Charting the Course for Social Marketing to Promote Diet and Physical Activity  
March 18 & 19, 2002  
University of California Davis campus  

Conference Agenda

Conference Objectives:

1. Summarize the accomplishments and challenges of using social marketing to promote a healthy diet and physical activity.
2. Identify the most viable and fruitful directions for practice and research for the field.

March 18th, 2002

8:30- 9: 00     Registration

9:00-9:30     Welcome and opening remarks

9:30-10:15     * Explicating Social Marketing: What Is It, and What Isn’t It?  
Review of components of successful social marketing campaigns from seat belt campaigns, etc. Include results of behavioral outcomes and reasonable expectations for behavior change. Define parameters of social marketing – what is and is not social marketing — and the ways it is distinct from other public health approaches.  
Edward Maibach, Ph.D., Worldwide Director of Social Marketing, Porter Novelli

10:30-11:15     * How Will We Meet the Challenge of Behavior Change?  
Reviews and interprets results from major public health interventions that have had limited success in changing health behaviors. Presents new research on socioeconomic status and locus of control as new directions for public health interventions.  
S. Leonard Syme, PhD, UC Berkeley.

11:15-12:00     * Results from Social Marketing Campaigns on Nutrition and Physical Activity: A Review of the Literature.  
Results from a literature review of 50 studies, mostly from cardiovascular disease prevention, that summarizes accomplishments to date and gaps in our knowledge about effective strategies to use social marketing to promote nutrition and physical activity. Recommendations on realistic outcomes for social marketing campaigns, and presentation of a new model for social marketing to improve physical activity and nutrition behavior.  
Rina Alcalay, Ph.D, and Robert Bell, Ph.D.  
Professors, Department of Communication, UC Davis
**Lunch:** 12-1:30

1:30-2:30  
* Is social marketing an effective tool to reduce health disparities? The paper will review disparities in nutrition and physical activity behavior by ethnicity and SES, present successful and failed programs, and outline the challenges and inherent limitations to social marketing. Will include recommendations to strengthen social marketing as a strategy to reduce disparities in physical activity and nutrition. Respondents will discuss the commissioned paper’s analysis and recommendations in light of their own work reducing disparities in nutrition and physical activity behavior.

Main speaker/author of commissioned paper: Jerome D. Williams, Ph.D., Associate Professor, Marketing Department, Howard University.  Co-author: Shiriki K. Kumanyika, PhD, MPH, Center for Clinical Epidemiology & Biostatistics, University of Pennsylvania School of Medicine
Respondent: Arnell Hinkle, MPH, Director, CANfit
Respondent: Patricia Perez, Valencia, Perez & Escheveste

2:30-3:30  
* Strategic Social Marketing: Footpaths as well as PSA’s
The paper will critically examine as assumption that social marketing is primarily a behavior change strategy, not a strategy to change the larger environment. Examples will be given from commercial marketing as well as social marketing on the effectiveness or ineffectiveness of environmental change. Recommendations will be shared on whether and how social marketing can be used to alter the environment to promote healthier diet and physical activity. Respondents will discuss the commissioned paper’s analysis and recommendations in light of their own work implementing social marketing campaigns.

Main speaker/author of commissioned paper: Gerald Hastings, Director, Centre for Social Marketing, Strathclyde University, Scotland
Respondent: John Elder, San Diego State University
Respondent: Peggy Agron, Director, California Project LEAN

3:45-4:45  
* Addressing two behaviors in a single social marketing campaign. The paper will critically examine the traditional wisdom of using one behavioral objective in social marketing programs, acknowledge the practical need to combine physical activity and nutrition for obesity prevention, and outline the difficulties in combining these two behaviors. Recommendations will be offered to make this task less daunting. Respondents will discuss the commissioned paper’s analysis and recommendations in light of their own work implementing social marketing projects.

Main speaker/author of commissioned paper: Fred Fridinger, DrPH, Univeristy of North Texas and Susan Kirby, DrPH, ResearchWorks.
Respondent: Nicandro Juarez, Owner, Juarez and Associates
Respondent: Melody Steeples, Contra Costa County Health Department

Questions and discussion (20 minutes)
4:45-5:00  Summary of the day
5:00-6:00  Reception/Walk through the Arboretum
6:00-8:00  Dinner
Robert Bell, PhD, Representations of Food in Popular Movies: Some Preliminary Observations

March 19th, 2002

9:00-10:00  * Evaluating Nutrition and Physical Activity Social Marketing Campaigns: A Review of the Literature. The main speaker will present commissioned paper. The paper will return to the literature reviews of social marketing campaigns and evaluation methods, and inventory the current gaps in the research literature. Outlines the role that universities can play in advancing social marketing to improve nutrition and physical activity behaviors, as well as the contribution of public and private funding agencies in advancing the research agenda. Respondents will discuss the commissioned paper’s analysis and recommendations in light of their own work using research to improve their social marketing programs.

Main speaker/author of commissioned paper: Sarah Samuels, DrPH, Samuels and Associates
Respondent: Joan Rupp, California Project LEAN
Respondent: Debra Nakatomi, Nakatomi & Associates
Questions and discussion (20 minutes)

10:00-11:00  * The need for dissemination and training. The paper will review results from surveys of practitioners on training needs, and strategies to address these needs. Respondents will discuss the commissioned paper’s analysis and recommendations in light of their own work as a recipient or developer of training programs for social marketing.

Main speaker/author of commissioned paper: Diana Cassady, DrPH, and Jennifer Culp, MPH, RD, UC Davis
Respondent: Amy Beckstrom, Hawthorne School
Respondent: Carol Bryant, PhD, Associate Professor, Univ. of South Florida
Questions and discussion (20 minutes)

11:00-12:00  Incorporating Social Marketing into Current Public Health Initiatives
Funders of social marketing programs present a rationale for using social marketing to promote physical activity and nutrition, and review their program objectives and evaluation strategies.

Marla Hollander, Robert Wood Johnson Foundation
Susan Foerster, California Nutrition Network
Nicole Kerr, Centers for Disease Control
12:00-12:30  Group discussion

* commissioned papers