



## PSP-One On-Line Social Marketing Conference

### Social Marketing for Health in the Developing World: What Have We Accomplished and What Does the Future Hold?

March 10-17, 2008

Pre-conference February 6	Registration Opens	
Pre-conference February 6	Welcome Remarks	<b>Ruth Berg</b> , Project Director, Private Sector Partnerships One (PSP-One) Project/Abt Associates
<b>Pre-conference Expert Exchange Forum NOW OPEN!</b>		
<p><i>In this forum, participants will be able to listen to or read pre-conference interviews by experienced social marketing professionals, and read postings exchanged between the panelists. The audience will also have the opportunity to ask questions and post comments during this Expert Exchange Forum. Featured speakers include:</i></p> <ul style="list-style-type: none"> <li>• <b>Françoise Armand</b>, Director of Social Marketing and Pharmaceutical Partnerships, PSP-One Project/Abt Associates</li> <li>• <b>Phil Harvey</b>, President, DKT International</li> <li>• <b>R. Craig Lefebvre</b>, Chief Technical Officer, Population Services International (PSI)</li> <li>• <b>Don Levy</b>, Chief of Party, PRISM/Philippines, Chemonics International</li> <li>• <b>Bruce Mackay</b>, South Asia Regional Director, HLSP</li> <li>• <b>Reed Ramlow</b>, Private Sector Program Director, Academy for Educational Development (AED)</li> </ul>		

<b>Panel I - Public-Private Partnerships: What Have We Learned?</b>		
March 10, 2008 Conference Site Opens!	<b>Richard Burns</b> , Team Leader, Ghana Sustainability Change Project/AED	“Blue,”: Segmenting in the Oral Contraceptive Market in Ghana
	<b>Elizabeth Gardiner</b> , CARISMA Team Leader, Options Consultancy Services	Building the Total Condom Market in the Caribbean
	<b>Ruth Massingill</b> , Faculty, Sam Houston State University, Department of Mass Communication	Taking Taboo Topics Public: How Social Marketing Partnerships Combat HIV/AIDS in Mexico
	<b>Sanjeev Vyas</b> , Program Manager, PSP-One India/Abt Associates	Catalyzing Partnerships Through Category Campaigns
	<b>Maria Charito M. Magno</b> , Senior Technical Director, PRISM/Philippines, Chemonics International	Partnering with a Manufacturer to Increase Contraceptive Security in the Philippines: Strategic Marketing of Marvelon 28
Questions/Comments		

### Panel 2 - Where is the “B” in BCC (Behavior Change Communication)?

March 12, 2008 Panel 2 Opens!	<b>Lynda Bardfield</b> , Associate Director, Strategic Behavioral Communication, Family Health International	“BRAVO” for BCC
	<b>Andrew Miller</b> , Director of Communications, PSI/Malawi <b>Jessica Greene</b> , IPC Technical Advisor, AIDSMARK/PSI	Using Social Marketing Principles to Build a Credible “Brand” to Promote Behavior Change Among Young People in Malawi
	<b>Anand Sinha</b> , Chief of Party, PSP-One India/Abt Associates	Growing the Condom Market in North India: The <i>Bindas Bol</i> Campaign
	<b>Benjamin W. Bellows</b> , Epidemiology Doctoral Candidate, University of California, Berkeley <b>Richard Lowe</b> , Epidemiology Masters Candidate, University of California, Berkeley	Assessing the Impact of BCC Programs in an Output-based Aid Project Treating Sexually-transmitted Infections in Southwestern Uganda
	<b>R. Craig Lefebvre</b> , Chief Technical Officer, PSI	New Media and Marketing of Behavior Change
Questions/Comments		

### Panel 3 - What’s New in Social Marketing for Health?

March 13, 2008 Panel 3 Opens!	<b>Rochelle Rainey</b> , Environmental Health Technical Advisor, USAID Global Health Bureau	Water, please! Lessons Learned from Social Marketing of Point-of-Use Drinking Water Treatment Products
	<b>Steve Honeyman</b> , Country Representative, PSI/Nepal	One Size Doesn’t Fit All: Why Different Implementation Models are Needed for Different Social Marketing Health Interventions
	<b>Claudia Velasquez</b> , Senior Program Officer for Research and M&E, Institute for Reproductive Health, Georgetown University	Expanding Choice and Increasing Access Through Social Marketing: Offering the Standards Days Methods in Ecuador, Benin, and Democratic Republic of Congo
	<b>Robert Porter</b> , Senior Technical Advisor, Constella Futures <b>Margot Fahnestock</b> , Project and Research Manager, Constella Futures	Reassessing HIV Risk in Sub-Saharan Africa: Have We Been Targeting the Right Populations?
	<b>James Shelton</b> , Science Advisor, Bureau for Global Health, United States Agency for International Development (USAID)	Depo-Provera in Uniject: Perfect for Social Marketing
Questions/Comments		

### Closing Remarks and Summary

March 17, 2008	Conference Summary	<b>Ruth Berg</b> , Project Director, PSP-One Project/Abt Associates
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