Advancing social marketing: A reciprocal 4-step theory application process (TITE)	Cont... Ethics in Social Marketing Facilitators: Krzysztof Kubacki and Lynne Eagle	<u>Khai T. Tran, Kirsten Robertson and Maree Thyne</u> Cultural Differences in Students' Perceived Barriers to Low-Risk Drinking: A Comparison between New Zealand and Vietnam	Cont... Nicholas Goodwin <i>- The role of Behaviour Centred Design in creating value to sustain impact of social marketing: evidence and experience from Indonesia, Timor-Leste and Bangladesh –</i> - Lamberto Pinto - <i>- Creating value and sustaining impact in WASH: insights from the Partnership for Human Development program in Timor- Leste -</i>
11:40am	Ross Gordon , Theresa Harada and Gordon Waitt Familial-Energy Assemblages, energy efficiency, and making home	Tani Khara and Margaret Nowak Exploring scepticism among		<u>Kathy Knox, Ali Ahani and Joy Parkinson</u> 'Make It Count' 2018	
12:00pm		Mehmet (Michael) Mehmet , Russell Roberts, Tahmid Nayeem, Sarah Hyde, Oliver Burmeister and Chris Maylea Equally Well: A Consumer- Centric Implementation Model		<u>Nirmala Ika Kusumaningrum and Irma S. Martam</u> Upaya meningkatkan kesadaran laki-laki untuk melakukan konseling (Male engagement through increased awareness for men's counselling) – A Case Study of Pulih Foundation	
12:20pm				Amy Wilson , Regan Mahoney, Callum Davies, Genevieve Pearce and Svetlana Bogomolova Is health information in magazines really healthy?	
12:40pm	Questions and Discussion	Questions and Discussion	Questions and Discussion	Questions and Discussion	Questions and Discussion
1:00pm	Lunch: ISMC AGM / Board Meeting Venue: Koi Garden Venue: C2-15				
2:00pm	AASM Special Session: A Regional Social Marketing Association for the Asia-Pacific Region? - Facilitated by - Joy Parkinson, Nadia Zainuddin, Ross Gordon ALL CONFERENCE DELEGATES REQUESTED Round Table Discussion - Proposal for a Regional Social Marketing Association				
Venue	C2-04				

3:00pm	Afternoon Tea Venue: State of the Tropics Pavilion				
Session 2	Panel Session	Advancing theory in social marketing Session Chair: Nadia Zainuddin	Environment and sustainability Session Chair: Lynne Eagle	Individual group community and/or organisational wellbeing Session Chair: Carolyn Loton	No Session
Venue	C2-15	A2-03	A2-04	A2-05	A2-06
3:30pm	Critical Issues in Social Change in the Asia-Pacific Chair: Ross Gordon - Panel Members - Nathaly Aya Pastrana Gender, culture and social change (including reference to the COHESION project Nepal) Irma Martam Domestic violence and gender equality social change programmes in Indonesia Nicholas Deroose Social activism and representing the LGBTIQ community in Singapore Tom Carroll Cultural and political challenges in public health change programmes across Asia	James Durl, Timo Dietrich and Krzysztof Kubacki Evaluating the effectiveness of a brief versus a comprehensive alcohol social marketing program young urban Indians towards ethical foods and ways to foster trust	Linda Brennan, Karen Klassen, Dang Nguyen, Shinyi Chin and Mike Reid Engaging with young adults about nutrition using social media	Melanie Randle and Christine Metusela Is there still a stigma associated with having a disability and what can marketers do to reduce it?	
3:50pm		Phill Sherring 'Declare or dispose' - New Zealand's Border Compliance Social Marketing Programme	Nieke Monika Kulsum Social Marketing Communication to reduce road traffic accident by changing behaviour of young driver in Indonesia	Marwa Al Hinai and Mary Brennan Religious References in Health Campaigns: Perceptions and Motives	
4:10pm		Patricia David and Sharyn Rundle-Thiele Behaviour or behavioural change?	Muhammad Abid Saleem , Lynne Eagle and David Low Environmental values and eco-socially conscious consumer behaviour: does spirituality say anything?	Oti Amankwah , Choong Weng Wai and Mohammed Abdul Hakim Incorporating Social Marketing into the Healthcare Facilities Management in Ghana: A Proposed Framework	
4:30pm		Nadia Zainuddin and Rory Mulcahy Is perception reality in consumer dominant value creation?	Lynne Eagle , Breda McCarthy and David Low Winds of Change: A Study of the Acceptability of Renewable Energy in Regional	Carolyn Loton and Melissa Neal Mental Health, Alcohol and Other Drugs: After Hours Crisis Communication and Marketing Initiative	
4:50pm		Questions and Discussion	Questions and Discussion	Questions and Discussion	Questions and Discussion
5:00pm	Day 1 Wrap up, Session Chair: Lynne Eagle				
5.45pm	Bus leaves for Conference Dinner – Pre-Dinner Drinks at Skysuites Equinox of Swissotel – Meet for bus near the Registration Desk				
7:15pm for a 7:30pm start	Conference Dinner and Awards: Skysuites Equinox of Swissotel, The Stamford, Singapore (2 Stamford Road, Singapore) Announcement of ISMC 2020 Host and Location: Assoc. Prof Ross Gordon and 2020 host				
	Dress: Smart Casual				

DAY 2

Monday 16 July, 8am – 5pm



KEYNOTE SPEAKER: MARIEKE BINK, 9AM

CEO, Cycling without Age, Singapore

Marieke Bink is the Chief Executive Officer of Cycling without Age Singapore, a movement started in Denmark in 2012 by Ole Kassow.

In October 2015, Singapore became the first country outside of Europe to have the Cycling without Age movement. Marieke has been driving the rapid growth of Cycling without Age Singapore, the most notable programme to date being a partnership with Temasek Foundation Cares for an intergenerational bonding project. Moving Generations connects youth with seniors by taking them out on e-trishaw rides and while sharing stories.



KEYNOTE SPEAKER: CHOONG WENG WAI, 9:40AM

Associate Professor, Universiti Teknologi Malaysia

Dr. Choong Weng Wai is an Associate Professor at Universiti Teknologi Malaysia. He is the recipient of Excellence Award for Contribution towards Sustainability from the Royal Institution of Surveyor Malaysia (RISM) and a visiting scholar in the MIT-UTM Malaysia Sustainable Cities Program. He specialises in pro-environmental behaviour, consumer behaviour and marketing research. His research activities are focused on measuring environmental awareness and environmental behaviour.

POST CONFERENCE COCKTAIL FUNCTION, 5:10PM

Abhishek Bhati and Lynne Eagle

JCU Singapore Multi-purpose Hall



DAY 2

Monday 16 July, 8am – 5pm



SPECIAL SESSION: SYNTHESISING BENCHMARKS AND PLANNING STEPS, 11AM

Sharyn Rundle-Thiele

Commercial marketing is centered on the consumer and is focused on delivering a competitive value offering that is superior in some way to the competition. Marketers seek to understand their target audience and their competitors before creating an offering to meet the target market's needs and wants. In 2002 Alan Andreasen outlined 6 key social marketing benchmarks stating that when 1 or more are used it is social marketing. Fast forward to 2018 and we know that change is more likely when more social marketing benchmarks are used. This workshop outlines the process and planning steps used by Social Marketing @ Griffith to deliver behavioural change.



SPECIAL SESSION: MACRO SOCIAL MARKETING, 2PM

Joy Parkinson

Macro-social marketing is the application of marketing for behaviour change at the up, mid and downstream levels in a co-ordinated effort to make systemic change. This is especially appropriate for wicked problems such as obesity, tobacco use, and environmental degradation. Such wicked problems have multiple intersecting causal factors perpetuating the issue and involve multiple stakeholders. It is exceedingly complicated to define the problems let alone identify which causes to intervene with and the best way to go about it. The complexity of all factors further means that there are myriad unintended consequences of intervening. This special session provides an insightful discussion of the varying views on macro level social marketing and systemic change from differing stakeholders. This, at times, controversial topic will be explored considering its positive and negative sides and the practical issues with its implementation.

Day 2: Monday 16th July 2018

8:00am	Registration Venue: Outside C2-15				
8:45am	Welcome and Overview: Dr Abhishek Bhati, JCU Singapore, Campus Dean Venue: C2-15				
8:55am	Welcome: Assoc. Prof. Ross Gordon, President, AASM Venue: C2-15				
9:00am	Keynote Speaker: Ms Marieke Bink, CEO, Cycling Without Age Venue: C2-15				
9:30am	Questions and Discussion, <i>Facilitated by Lynne Eagle</i> Venue: C2-15				
9:40am	Keynote Speaker: Dr Choong Weng Wai, Universiti Teknologi Malaysia Venue: C2-15				
10:10am	Questions and Discussion, <i>Facilitated by Lynne Eagle</i> Venue: C2-15				
10:30am	Morning Tea Venue: Outside C2-15				
Session 3	Special Session 2	Health and wellbeing Session Chair: Lucy Nyundo	Non-mainstream communities and groups Session Chair: Jodie Wrigley	Trans-disciplinary research in social change Session Chair: Carina Roemer	Advancing Theory in Social Marketing Virtual Session Chair: Rachel Hay
	C2-15	A2-03	A2-04	A2-05	A2-06
11:00am	Synthesising Benchmarks and Planning Steps Facilitator: Sharyn Rundle-Thiele	Rachel Peile , Mike Reid and Lisa Farrell The family tension that is type 1 diabetes	Kathy Knox , Joy Parkinson and Ali Ahani What are you waiting for? Young Adults' obstacles to organ donation discussion	Nikki Harrison, Amy Wilson and Camille Short How marketing may be used to increase the recruitment of Men in health research: A case study of the men's Health Register in South Australia	
11:20am		Zachary Anesbury , Danielle Talbot, Tim Bogomolov, Chanel Day and Svetlana Bogomolova Comparing (user profiles) of apples with apples	Graham Ferguson and Sonia Dickinson-Delaporte Recognition and adoption of idealised attractiveness types by boys: A developmental perspective	Hiep Cong Pham , Minh Nhat Nguyen, Irfan Ulhaq, Mathews Nkhoma and Linda Brennan Transforming Cyber-Security Compliance: Gamification & Experiential Learning	

Session 3	Special Session 2	Health and wellbeing Session Chair: Lucy Nyundo	Non-mainstream communities and groups Session Chair: Jodie Wrigley	Trans-disciplinary research in social change Session Chair: Carina Roemer	Advancing Theory in Social Marketing Virtual Session Chair: Rachel Hay
	C2-15	A2-03	A2-04	A2-05	A2-06
11:40am	Cont... Synthesising Benchmarks and Planning Steps Facilitator: Sharyn Rundle-Thiele	Mohsen Shams , Mehdi Layeghiasi, Janmohammad Malekzadeh and Mostafa Maleki Using Social Marketing to Reduce Salt Intake: A field Trial in Iran	Jodie Kleinschafer , Felicity Small and Mona Nikidehaghani Social marketing and the implementation of the National Disability Insurance Scheme	Carina Roemer and Prof Sharyn Rundle-Thiele Assessing written communication readability: Will the message be received?	Presenters in the virtual session will Zoom into room A2-06 to present their paper live. The audience will be able to ask questions at the end of the presentation.
12:00pm		Yoko Uryuhara Effectiveness of Stages-of-Change Model on Declaration of Intent for Organ Donation	Margaret Faulkner , Cathy Nguyen and Leah McGeorge Examining the relationship between charity touchpoints and monetary support		
12:20pm	Attend Paper Sessions	Lucy Nyundo , Lynne Eagle, David Low and Dickson Mwansa The use of cannabis seeds as a natural contraceptive: A case of Zambia	Jodie Wrigley Trust, transparency and some tricky conversations – navigating a successful partnership for a private sector social marketing campaign		Valerie Harwood and Nyssa Murray Promoting Educational Futures with social marketing? The importance of culture and critique
12:40pm		Questions and Discussion	Questions and Discussion	Questions and Discussion	Questions and Discussion
1:00pm	Lunch Venue: Koi Garden				

Session 4	Special Session 3	Innovative and new research methods in social marketing and social change research Session Chair: Sharyn Rundle-Thiele	Transformative services and midstream social marketing Session Chair: Carolyn Loton	No Session	No Session
Venue	C2-15	A2-03	A2-04	A2-05	A2-06
2:00pm	Macro Social Marketing Facilitator: Joy Parkinson	Bo Pang, Timo Dietrich, Sharyn Rundle-Thiele , Krzysztof Kubacki, James Durl, Matthew Gullo, Denni Arli and Jason Connor Can serious games reduce excessive drinking intentions among Australian secondary school students?	Razlin Mansor and Sheau-Ting Low What Role can Social Marketing Approach play to Improve Building Users Wellness? A Review and Discussion		
2:20pm		Linda Brennan, Shinyi Chin and Mike Reid It Takes a Village: Co-creation and Co-design for Social Media Health Promotion	Carolyn Loton , Justine Gowland-Ella, Jane Whatnall and Wendy Harris Packaging the message well: a game based approach to reduce sugary drinks consumption in the early high school years		
2:40pm		Jeawon Kim, Kathy Knox, Samuel Hodgkins and Sharyn Rundle-Thiele Outcome evaluation of an empirical study: Consumer insight driven food waste social marketing pilot			
3:00pm	Questions and Discussion	Questions and Discussion	Questions and Discussion		
3:20pm	Afternoon Tea Venue: Outside C2-15				

Session 5	Doctoral Colloquium Preview Session	Innovative and new research methods in social marketing and social change research Session Chair: Mehmet (Michael) Mehmet	Policy legislation and upstream social marketing Session Chair: Joy Parkinson	No Session	No Session
Venue	C2-15	A2-03	A2-04	A2-05	A2-06
3:40pm	Carina Roemer and Sharyn Rundle-Thiele <hr/> From paddock to reef. Adopting social marketing to change on-farm management to improve water quality	Cuong Pham, Sharyn Rundle-Thiele, Julia Carins and Larissa Cahill <hr/> Applying a Systems Lens to Defence Evaluations	Sarah Forbes and Holly Birkett <hr/> The Social Ecological Model of Social Marketing Competition: An examination of Shared Parental Leave uptake		
4:00pm	Ryan Storr, Julia Carins and Sharyn Rundle-Thiele <hr/> Social marketing and the food environment: a multi-stream time-series intervention study	Mehmet (Michael) Mehmet, Peter Simmons and Rodney Clarke <hr/> Sharks, Social Sentiment and Science	Rory Mulcahy and Joy Parkinson <hr/> The importance of identifying macro level unintended consequences		
4:20pm	Amy Wilson <hr/> How healthy habits grow: Expanding marketing empirical generalisations to physical activity				
4:40pm	Questions and Discussion	Questions and Discussion	Questions and Discussion		
5:00pm	Conference Close: Assoc. Prof Ross Gordon, <i>President AASM</i> Venue: C2-15				
5:10 - 7:00pm	Post Conference Cocktail Function Venue: Multi-Purpose Hall Dress: Smart Casual				

DAY 3

Tuesday 17 July, 8:30am – 12:30pm

DOCTORAL COLLOQUIUM, 8:30AM

Facilitators: Assoc Professor Ross Gordon, Professor Lynne Eagle, Dr Svetlana Bogomolova, Dr Nadia Zainuddin, Dr Abhishek Bahti, Dr Choong Weng Wai

DC Students will present a preview of their submission to the broader conference at 3:40pm on Day 2, Monday 16th July 2018 to give those who are not attending the DC an opportunity to view their work and provide feedback. Students may incorporate the feedback into their DC presentation (Tuesday 9am) or use the feedback to shape their questions in the DC Round Robin Session.

The DC will conclude at 12:30pm. However, Assoc. Prof Ross Gordon and Prof Lynne Eagle have offered to stay on for up to 2 hours to continue discussion with the students as required.



Day 3: Tuesday, 17th July 2018

Doctoral Colloquium						
8:30am	Registration Venue: Outside C2-15					
8:45am	Welcome and Overview: Dr Abhishek Bhati, <i>Dean, JCU Singapore</i> and Professor of Marketing Lynne Eagle, <i>JCU Australia</i> Doctoral Colloquium, Facilitators: Assoc. Professor Ross Gordon, Professor Lynne Eagle, Assoc. Professor Svetlana Bogomolova, Dr Nadia Zainuddin, Dr Abhishek Bahti, Dr Choong Weng Wai Venue: C2-15					
9:00am - 10:30am	Carina Roemer and Sharyn Rundle-Thiele From paddock to reef. Adopting social marketing to change on-farm management to improve water quality	Ryan Storr , Julia Carins and Sharyn Rundle-Thiele Social marketing and the food environment: a multi-stream time-series intervention study	Amy Wilson and Svetlana Bogomolova, Cathy Nguyen, Timothy Olds and Byron Sharp How healthy habits grow: Expanding marketing empirical generalisations to physical activity			
10:30am	Supervision and Supervisors including Conflict Resolution - Prof Lynne Eagle -					
10:45am	The publication game - Dr Nadia Zainuddin -					
11:00am	Identifying a Topic - Dr Svetlana Bogomolova -					
11:15am	Research Ontology and Epistemology - Assoc. Prof Ross Gordon -					
11:30am	Issues with Research Methodology - Assoc. Prof Ross Gordon -					
11:45am	Contemplating Commencing a PhD? Career Pathways Info Session - Dr Abhishek Bhati -					
12:00pm	Research Round Robin					
	Supervision and Supervisors including Conflict Resolution - Prof Lynne Eagle -	Issues with Research Methodology - Assoc. Prof Ross Gordon -	The Publication Game - Dr Nadia Zainuddin -	Theorising - Dr Svetlana Bogomolova -	Research Ontology and Epistemology - Assoc. Prof Ross Gordon -	Contemplating Commencing a PhD? Career Pathways Info Session - Dr Abhishek Bhati -
12:20pm	Questions and Discussion - All Facilitators -					
12:30pm	Doctoral Colloquium Close Venue: C2-15					
	Optional Walking Tour: Guided walking tour of historical district for more information http://www.visitsingapore.com/walking-tour/					

ISMIC2018 Accepted Papers with Abstracts

Lucy Nyundo, Lynne Eagle, David Low and Dickson Mwansa. The use of cannabis seeds as a natural contraceptive: A case of Zambia

Abstract: Although, 50%-70% of women in Zambia use some form of contraception and there is almost universal awareness and knowledge about family planning, uptake of modern contraceptives still remains low (United Nations, 2015). Given a literacy rate of 68% among women aged 15- 49 years and a projected 67% of intent to use modern contraceptives (CSO, 2014), it is clear that there are more complex barriers to the uptake of modern contraceptives beyond the frequently cited barriers of constrained access to health centers, frequent stock outs of preferred contraceptives, cost, lack of information about family planning (United States Agency for International Development, 2014) and the social barriers such as disapproval of spouse, relatives and religious norms (Muanda et al, 2016). Moreover, in the recent past, the fear of side effects of modern contraceptives such as weight gain, headaches and irregular periods has emerged as a very strong barrier because of this; myths, fears and misperceptions about modern contraceptives such as reduced sexual pleasure, infertility and health concern (cancer) have been compounded (Blackstone et al, 2017; Gueye et al, 2015). As a result women, especially in Africa increasingly prefer more concealable contraceptives with less side effects as a means of spacing births. In the face of this, some women resort to the use of herbs such as cannabis as a form of natural contraceptive perceived to have negligible side effects

Lynne Eagle, Breda McCarthy and David Low. Winds of Change: A Study of the Acceptability of Renewable Energy in Regional

Abstract: Electricity is predominantly generated from fossil fuels in Australia, but concerns about climate change and the need to mitigate greenhouse gas (GHG) emissions are driving a debate on how to bring about a transition to renewable energy. Widespread public support is needed when developing large-scale energy infrastructures such as wind farms, but social acceptance influencers have not received adequate attention in this area. We report on a study aimed at evaluating consumers' support for wind energy and other energy sources and evaluate limits to consumers' acceptability of wind farms by examining priorities placed on factors such as human health and climate change mitigation. Findings are used to discuss possible social marketing strategies to increase social acceptance of renewable energy

Hiep Cong Pham, Minh Nhat Nguyen, Irfan Ulhaq, Mathews Nkhoma and Tuan Anh Nguyen. Transforming Cyber-Security Compliance: Gamification & Experiential Learning

Abstract: Cybersecurity has recently emerged as a contemporary challenge for organizations around the globe. Although firms and individuals are aware of the consequences of cyber-attacks, the endeavour to improve cyber-security compliance is often jeopardized by human behaviour in organisations. We recognize that embracing gamification in cyber security training can develop a sense of fun and active learning among employees. The paper introduces a gamified training approach as part of internal social marketing campaign in the context of security programs in organizations to overcome users' resistance and ineffectiveness of traditional security training.

Mehmet Mehmet, Russell Roberts, Tahmid Nayeem, Sarah Hyde, Oliver Burmeister and Chris Maylea.
Equally Well: A Consumer-Centric Implementation Model

Abstract: People living with mental illness die on average 20 years earlier than the general population due to physical health complications arising from preventable and treatable diseases such as diabetes and cardiovascular disease (ABS, 2017). In Australia, this issue is seen as unjust and a major public health concern that has led to the prioritization of improved physical health of people with a mental illness across all states and territories (National Mental Health Commission, 2016). The aim of this study is to demonstrate how a consumer-centric implementation model can be improved through a social marketing program aimed at empowering consumers. Arnstein's (1969) ladder of citizen participation, and O'Flynn's (2008) collaboration continuum framework are used to frame and identify key factors that lead to citizen control and a workable means of transformation. The model is strengthened by the use of critical reflexivity to ensure alignment of carer and consumer identified issues with social marketing actions. This study has demonstrated a contribution to social marketing consumer centric theory. By re-conceptualising collaboration and viewing it as a continuum, rather than a set of static rules, the progression away from tokenism can commence. The consumer-centric implementation model demonstrates how consumer controlled approaches, in this case through a nationally commissioned committee, can truly empower those directly at the centre of the issue, avoiding the pit-falls of a highly centralised and political approach. Further, by employing critical reflexivity, an honest and transparent review of marketing practice can occur, better representing the true voice of consumers and providing resources for those impacted by the comorbidity of poor physical and mental health.

Rachel Peile, Mike Reid and Lisa Farrell. The family tension that is type 1 diabetes

Abstract: Type 1 diabetes is one of the most common chronic childhood conditions and the diagnosis rate is increasing worldwide. The majority of children and adolescents (aged 18 years or under) are not meeting the recommended glycaemic control target and suggestions are that goal setting and family function are important determinants. This non-preventive health condition is examined through qualitative research employing in-depth interviews with practitioners to understand from their professional perspective the tensions families' experience to suggest how they can strengthen their identity to live well with type 1 diabetes.

Healthcare practitioners revealed three overarching tension themes; the emotional struggle, limited resources, and the stigma of type 1 diabetes. When we better understand the tensions families face and the demands of this life threatening condition, we are better able to suggest how social marketing can help families through behavioural, lifestyle and government interventions focused on building the family's identity and improving their resilience and overcome the tensions.

Khai T. Tran, Kirsten Robertson and Maree Thyne. Cultural Differences in Students' Perceived Barriers to Low-Risk Drinking: A Comparison between New Zealand and Vietnam

Abstract: The polarisation of alcohol research has left a gap for researchers to take a holistic approach to examining cross-cultural differences in students' drinking. In response, this study aimed to compare students' perceptions of barriers to low-risk drinking between two cultures that vary in drinking behaviour using an ecological framework. A qualitative survey involving a written vignette followed by open-ended questions was conducted in New Zealand and Vietnam. Collected data was analysed by means of inductive content analysis and chi-square analysis. Findings revealed that students perceived a plethora of barriers to low-risk drinking at three levels of influence (intrapersonal, interpersonal and contextual factors). New Zealand students conceptualised the barriers as more general and broad factors, while Vietnamese students perceived the barriers in a more specific and personal manner. Thus, interventions to address student binge drinking need to be adapted to the cultural context.

Muhammad Abid Saleem, Lynne Eagle and David Low. Environmental values and eco-socially conscious consumer behavior: does spirituality say anything?

Abstract: In the wake of growing environmental issues, active public and corporate intervention is inevitable to reduce the negative impact of human activities on global environments. Building on the Norms Activation Model and Value-Beliefs-Norms Theory, this paper reports on research exploring consumers' eco-socially conscious consumer behaviors related to the choice and use of personal cars in a developing country, Pakistan. To test a moderated-mediation model of environmental values, perceived consumer effectiveness, spirituality and eco-socially conscious consumer behaviors, data was collected from 447 customers of three automobile manufacturing firms from eight different cities of Pakistan. The data collection was undertaken by using a self-administered questionnaire based on key themes in the literature. Analysis of the data revealed that altruistic and egoistic values were negatively while biospheric values were positively associated with eco-socially conscious consumer behaviour. Perceived consumer effectiveness mediated all the relationships and spirituality moderated the mediated paths. The findings of the study hold important managerial as well as theoretical implications.

Jodie Kleinschafer, Felicity Small and Mona Nikidehaghani. Social marketing and the implementation of the National Disability Insurance Scheme

Abstract: The National Disability Insurance Scheme (NDIS) is a major reform to the funding of disability support services in Australia. The NDIS is designed to provide disabled people more control over their lives as well as the ability to choose the type of care and support they need. This is being achieved through the personalisation of funding and the consequent establishment of a competitive market place for disability support services. This paper examines the possible contributions of social marketing to the implementation of the NDIS. We conducted 30 in-depth interviews with industry professionals in the region. We identify three challenges of this implementation through the lens of the Capacity, Opportunity and Motivation social marketing mix and argue the importance of social marketing theory to support the ongoing implementation of this scheme.

Linda Brennan, Shinyi Chin and **Mike Reid**. It Takes a Village: Co-creation and Co-design for Social Media Health Promotion

Abstract: Health promotion campaigns using social media have emerged as a potential way to change behaviour in a large, diverse group of people. However, successfully connecting with and engaging the target audience is still a key challenge faced by health professionals and social marketers. This paper proposes the use of co-creation and co-design processes in order to engage young people in social media interventions. This method involves a "Wicked Problem" studio (5-day workshops), collaboration and participation from young adults (university students) and a variety of stakeholders (ie. health organisations, government bodies, academics etc). This process is outlined in the paper and the outcomes of the "Wicked Problem" studio will be presented during the conference. With this proposed method of co-creation and co-design, we hope to achieve a deep understanding of effective social media content creation designed to connect with young adults.

Yoko Uryuhara. Effectiveness of Stages-of-Change Model on Declaration of Intent for Organ Donation

Abstract: To enhance declaration of intent to donate organs or not, this action research applies "stages-of-change model" to formulate effective interventions. A project study in Japan "Share Your Value Project" designed and implemented multiple stage-matched approaches revealed potentially effective in a survey exploring state of stages among Japanese people. Suggested were transforming the value of declaration from something directly connected to donating organs, to a message for family left behind. The survey also revealed that the highest barrier is in encouraging people who have already made up their minds to declare his or her intent, to actually putting that into action. Targeting this population, the study made interventions in three steps: 1) provide accurate knowledge and time to think to those ignorant or with misunderstanding about the issue, 2) provide time to think about the significance of declaring one's intent to transform the image of the issue to something favourable, and 3) provide a specific method to declare one's intent while the participant's level of involvement is high. As a result of the intervention - including an event on Guinness World Record™ challenge - 18 percent of participants newly declared their intention for organ donations. This paper makes three major contributions to rich set of studies exploring factors that affect declaration of intent for organ donation: application of "stages-of-change model" and methodology of action research.

Tani Khara and Margaret Nowak. Exploring scepticism among young urban Indians towards ethical foods and ways to foster trust

Abstract: The objective of this qualitative study was to explore urban Indian attitudes towards ethical foods i.e. foods that offer a social and/or environmental benefit - and understand perceived opportunities and challenges relating to what is a relatively new concept in India. The findings revealed that although some welcomed this concept in view of the current socio-environmental challenges in India, there were also doubts and scepticism raised towards this concept. This paper will cover these sceptical consumer attitudes in more detail, reasons why these attitudes emerged and what could potentially be done, moving forward, to help address this which could pave the way for greater acceptance of ethical foods in India.

Nieke Monika Kulsum. Social Marketing Communication to reduce road traffic accident by changing behaviour of young driver in Indonesia

Abstract: This research will explore the applicability of social marketing communication to reduce road traffic accident by changing behaviour of young driver in Indonesia. As the biggest 4 populous countries in the world, this country has a very high number of traffic accidents. Social marketing has been widely applied for more than three decades in the fields of public health, environmental protection, and political marketing with significant success. Accordingly, this research will reveal more about social marketing communication activities conducted by non-government organization and government. In meantime, methodology used is qualitative, with data collection techniques using observation, interviews and focus group discussions.

Linda Brennan, Karen Klassen, Dang Nguyen, Shinyi Chin and **Mike Reid.** Engaging with young adults about nutrition using social media

Abstract: This paper provides an interdisciplinary viewpoint designed to inform professionals involved in nutrition-related health promotion campaigns to more effectively engage young adults using social media. Young adults are notoriously challenging to recruit into research studies and to engage in health promotion interventions. However, they are engaging well with food industry and other lifestyle “gurus” on social media, so there are lessons to be learned and translated into the public health domain. We propose that co-creation, a bottom-up approach involving young adults in creating health messages, is the most effective strategy to engage young adults in health promotion campaigns.

Mehmet Mehmet, Peter Simmons and Rodney Clarke. Sharks, Social Sentiment and Science

Abstract: Instances of human/wildlife coexistence, such as the SMS, community attitudes tend to be complex and multi-facets. In the period 2014-2016 the state of New South Wales (NSW) experienced a succession of fatal and non-fatal shark encounters along the northern coastline. Under pressure to design effective shark management policy the NSW State government announced a five year, \$AU16 million shark management strategy (SMS) (DPI, 2016). The SMS was designed to help mitigate the risk of shark encounters and improve the scientific understanding through humane and ecological practices. This study aims to examine the multi-mixed-method design use to explore community sentiment and underlying reasoning for attitudes and community position. Applying an abductive research process insights from focus groups/interviews and social media sentiment analysis were codes and analyzed. Importantly the running both research methods in parallel resulted in four advantages. Firstly, by conducting the cleansing process and familiarizing ourselves with the sentiment insights provided relatable language to engage with participants in extended discussions, allowing for a targeted exploration of attitudes, associations and reasoning about the SMS and related topics. Secondly, sentiment analysis highlighted particular areas of contention and areas that were not well commented in the social spaces; this gave us a narrative structure for the focus group and interviews. Thirdly, the method improved the coding and analysis process after the focus groups/interviews were completed. Finally, once the focus groups and interviews were complete, abduction was used to better inform analysis of the sentiment data. This meant the thematic analysis and coding was more nuanced and accurate, providing deeper and richer from the key target groups established by the DPI fishers.

Amy Wilson, Regan Mahoney, Callum Davies, Genevieve Pearce and Svetlana Bogomolova. Is health information in magazines really healthy?

Abstract: Magazines are a source of health information. Consumers may actively seek out health information or they may be passively exposed. Such passive exposure is rarely considered when examining the availability of quality of health information. This study investigates the prevalence and quality of health information in the 30 Australian magazines with the highest readership. Quality of health information was determined for 24 issues with at least 20% prevalence of health content from articles and advertisements. Results reveal a high prevalence of health information in magazines from various genres, including non-health related. The majority of health information is not written by qualified people or supported by credible references, however the information is generally consistent with evidence. Encouraging qualified authors and credible references could improve the quality of health information that consumers receive actively and passively. While advertisements generally lack inclusion of health information, they may offer potential for enhancing health communication.

Nikki Harrison, **Amy Wilson** and Camille Short. How marketing may be used to increase the recruitment of Men in health research: A case study of the mensHealth Register in South Australia.

Abstract: Men are underrepresented in health research. To address this issue, the Freemasons Foundation Centre for Men's Health at the University of Adelaide, aimed to recruit 1000 men over six months. However, they had a success rate of only 15%. From a social marketing perspective, the low success rate may be attributed to a lack of consumer orientation in the development stages. From an advertising perspective, it may be due to a lack of evidence-based marketing and advertising strategies used. This paper used a consumer-oriented approach to search and analyse the existing literature, as well as a critical analysis of the Registers marketing activity and registrant data. Using an advertising brief framework, recommendations for how to increase recruitment of men are supported by having a greater understanding of men in health research, and through the use evidence-based advertising strategies. This paper demonstrates how marketing may be able to increase recruitment of men in health research.

Ross Gordon, Theresa Harada and Gordon Waitt. Familial-Energy Assemblages, energy efficiency, and making home

Abstract: This paper uses assemblage thinking, and the concepts of molar and molecular lines to interpret some of the tensions families experience when negotiation domestic energy use, energy efficiency, and making home. We introduce the idea of familial-energy assemblages to consider how bodies, materials, and spaces and places are used in this context. We use an ethnographic approach drawing on narrative interviews and video methods to explore the energy use and home making practices of 13 low income families in regional NSW, Australia. We argue that assemblage thinking can help advance conceptual understanding in social marketing research regarding the multiplicities, practicalities, subjectivities, materialities, and spatialities that often make everyday life complex, messy and laden with tensions and compromises. We posit that energy research, and energy efficiency social marketing programmes need to move beyond binary arguments over the right and wrong thing to do, and acknowledge the messiness and complexity of everyday life that is reflected in programme design, and delivery.

Phill Sherring. 'Declare or dispose' - New Zealand's Border Compliance Social Marketing Programme

Abstract: The main goal of the 'declare or dispose' social marketing programme is to change the behaviour of international visitors to New Zealand. This is to protect New Zealand's important horticultural and agricultural industries and environment from harmful pests and diseases. The programme encourages travellers to leave potential biosecurity risk items at home, or at least declare them to border staff or dispose of in special bins at New Zealand's airports on arrival. It also influences local communities to advocate to friends and family overseas on our behalf. Segmented to visitors with the highest identified risk, the programme uses a range of interventions in the pre-travel, in-journey and upon arrival stages of travel. It is underpinned by international theory, qualitative research, and an understanding of the passenger journey. The programme has delivered a reduction in the number of passengers being caught with items that need to be confiscated, and has influenced behaviours in packing bags before travel, and declaring items for checking when arriving in New Zealand.

Cuong Pham, Sharyn Rundle-Thiele, Julia Carins and Larissa Cahill. Applying a Systems Lens to Defence Evaluations

Abstract: Most products or services undergo some form of market research; this research enables understanding of areas to focus on during development and launch of new products and services. A recognised gap within such research relates to heuristics and biases present in individual decision making processes. Heuristics and biases pose a challenge for Australian Army user evaluations as these factors can influence and distort responses obtained from soldiers; providing false user reads. If taken forward to inform procurement decisions, reliance on false reads could result in poor product adoption, satisfaction or acceptance rates among soldiers when these products are issued. This paper explores whether a systems thinking lens can be applied to examine a user evaluation process. Two lenses are applied to examine an Australian Army user evaluation: 1) Taking a transactional, dyadic stance, a survey used within the evaluation was assessed for potential sources of bias and 2) a wider systems view applied to determine if additional effects impacting user evaluations could be observed while examining an Australian Army user evaluation. Systems thinking may provide an approach to examining Australian Army equipment user evaluations; by extending examination beyond a single dyadic transaction occurring within a larger evaluation process.

Aziemah Othman and Dr Robyn Ouschan. Australian advertising codes for posting alcohol messages on social media: What do young adults think?

Abstract: Social media is a popular communication platform for alcohol companies to target young people. Evidence is emerging that alcohol messages on social media have a harmful impact on young people. In response, new advertising regulation codes (User Generated Content and House Rules) have been introduced in Australia to address user generated content. As alcohol companies are unlikely to be proactive about taking responsibility for user postings on their Facebook pages, it makes sense to redirect alcohol advertising regulation towards user compliance and monitoring. However the results of the online survey study reported in this paper, show young university students lack awareness of the alcohol advertising code. Furthermore, they find the code to be less useful for assessing the compliance of alcohol messages that are posted by SNS users compared alcohol retailer, when instructed to apply the code to breach and non-breach alcohol messages. The one-way ANOVA results also reveal university students evaluate alcohol messages on social media differently based on who generated/posted the alcohol message (marketers versus SNS users). This suggests alcohol advertising regulation directed at SNS users should be specifically tailored to social media users otherwise they are not likely be an effective mechanism to discourage users from posting irresponsible messages.

Mohsen Shams, Mehdi Layeghiasi, Janmohammad Malekzadeh and Mostafa Maleki. Using Social Marketing to Reduce Salt Intake: A field Trial in Iran

Abstract: High salt intake is the most important risk factor affecting hypertension. Additionally, intake of salt higher than the recommended amount is directly associated with kidney diseases, increased risk of obesity, osteoporosis, kidney stone formation, and gastric cancer (1). Thus, reducing sodium intake to 4.6 grams per day can lead to a 30% reduction in the prevalence of high blood pressure and an annual savings of \$430 million in healthcare costs associated with patients suffering from high blood pressure (2). Studies in 23 countries with low and moderate income have also demonstrated that decline by 15% in the average salt intake by communities within 10 years can prevent 8.5 million deaths from cardiovascular diseases while such a 20% reduction in smoking can only prevent 3.1 million deaths due to such diseases.

Carina Roemer and Prof Sharyn Rundle-Thiele. Assessing written communication readability: Will the message be received?

Abstract: Agricultural pollutants exceeding environmental guidelines, such as pesticides, applied nutrients and sediments, continue to negatively impact water quality in reef catchment areas. The neighbouring World Heritage Listed Great Barrier Reef delivers pressing geographical challenges for project stakeholders who are tasked to change growing practices; which have evolved over a lifetime (Arklay, van Acker, & Hollander, 2018). According to the Scientific Consensus Statement (2017) current initiatives will not deliver the water quality targets. Calls for more a reflexive stance are apparent (Gordon & Gurrieri, 2014). The readability of written communication efforts (Carbone & Zoellner, 2012) is one (of many) barrier, which can be controlled by project stakeholders. Agricultural communication efforts directed towards sugar cane growers and graziers have been delivered at levels considered to be too complex for the general population to readily understand (Hay & Eagle, 2016). The following research question guides this study: RQ1: Are written communication materials produced by project stakeholders a potential barrier for growing practice change? The Simple Measure of Gobbledygook (SMOG) readability index (1969) was used to assess the communication material (n=10). All selected communication materials scored between SMOG grades 11-17 and thereby all delivered at levels higher than the recommended readability level of grade/year 9. Production of written communication materials by project stakeholders needs to change, communication materials that can be understood is a requisite precondition for behavioural change (e.g. growing practice and land use) (Arkin, 1989). The extension support and agronomic industries used many three syllable words in written communication, negatively impacting readability scores. Further work is needed to understand if it is possible to deliver communication materials at Year 6-9 levels and examination of different readability scores is warranted.

Jeawon Kim, Kathy Knox, Samuel Hodgkins and **Sharyn Rundle-Thiele**. Outcome evaluation of an empirical study: Consumer insight driven food waste social marketing pilot

Abstract: This study summarises an outcome evaluation for Food Waste (FW), a social marketing program that was piloted in March 2017. A five-step co-design process was adopted to explore consumer-insight and the key findings from co-design studies were used to design the program. FW aimed to encourage South East Queensland residents to increase self-efficacy in cooking and reduce fruit and vegetable waste. FW consisted of two core components; household packs and a two-week shopping centre display featuring daily cooking demonstrations and a chef-cook off event. A controlled repeated measure design was used to evaluate outcomes. A household telephone survey was administered before and after FW. A total of 244 households (Intervention: 91, Control: 153) were included in the outcome analysis. The outcome evaluation of FW provides empirical evidence suggesting that a consumer-oriented program can deliver behavioural change. Theoretical and practical implications and contributions of this study are discussed.

Nadia Zainuddin and Rory Mulcahy. Is perception reality in consumer dominant value creation?

Abstract: The initiation and maintenance of health care self-management offers significant transformational wellbeing implications for citizens in society. Drawing from Consumer Dominant (CD) logic and value creation, the current study aims to examine the differences between the imagined value creation process and outcomes for self-service non-users, relevant to issues of behaviour initiation, with the realised value creation process and outcomes of self-service users, relevant to issues of behaviour maintenance. This seeks to address gaps in the literature whereby a lack of consumer dominant value creation research exists (Anker et al., 2015), despite the growing acknowledgement that health care does not only occur with a service provider or at a health care facility, and can begin or take place in the home (Danaher & Gallan, 2016). Multi-group analysis suggests significant differences between non-users' and users' expectations of the value creation process and outcomes, offering useful implications for both theory and practice.

Kathy Knox, Joy Parkinson and Ali Ahani. What are you waiting for? Young Adults' obstacles to organ donation discussion

Abstract: Although transplantation is the only therapeutic option for terminal organ failure, the number of organ transplants reaches less than 10% of world need annually, resulting in significant organ shortage (Citerio et al., 2016). Only 8% of young Australians aged 18 to 24 are registered on the national Australian Organ Donor Register (Opdam, 2016) while there are at least 1,340 Australians on organ transplant waiting lists (OTA, 2017). Talking about organ donation is an important behaviour because, under Australia's opt-in policy, a potential organ donor's family will be asked to confirm donation and will have the final say. Building on the Motivation Opportunity Abilities (MOA) framework (Thøgersen, 1995) and empirical evidence from donor families, existing literature suggests the interaction of motivation, opportunity, and ability drives discussion and behaviour regarding organ donation. Family discussion directly impacts donation consent. Consent rates can reach 93% when donor wishes are known compared to 47% when unknown (Smith, Massi Lindsey, Kopfman, Yoo, & Morrison, 2008). Therefore, talking with family about a decision to donate organs is an important factor in addressing organ shortage. However, a unified theory of organ donation decision and communication, and relevant research on effective methods for promoting registration and communication among young adults are currently lacking. Hence there is a research gap concerning young adults' barriers to organ donation discussion. In addition, the majority of previous research on discussing organ donation has been conducted with Caucasian/Christian populations with underrepresentation of males, and culturally diverse groups (Knox et al., 2017). The purpose of this study was to expand existing knowledge to better understand barriers to discussing organ donation with family among young Australian adults, especially those who are undecided or unregistered. Findings can be used to develop and implement theoretically driven social marketing behaviour change interventions to increase discussion among young adults, with the broader goal being to increase awareness and registrations among young adults; and decrease the percentage of young adults who are undecided by increasing family discussion about organ donation.

Amy Wilson. How healthy habits grow: Expanding marketing empirical generalisations to physical activity

Abstract: DOCTORAL COLLOQUIUM SUBMISSION

Empirical generalisations in marketing are used to describe consumer behaviours and identify patterns over a range of contexts. This study tests the applicability of one empirical generalisation, Duplication of purchase/behaviour to physical activity behaviours. A fit of empirical generalisations will demonstrate the extent to which physical activity behaviours co-occur and compete, providing important implications for health promotion strategies based on evidence-based marketing science. Engagement and duration of physical activity will be collected using a reliable and valid use-of-time instrument (MARCA). This thesis will provide insights regarding the co-occurrence of physical activity behaviours and provide recommendations for the promotion of physical activity. This study contributes to (1) the marketing literature through broadening the scope and/or identifying boundary conditions of the Duplication of Purchase Law and (2) the social marketing literature, translating new methods for analysis of physical activity behaviours, and providing novel insights into how to effectively promote healthy lifestyle behaviours.

Zachary Anesbury, Danielle Talbot, Tim Bogomolov, Chanel Day and Svetlana Bogomolova. Comparing (user profiles) of apples with apples

Abstract: Fresh fruits and vegetables are essential components of a healthful diet. The numerous health and economic benefits of increasing fruit and vegetable consumption call for using the best cross-disciplinary research approaches. This paper explores whether segmentation analyses from packaged foods studies could also be of use in analysing consumer purchasing of fresh apples and tomatoes. The study examined over 150,000 purchases in Australia during 2016. The findings show that fruit and vegetable varieties follow the same consumption pattern as packaged foods; specifically, the user profiles of apple or tomato varieties seldom differ within those categories. The implication is that marketing campaigns for particular varieties or types that focus on increasing customer penetration for all possible buyers, rather than for a specific small segment of buyers, will achieve stronger brand and category growth for fresh produce, enabling healthier diets.

Valerie Harwood and Nyssa Murray. Promoting Educational Futures with social marketing? The importance of culture and critique

Abstract: This presentation takes up the issue of educational disadvantage and how cultural and social marketing approaches can be used to contribute to widening participation (Murray & Harwood, 2016). The contribution of theoretical concepts from the critical social sciences (especially Foucault's theorising on the production of subjectivities and Bourdieu's work on cultural capital and education) will be outlined. Significantly, understandings from Aboriginal Protocols guided this project, and the presentation will seek to share how this process occurred. Taken together, these contributed to a critical cultural approach to the social marketing campaign that was developed. The presentation will draw on in depth research with parents of young children - parents who themselves have had difficult experiences with school education and who, while valuing education, are not connecting with education and educational futures in ways that are most effective for their children. The presentation will include detailed explanations of the research created for the Lead My Learning campaign (www.leadmylearning.com.au).

Carolyn Loton and Melissa Neal. Mental Health, Alcohol and Other Drugs: After Hours Crisis Communication and Marketing Initiative

Abstract: Communities living within the Murrumbidgee area of NSW identified issues with mental health, alcohol and other drugs as being a specific concern for the region. In response to the detailed needs assessment completed in 2016, the development of a marketing and communications initiative was initiated, to improve access to information at the time of a mental health crisis. A high-profile, integrated marketing campaign was launched in late 2017. A range of elements were incorporated, in order to equip all local stakeholders groups to actively support long term increases in help-seeking behaviour.

Anna Kitunen, Di Robertson, Sharyn Rundle-Thiele and Julia Carins. Food choice decisions: An empirical investigation of the Motivation, Opportunity and Ability (MOA) framework

Abstract: In adult populations overweight and obesity are linked with decreases in life expectancy and increases in early mortality. Social marketing is one of many behaviour change tools that can be used to address the growing overweight and obesity problem. Literature reviews show that theory use in social marketing is limited and of the theories used, individual-focused theories such as the Health Belief Model and the Theory of Planned Behaviour dominate social marketing research enquiry and theories acknowledging the inherent complexity of behavioural change are less evident. A beneficial framework for considering the opportunities for an intervention is Motivation, Opportunity and Ability (MOA) framework. MOA framework has been adopted into social marketing and has previously been applied in land management context. A review of the literature identified that MOA healthy eating measures are not available. Thus, this study sought to develop and empirically test an MOA measurement framework in the context of healthful eating. An expert panel was conducted to review MOA healthy eating measures and an online questionnaire was developed from both existing scales and from the items that were drawn from the expert panel. Structural equation modelling was used to understand whether the MOA framework can be used to explain food choice decisions. MOA framework offered partial explanation of healthy eating behaviour with individual's perceived opportunity and ability not explaining food choice decisions. Future research with an experimental design is recommended to investigate how program effectiveness can be maximized.

Kathy Knox, Ali Ahani and **Joy Parkinson**. 'Make It Count' 2018

Abstract: This project aimed to raise awareness and increase Australian Organ Donor registrations at the 2018 Brisbane Ekka in Brisbane, Queensland, Australia. We conducted targeted awareness and registration activities, concurrent with The Ekka, featuring a unique smart device application named the 'DonateLife App', to increase Australians' awareness of donation and directly facilitate online donor registrations.

Carolyn Loton, Justine Gowland-Ella, Jane Whatnall and Wendy Harris. Packaging the message well: a game based approach to reduce sugary drinks consumption in the early high school years

Abstract: Taking a playful, engaging and age-appropriate approach, the 'Thirsty? Choose Water' campaign utilised cartoon-like "baddie" and "goodie" characters within a fun, game-based intervention to alter behaviour, encouraging early teens to choose water and to reduce their consumption of sugary drinks.

Nirmala Ika Kusumaningrum and Irma S. Martam. Broadening Cultural Horison in Social Marketing: Upaya meningkatkan kesadaran laki-laki untuk melakukan konseling (Male engagement through increased awareness for men's counselling) – A Case Study of Pulih Foundation

Abstract: As a continuation of prevention program for domestic violence issue in Indonesia, Pulih Foundation an organization that focus on Prevention and Intervention of Violence has created a campaign which aim to engagement men for prevention of violence against women. One of the outcomes expected from the program is there will be increase awareness, change of attitude and behaviour of men towards this issue – they actually can do something about it.

Melanie Randle and Christine Metusela. Is there still a stigma associated with having a disability and what can marketers do to reduce it?

Abstract: Community attitudes toward people with disabilities is an important determinants of social inclusion, and stigma has been identified as a significant debilitating factor in achieving such inclusion (Walker & Scior, 2013). Stigmatisation affects many aspects of life for people with disabilities and is a barrier to social engagement and employment (Deane, 2009; Gartrell, Jennaway, Manderson, Fangalasuu, & Dolaiano, 2016). Although recent research suggests that stigmatisation is still a barrier for people with a disability, theoretical analyses of the concept of stigma, the extent to which it still exists and the marketing strategies most likely to overcome are scant (Corrigan & Gelb, 2006). A recent review of disability-related attitude research suggests that using positive message framing, emphasizing that people with disabilities are just like everyone else, and depicting positive interactions between people with disabilities and others are all features of effective attitude change campaigns (Randle & Reis, 2016). However a theoretical examination of the concept of stigma, and the specific components of stigma that may be driving its presence in modern day society is yet to be conducted. Understanding the specific components of stigma would help marketers understand the issues that need to be addressed in social marketing campaigns such that the stigma associated with having a disability can be reduced going forward.

Marwa Al Hinai and Mary Brennan. Religious References in Health Campaigns: Perceptions and Motives

Abstract: With the intensifying burden of non- communicable diseases in the world in general, but in developing countries in particular, seeking and enhancing existing preventative techniques through influencing positive health related behaviours is vital in order to reduce the economic and social burden of these diseases.

Although growing evidence on the positive relationship between religion and health exists, the manipulation and usage of religious references in social marketing health campaigns has received minimal attention. This paper has contributed to addressing this gap through investigating whether and how religious references are used or manipulated, and how are they perceived by practitioners involved in designing health campaigns in an Islamic country context.

Sarah Forbes and Holly Birkett. The Social Ecological Model of Social Marketing Competition: An examination of Shared Parental Leave uptake

Abstract: Shared parental leave (SPL) was introduced in the United Kingdom in April 2015 but since this time, the uptake of the policy has not reached expectations. The current study examines whether competing forces operate against SPL within the Social Ecological Model (SEM) and how these may be used to achieve the societal objective to increase the uptake of SPL. Drawing on interviews with parents eligible to take SPL, analysis revealed a highly influential behaviour involved in the decision to take or not take SPL, and this was breastfeeding. By understanding how breastfeeding was influential within the SEM, social marketers aiming to promote SPL may be able to anticipate competition while also harnessing the current social and environmental forces that promote breastfeeding.

Graham Ferguson and Sonia Dickinson-Delaporte. Recognition and adoption of idealised attractiveness types by boys: A developmental perspective.

Abstract: Young people in Western society are burdened with body image pressure leading to self-esteem illnesses and other disorders. Historically it has been considered a female issue however, the incidence of body image dissatisfaction is growing amongst males. Similar to prior studies on girls, the current study seeks to track the development of boy's ability to recognize, internalize, and adopt 'their' idealized attractiveness type. An initial set of findings shows that boys are much less able to do this than prior research has shown for girls: 7-8yos struggle to identify attractiveness types, exhibit fear response to unfamiliar types and aren't selective in their idealised images; while 9-12yos exhibit some ability to recognize attractiveness types and are able to articulate a basic (compared to girls of the same age) idealized image for themselves. This shows that boys develop these abilities later which helps to direct the next phase of the research.

James Durl, Timo Dietrich and **Krzysztof Kubacki**. Evaluating the effectiveness of a brief versus a comprehensive alcohol social marketing program

Abstract: School-based alcohol education programs typically inform adolescent populations about alcohol consumption in didactic and unengaging formats. Social Marketing programs offer a more engaging and fun format that may change the way that adolescents think about alcohol more effectively. Brief program deliveries have shown encouraging effects when used to address adolescent drinking but to date have not been utilised in alcohol social marketing programs. The current study compares the effectiveness of a comprehensive program with a brief program. Specifically, preliminary pilot data of a brief social marketing program (n=211) was compared to outcome changes in the comprehensive version of an alcohol social marketing program (n=1257) that was targeted at adolescents. Results show that the brief program delivered promising preliminary findings similar to those of the established comprehensive program. Subsequently, there is potential to provide a shorter and less resource intensive delivery mode while yielding similar outcome effects from further program deliveries. Future research is warranted to arrive at a more generalisable conclusion.

Taylor Willmott and Sharyn Rundle-Thiele. Advancing social marketing: A reciprocal 4-step theory application process (TITE)

Abstract: The lack of theory use in social marketing interventions is a potential factor that is likely limiting social marketing's effectiveness and in turn the discipline's capability to build a sound evidence base. This paper puts forward a framework to address this gap and advance the current state-of-play. The 4-step process (TITE) proposed leverages the advantages of applying theory to intervention development, implementation, and evaluation; and capitalises on the reciprocal relationship between theory implementation, testing, and refinement. The four steps include (1) theory selection, (2) intervention mapping, (3) testing theory in the intervention, (4) and explicitly reporting theory use. We conclude that in the absence of rigorous application of theory and reporting of its use, we cannot draw definitive conclusions as to whether theory enhances the effectiveness of social marketing interventions. Moreover, without sufficient use and reporting of theory, building an irrefutable evidence base that will garner the support of funders and policy makers will not be possible.

Rory Mulcahy and **Joy Parkinson**. The importance of identifying macro level unintended consequences

Abstract: One-way action can occur in society is at the macro-level (upstream), where politicians and regulators can shape behaviour through policy and law (Gordon, 2013). However, for every action there can be an equal (opposite) reaction. Using this as a basis, it is reasonable to suggest for every behaviour change policy, there is a possibility for an equal and opposite implication for the social marketing ecosystem (macro, meso and micro levels). We argue in this paper that macro-level actors analysis of the consequences of their behaviour change policies can at times be narrow, focusing primarily on intended positive outcomes. Further, a question not often asked or systematically considered by macro-level actors is: What potential unintended consequences may result from behaviour change policy? We argue this is an important question which we aim to address by presenting a procedural model of unintended consequences resulting from macro-level social marketing.

Patricia David and **Sharyn Rundle-Thiele**. Behaviour or behavioural change?

Abstract: Almost two thirds of global mortality are caused by preventable behavioural risk factors. Programs designed to change behaviour for the better are crucial to change the current scenario. Although behaviour change should be the ultimate goal of social marketing programs, most interventions are behavioural focussed. Behaviour and behaviour change are conceptually different, therefore, one should not assume that determinants of behaviour are the same as behaviour change. The aim of this paper is to distinguish the concepts of static behaviour and behaviour change and to propose a theoretical shift in the social marketing field.

Margaret Faulkner, Cathy Nguyen and Leah McGeorge. Examining the relationship between charity touchpoints and monetary support

Abstract: Australian charities are often under resourced and operate in a highly competitive sector. Therefore, any activities that charities offer to the public should ideally lead to gaining additional support. This study explores the relationship between the number of activities offered by charities and the level of support achieved. We undertook an online audit of websites for 40 Australian charities. The audit identified twenty commonly offered touch points, which we grouped into five types based on the behaviour and potential benefits for supporters. We then examined the relationship between touch point prevalence and type with monetary support that the charity receives from individuals. Results show that revenue is related to the number of charities' retail outlets, extending prior findings on the relationship between outlet numbers and sales revenue. However, there is no evidence of a relationship between other touch points, or the number of ways charities provide for individuals to give support and the amount of monetary support given.

Carina Roemer and Sharyn Rundle-Thiele. From paddock to reef. Adopting social marketing to change on-farm management to improve water quality

Abstract: DOCTORAL COLLOQUIUM SUBMISSION. With increasing terrestrial pollutants, the World Heritage Listed Great Barrier Reef is under great pressure and the water entering the lagoon affects the coastal reefs, marine ecosystems and reef communities. Agricultural land uses are regarded as a major contributor to deteriorated water quality in coral reefs (Pickering, Hong, & Kealley, 2017; Wilkinson, 2004). Addressing on-farm management is critical to improve water quality draining from agricultural land (Royle & DiBella, 2017) and improve reef health (Smith, Turner, Vardy, & Hugg, 2015). Social marketing offers potential to overcome this complex issue however the literature suggests a need for social marketing strategies targeting growers to adopt sustainable land management practices (McElhinney, 2016). This study is part of a larger multi-disciplinary study. Working in partnership with agronomists and environmental scientists the project aims to deliver a range of activities including water monitoring and on farm trials to 1) link farm practice change with water quality on a local scale, 2) encourage grower ownership of water quality in Sandy Creek through the provision of water quality data to growers in short time frames and 3) demonstrate profitable practices that can positively influence water quality via farm block trials. Situated within the wider project the larger social marketing study, of which this study is one small component, seeks to identify barriers to growing practice change and develop strategies to overcome this.

Bo Pang, Timo Dietrich, Sharyn Rundle-Thiele, Krzysztof Kubacki, James Durl, Matthew Gullo, Denni Arli and Jason Connor. Can serious games reduce excessive drinking intentions among Australian secondary school students?

Abstract: Alcohol is one of three major causes of death in adolescents. This paper reports a program designed using gamification theory and targeted at Australian secondary schools to address the gap of incorporating serious gaming into the context of alcohol education, aiming to investigate the effect of Blurred Minds analysing the effect of three online games on reducing adolescents' intention to binge drink. A repeated measure design was employed and a total of 313 samples were collected. Using paired sample t-tests and path analysis, this paper found that using three different types of serious games, changes for four out of six psychological factors were associated with game play. This study also provides evidence suggesting that incorporating interactivity and engagement using serious gaming design into an alcohol program delivered in school settings can influence psychological factors, some of which will then in turn change behavioural intentions.

Ryan Storr, Julia Carins and Sharyn Rundle-Thiele. Social marketing and the food environment: a multi-stream time-series intervention study

Abstract: DOCTORAL COLLOQUIUM SUBMISSION. Obesity is a global epidemic in the developed world, numerous studies have identified food environments (FE) within lower Socio-Economic-Status (SES) areas are significantly less healthful than their advantaged counterparts. The aims of this research are to improve the healthfulness of a low-SES FE, advance Social Marketing from traditional 'downstream' consumer focused behaviour change, and capitalise on multi-stream Social Marketing theory. To achieve which, the study will undertake a discipline-unprecedented process known as Interactive Management (IM), co-creating a strategy with multiple FE stakeholders to tailor an intervention through which societal change can be achieved. Acknowledging that environmental stimuli accounts for at least some of consumer dietary decision making, this research seeks to tailor the behavioural ecological system and prompt consumers in a favourable direction. IM has the potential to be at the forefront of FE interventions by guiding social marketers towards broader, systems based thinking, and marketplace change with an emphasis on co-creation between stakeholders, researchers and the community.

Nicholas Goodwin. The role of Behaviour Centred Design in creating value to sustain impact of social marketing: evidence and experience from Indonesia, Timor-Leste and Bangladesh

Abstract: This paper will introduce the themes of a paper presented as part of a proposed panel session that discusses how social marketing programs create, share and communicate value to sustain behaviour change. This paper will reflect on the author's recent work in Indonesia, Timor-Leste and Bangladesh using the principles of behaviour-centred design. In Indonesia, work on legal identity, such as promoting birth certificates, shows that the nature of value differs across segments, sometimes made up of people in the same household. In Timor Leste, value for improved sanitation relates to emotional drivers such as comfort and safety, with health a low priority. In Bangladesh, formative research for a cluster randomised controlled trial of clean cookstoves has determined the main benefits are a mix of utility (speed and ease of use) plus affect (time with family). The paper argues that creating, sharing and communicating value for consumers, using the principles of Behaviour Centred Design (BCD), are a useful framework for sustaining impact in public policy and services (Aunger & Curtis, 2015).

Lamberto Pinto, **Moran Heather** and Nicholas Goodwin. Creating value and sustaining impact in WASH: insights from the Partnership for Human Development program in Timor-Leste

Abstract: The Partnership for Human Development (PHD) works with various stakeholders in Timor-Leste including government and communities to achieve two levels of sanitation improvement as specified in the Timor-Leste National Basic Sanitation Policy: the "Open Defecation Free" (ODF) status and the "Hygienic Status". In 2015-2016, PHD conducted ODF Timor-Leste Initiative, a pilot program in Bobonaro Municipality which has successfully increased household toilet coverage from 47% to 94% in twelve months. The verification data indicated that 70% of houses in ODF communities have improved toilets. A formative study conducted in Bobonaro Municipality in 2017 found that around 80% of households have used their own improved sanitation facilities while around 20% still used unimproved sanitation facilities and open defecation. To achieve the Hygienic Status, PHD will continue to conduct the sanitation and hygiene program. PHD has proposed Moris Mos (Clean Life) Hygienic Initiative, a pilot program to provide improved sanitation services and products to communities in Timor-Leste. The proposed Moris Mos Hygienic Initiative will need to ensure households remain ODF, encourage the 20-30% of households who still used unimproved sanitation facilities and open defecation to adopt improved sanitation, upgrade toilets, promote handwashing with soap at critical times, and dispose child's faeces correctly. Thus, it will help break the transmission of pathogens and support communities to be healthier places to live.

Tennele Shields and Nicola Coalter. Red Flag Gambling Behaviours: A Public Health Campaign

Abstract: While social marketing can be a powerful tool to modify behaviours, there are risks associated with poor design and implementation. There is a growing body of evidence that shows shame and stigma is pervasive and persistent in problem gambling. It is an aspiration within a broader strategic direction to work to further develop practice evidence in social marketing and this presentation will explore a year-long public health campaign as the case study. Our public health campaign sought to highlight behaviours relating to gambling through storytelling and by doing this we aimed to break down barriers for help seeking.

Jodie Wrigley. Trust, transparency and some tricky conversations – navigating a successful partnership for a private sector social marketing campaign

Abstract: Given social marketing's altruistic aim – to change people's behaviour for the benefit of individuals and society as a whole – there are varying perspectives regarding the involvement of commercial organisations in social marketing initiatives. However with a genuine desire to make a real difference to the communities they serve, and recognition of the importance of 'living your values', private sector initiatives are becoming increasingly common. The Do You See What I See? campaign provides a compelling example of a successful behaviour change campaign. The campaign, run by SenateSHJ for Bayer Australia, was part of Bayer's commitment to improving the eye health of Australians, beyond the development and supply of treatment. Following a proof of concept pilot program there was a need to look at alternative funding models to expand the program. Sustainability remains an ongoing challenge for social marketers, regardless of the type of organisations involved. However through trust, transparency and a few tricky conversations a partnership with another commercial entity was brokered to ensure phase two of the DYSWIS campaign could continue to increase eye screening rates in the community.

Charvi Sharma, Thomas Vineeta and Asha Surendran. The Effectiveness of Public Information Advertisements among Young Adults in Singapore

Abstract: This study attempts to discuss the initiative of the Land Transport Authority (LTA) to create a modern era that has no place for carbon footprints and is free of privately owned automobiles. The government of Singapore wants to promote the use of public transport which includes both buses and Mass Rapid Transport (MRT) to reduce traffic congestion and air pollution. The initiative also aims to help the citizens to choose a healthier lifestyle by adopting ways like cycling and walking.

Oti Amankwah, Choong Weng Wai and Mohammed Abdul Hakim. Incorporating social marketing into healthcare facilities management in Ghana: a proposed framework

Abstract: The traditional approach of dealing with healthcare facilities management (FM) matters seems to be inadequate and insufficient in bringing about quality in healthcare FM delivery, as it does not take into account processes that will assist patients in making their healthcare delivery choices. Thus, there is the need to come up with new strategies to help increase the efficiency of healthcare FM delivery, by facilitating higher levels of public acceptance and engagement in healthcare activities. The study aims to assist stakeholders of the Ghanaian healthcare industry to make the healthcare system more attractive and sustainable by using social marketing approach. It offers an understanding of what social marketing is, demonstrates its advantages over the traditional healthcare FM delivery by incorporating quality management principles into the planning and delivery process of healthcare FM in Ghana.

Razlin Mansor and Sheau-Ting Low. What Role can Social Marketing Approach play to Improve Building Users Wellness? A Review and Discussion

Abstract: In modern society, people spent about 80% to 90% of their time in building, an inappropriate building design and usage will post potential threat to the occupant's physical well-being. There is overwhelming evidence stated that unhealthy environment in a building has contributed to occupant's health problems, including breathe problem, tiredness and sleep disturbance. The building user wellness has been a matter of concern among the building operator, for it will greatly affect towards the effectiveness of an organization in long run. Conventionally, in Malaysia, the building operator depends on the tools such as Green Building Index (GBI) and Post Occupancy Evaluation (POE) in enhancing the building user wellness, this study intends to suggest social marketing approach as a complementary tool to improve occupant's wellness. Previously, social marketing approach has been used effectively in promoting global health, the justification of using the social marketing approach in building user wellness will be discussed in this paper.

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