

# 2008 Online Social Marketing Conference Announcements

## Day Five End of Day Summary

03/17/08

Ruth Berg

Dear Conference Participants,

The past week has generated a lively and spirited discussion around the social marketing conference. With nearly 1,000 registrants from over 70 countries, we certainly have a wide variety of participants engaged in stimulating discussions from across the globe! The following are some highlights from today:

- A conversation on the use of new media continued in the behavior change communication panel. There appears to be a consensus among participants that mobile phone technology is begging to be tapped into, and that understanding and segmenting the new media is a critical need in social marketing.
- Presenters in the "What's New in Social Marketing" panel continued to respond to new questions about the mechanics of their programs, particularly to inquiries about the type of research used to inform their social marketing strategy.
- Seventy-two percent of people who responded to poll #1 agreed that social marketing programs have had a positive effect on increasing commercial sales of condoms and contraceptives in the developing world.
- Forty-one percent of people who responded to poll #2 consider sustainable behavior change the biggest challenge in achieving health impact.

Monday, March 17th is the final day of the conference. You will have access to all conference materials including: Panel 1, Panel 2, Panel 3, Expert Exchange Forum, Discussion Rooms and the Exhibit Hall. Please note that after Monday, the conference site will remain open for another 60 days! So please log on and continue your rich discussions with one another.

<http://www.icohere-presentations.com/Assist/PSP-On>

Thank you again for your participation!

Sincerely,

Ruth Berg

PSP- *One* Project Director

## End of Day Summary for Days Three and Four

03/14/08

Ruth Berg

Thank you, presenters and participants for another two great days of presentations and dialogue!

- Yesterday, we launched our second panel discussion focusing on behavior change communication. The discussion began with questions about harnessing mobile technology to reach specific audience segments, keeping the BRAVO framework strategic, and designing interventions with complementary components (quality

accreditation, innovative financing, and demand creation). Lessons were drawn about the importance of gaining credibility with all stakeholders, and insights were shared about program impact beyond the immediate intervention area.

- Panel three opened today, highlighting both new social marketing models and new products. There was an excellent general discussion of why different social marketing models might be needed for different products (such as zinc, fortified foods and point-of-use water treatment).
- The presentation of Depo-Provera in Uniject generated a lot of excitement, though there was concern about the potential policy barriers involved in introducing this method through non-clinical providers.
- In response to the presentation on the need to target married couples for HIV/AIDS programs in sub-Saharan Africa, respondents shared ideas on how to effectively target this group.
- Finally, there was a rich discussion following the presentation of the introduction of the Standard Days method of contraception, with emphasis on ensuring quality counseling among pharmacists, sustaining retailer interest and pricing.

We look forward to continued debate now that all the panels are available. If you have not posted a comment or question yet, be sure to do so tomorrow. We want to hear your point of view and learn about your experiences!

Sincerely,

Ruth Berg

PSP-*One* Project Director

### **What's New on Day Four?**

03/13/08

Ruth Berg

Day 4 - What's New?

Dear Conference Participants,

Today, March 13, you will have access to the following new items on the conference site:  
Panel 3 Presentations: What's New in Social Marketing for Health?

Note: You can listen to narrated presentations, or read presentations with notes if you do not have access to audio)

- Rochelle Rainey, Environmental Health Technical Advisor, USAID Global Health Bureau

Presentation title: Water, please! Lessons Learned from Social Marketing of Point-of-Use Drinking Water Treatment Products

- Steve Honeyman, Country Representative, PSI/Nepal

Presentation title: One Size Doesn't Fit All: Why Different Implementation Models are Needed for Different Social Marketing Health Interventions

- Claudia Velasquez, Senior Program Officer for Research and M&E, Institute for Reproductive Health, Georgetown University

Presentation title: Expanding Choice and Increasing Access Through Social Marketing: Offering the Standards Days Methods in Ecuador, Benin, and Democratic Republic of Congo

- Robert Porter, Senior Technical Advisor, Constella Futures

Margot Fahnestock, Project and Research Manager, Constella Futures  
Presentation title: Reassessing HIV Risk in Sub-Saharan Africa: Have We Been Targeting the Right Populations?

• James Shelton, Science Advisor, Bureau for Global Health, United States Agency for International Development (USAID)

Presentation title: Depo-Provera in Uniject: Perfect for Social Marketing

You will continue to have access to Panel 1, Panel 2, Expert Exchange Forum, Discussion Rooms, Exhibit Hall, Resource Center and the polls. Please continue to let us know if you experience any technical difficulties at [smconference08@abtassoc.com](mailto:smconference08@abtassoc.com)  
I look forward to another day of lively discussions!

Sincerely,

Ruth Berg

PSP- *One* Project Director

### **End of Day Summary for Day Two & Day Three Agenda**

03/12/08

Ruth Berg

Wrap-up and Wednesday Agenda

Dear Conference Participants,

Thanks to all for another series of thought provoking questions and for sharing your social marketing experiences and resources.

- Today, many new participants took the time to introduce themselves, reflecting the mix of practitioners, students, professors, donors, and health providers who have become key actors in advancing the field of social marketing in the developing world.
- Panel 1 presenters responded to questions related to market segmentation, ability to pay, and the impact of social marketing on the sales of commercial condoms. Other discussion highlights included the way mass media social marketing campaigns complement the efforts of pharmaceutical companies, and how to serve "hard to reach" populations, a pervasive challenge in the developing world.
- Several participants created their own discussion rooms and we hope you will continue to use this forum to engage your colleagues. Participants started debating three new topics, including the use of social marketing to "sell" health policy ideas, the challenge of building markets for the female condom, and whether social marketing is trapped in "time warp". The debate on "to pay or not to pay" (for ITNs) continues.

Starting tomorrow, Wednesday, March 12, you will have access to the following new items: (Note: You can listen to narrated presentations, or read presentations with notes if you do not have access to audio)

Panel 2 - Where is the "B" in BCC (Behavior Change Communication)?

• Lynda Bardfield, Associate Director, Strategic Behavioral Communication, Family Health International

Presentation title: "BRAVO" for BCC

• Andrew Miller, Director of Communications, PSI/Malawi

Jessica Greene, IPC Technical Advisor, AIDSMARK/PSI

Presentation title: Using Social Marketing Principles to Build a Credible "Brand" to Promote Behavior Change Among Young People in Malawi

• Anand Sinha, Chief of Party, PSP- *One* India/Abt Associates

Presentation title: Growing the Condom Market in North India: The Bindaas Bol Campaign

- Benjamin W. Bellows, Epidemiology Doctoral Candidate, University of California, Berkeley

Richard Lowe, Epidemiology Masters Candidate, University of California, Berkeley

Presentation title: Assessing the Impact of BCC Programs in an Output-based Aid Project Treating Sexually-transmitted Infections in Southwestern Uganda

- R. Craig Lefebvre, Chief Technical Officer, PSI

Presentation title: New Media and Marketing of Behavior Change

You will continue to have access to Panel 1, Expert Exchange Forum, Discussion Rooms, Exhibit Hall, Resource Center and the polls. Given that many of you are new to the online conference system, please let us know if you experience any technical difficulties at [smconference08@abtassoc.com](mailto:smconference08@abtassoc.com)

I look forward to another day of lively discussions!

Sincerely,

Ruth Berg

PSP-*One* Project Director

### **End of Day Summary for Day One**

03/10/08

Ruth Berg

Dear conference participants,

The first day of our online conference has come to a close with stimulating discussions and an impressive level of participation: we currently have over 700 registered participants from 70 countries and more than 300 organizations!

In addition to numerous NGOs and social marketing organizations from around the world, we are pleased to report representation from USAID, the German Bank for Reconstruction (KfW), the Department for International Development (DFID), the World Bank, the Interamerican Development Bank (IDB), some pharmaceutical companies, as well as a very strong showing from the Centers for Disease Control (CDC)!

Several important themes emerged today:

- In response to panel 1 presentations on the subject of public/private partnerships, participants posted questions and comments about the "whole market approach", and the mechanics of market segmentation strategy. Another discussion (in the Expert Exchange Forum) centered on the "bottom of the pyramid" approach, which professes tapping into low income consumers as a viable commercial strategy. There appeared to be some consensus that BOP is in fact, part of the social marketing portfolio and one of its most promising aspects.
- Also notable was a discussion on the use of vouchers to ensure that targeted populations obtain affordable and high quality products, with some speculation on their applicability for services, questions about their financial sustainability, and suggestions on using new technologies to improve on their effectiveness.
- We also have a debate going in the "discussion room" about whether insecticide treated nets should be free or not. Though this is not a new issue in social marketing, it is becoming more prevalent in the malaria prevention area as considerable resources go to

eradicating the disease across the developing world. We expect more input on this issue in the days to come!

Many participants were from organizations that are not active in developing countries, highlighting the curiosity among social marketers working in the US, Canada or Western Europe, for our peculiar "brand" of social marketing. Though these participants may be at times unfamiliar with some of the topics discussed, we hope to hear from them in the days to come. One of the goals of this conference is to trigger an exchange of ideas from practitioners operating in very different contexts. So please let your voice be heard and be assured that all your questions are important to us!

We acknowledge that participating in an online conference for the first time is a learning process, and some of you may not yet be comfortable posting questions and comments. We hope that you will engage in the next few days because what you think is important! Please let us know if you have experienced problems logging in, posting questions, downloading documents and presentations, and viewing all the posts in the conference. You can do so by sending an email to [smconference08@abtassoc.com](mailto:smconference08@abtassoc.com).

I would like to extend a special thanks to those who have generously shared their specific experiences and provided references and resources.

Enjoy the conference!

Sincerely,

Ruth Berg

PSP-One Project Director

## **How to Navigate and Post in the Conference Hall**

03/10/08

Conference Administrator

How to Post

The Conference Hall topics are laid out in a traditional online discussion format (like a ListServ), and there are a number of ways to ask questions and contribute.

Once inside a topic, note that the interface is programmed to show only the most recent posts by default. Therefore, to ensure that you see all of the presentation links and all follow-up questions and comments in each topic, follow these steps:

1. Once inside the topic you wish to view and contribute to, choose "All" from the dropdown menu at the top of the screen.

2. Press the "Go" button next to the menu.

To ask questions or contribute to the topic in general, click the Contribute button, which can be found either at the top right of the interface (in the blue bar), or at the bottom of the topic, below the last post (refer to illustration above).

To create a linked post that refers back to a specific post, instead click the number in the upper-left corner of that post (refer to illustration above).

Additionally, you can now contribute to discussion threads or create your own new discussion topic in the Discussion Room, also located in the Conference Hall. Just enter the Discussion Room and click on the "Discussion Room Instructions: How to Post" at the top of the page to learn how to create your own discussion topic and/or contribute to ongoing threads.

Please enjoy the Conference Hall - We encourage your participation!

**PSP-One social marketing conference is now open!**

03/10/08

Ruth Berg

Dear Conference Participants!

The PSP-One social marketing conference site is now open!

Starting today you will have access to the following items:

(Note: You can listen to narrated presentations, or read presentations with notes if you do not have access to audio)

A) Panel 1 Presentations: Public Private Partnerships: What Have We Learned?

Richard Burns, Team Leader, Ghana Sustainability Change Project/AED

Presentation title: Blue", Segmenting in the Oral Contraceptive Market in Ghana

Elizabeth Gardiner, CARISMA Team Leader, Options Consultancy Services

Presentation title: Building the Total Condom Market in the Caribbean

Ruth Massingill, Faculty, Sam Houston State University, Department of Mass Communication

Presentation title: Taking Taboo Topics Public: How Social Marketing Partnerships Combat HIV/AIDS in Mexico

Sanjeev Vyas, Program Manager, PSP-One India/Abt Associates

Presentation title: Catalyzing Partnerships through Category Campaigns

Maria Charito M. Magno, Senior Technical Director, PRISM/Philippines, Chemonics International

Presentation title: Partnering with a Manufacturer to Increase Contraceptive Security in the Philippines: Strategic Marketing of Marvelon 28

B) Expert Exchange Forum

Listen to or read pre-recorded interviews with experts from the field in social marketing:

Françoise Armand, Director of Social Marketing and Pharmaceutical Partnerships, PSP-One Project/Abt Associates

Phil Harvey, President, DKT International

R. Craig Lefebvre, Chief Technical Officer, Population Services International (PSI)

Don Levy, Chief of Party, PRISM/Philippines, Chemonics International

Bruce Mackay, South Asia Regional Director, HLSP

Reed Ramlow, Private Sector Program Director, Academy for Educational Development (AED)

C) Exhibit Floor

Access additional presentations submitted by social marketers from different countries in "pdf exhibit" fashion. The presentations are grouped under various areas of interest, such as social marketing models, research, and behavior change communication.

Please post questions/comments for presenters and other participants, and take advantage of this opportunity to engage over 600 participants from more than 60 countries!

We look forward to a lively online discussion!

Ruth Berg, PSP-One Project Director

**Upload Your Social Marketing Resources!**

02/25/08

Conference Administrator

PSP-One would like to feature resources related to social marketing. If you have any

papers, tools, multimedia resources, job postings, or CVs that you would like to make available to conference participants, please email them to [smconference08@abtassoc.com](mailto:smconference08@abtassoc.com) and they will be considered for posting by the e-conference committee. Approved materials will be uploaded to our Resource Center, which can be accessed from the sidebar on the left-hand side of the screen. Please reference the source of any materials submitted and please submit all text documents in PDF format. Thank You!

Expert Exchange Forum is NOW OPEN!

02/14/08

Doug Eisengrein

Expert Exchange Forum

Listen to or read interviews by experienced social marketing professionals, then post your comments and questions to the experts and engage in discussion with other attendees of the conference.

Go to Conference Hall, click on Expert Exchange Forum and read the directions...you are encouraged to participate!

Featured speakers include:

Françoise Armand, Director of Social Marketing and Pharmaceutical Partnerships,  
PSPOne

Project/Abt Associates

Bright Ekweremadu, Managing Director, Society for Family Health, Nigeria

Phil Harvey, President, DKT International

R. Craig Lefebvre, Chief Technical Officer, Population Services International

Don Levy, Chief of Party, PRISM/Philippines, Chemonics International

Bruce Mackay, South Asia Regional Director, HLSP

Reed Ramlow, Private Sector Program Director, Academy for Educational Development

### **First Time in the Site? Where to Begin!**

02/06/08

Doug Eisengrein

Start Here!

If this is your first time logging in, the following suggestions are good places to begin your virtual conference journey.

Click on the Conference Hall tab (on the left side), then follow the Introduce Yourself! link to meet and learn about your peers and the presenters, and share a bit about yourself with other conference participants, tell about your experience with social marketing, and why you are specifically interested in this conference.

After introducing yourself, click back on Conference Hall then enter the Expert Exchange Forum to listen to pre-recorded interviews and read exchanges from experienced social marketing professionals. Here, you can also contribute to an ongoing discussion about the Forum.

Important Note: If you do not see a series of "clickable images" (each image has a presenter's picture and professional title) below the introduction and instructions (Post #1) that launch each Forum interview:

Locate the drop-down menu at the upper center of the conference screen (next to the word "Show"), select "All" from the list, then press the Go button to the right. Scroll

down to now find the clickable images to launch each interview.

### **Additional Resources Available from PSP-One**

02/05/08

Neha Suchak

PSP-One

Click the graphic above to access the Private Sector Partnerships *One* Project (PSP-One) website for additional information and resources related to private sector health.

(<http://www.psp-one.com>)

### **What's Behind Each Navigation menu Button?**

01/30/08

Doug Eisengrein

Navigation Button

What's behind the menu buttons? Just click the related button on the Navigation Menu, located on the left of your screen to access these areas.

Conference Hall: This is the area where you can introduce yourself to other attendees, access all presentations including the Expert Exchange Forum and Panels (these open on specific days), and post questions and comments to the presenters and your peers

Announcements: Daily announcements, brief "how-to's" and important information about participating in the conference

Resource Center: Searchable library that contains speaker presentations, transcripts, and related conference documents

Participants: Searchable directory of all conference attendees and speakers. All names are linked to personal profiles

Help Desk: The area to ask questions and receive help from our conference support staff

My Settings: The area to update your profile and modify other personal site settings

### **Follow the BLUE STARS!**

11/16/06

Doug Eisengrein

Have you noticed the Blue Stars on the menus?

Have you figured out when and why they appear?

Hint: If you follow the Blue Stars, you will be led to posts you have not seen before.

### **"Search The Conference" for Topics & Colleagues**

11/16/06

Doug Eisengrein

You can now search the conference for topics of special interest and people who are working on projects along the same lines as your own.

Here's how:

(1) Click the Search Conference button in the left menu.

(2) Click the all button under the words Search Scope.

(3) Enter a keyword

(4) Click Search