



NUI Galway  
OÉ Gaillimh



# CITIZEN AND COMMUNITY CHANGE

## 6<sup>th</sup> National Social Marketing Conference

NUI Galway  
April 16<sup>th</sup> 2014

Recognising empowered **Citizens and Communities** can bring about **Change** in the way we live and the environments we design, this 6th National Social Marketing Conference brings world renowned social marketing experts, **Professor Gerard Hastings**, UK and **Professor Rebekah Russell-Bennett**, Australia, together with researchers and leaders in behavioural change, in the public and voluntary sectors. The conference examines issues around change and the “mutually-reinforcing and integrated strategies and actions required to encourage, support, and enable people to make better choices for themselves and their families” (HI, 2014, p.24). Such participatory governance, indeed deliberative democratic innovation, talks to ‘whole-of-the-community’ and ‘whole-system-in-the-room’ processes to capture the diversity and distinctiveness of individuals and community stakeholders for inclusive problem solving, priority setting, decision making, strategic large-scale action and open collaborative policy making.

### KEYNOTE SPEAKERS

**Professor Gerard Hastings**, Professor at Stirling and the Open University and Professeur Associé at the École des Hautes Etudes en Santé Publique in Rennes. Gerard was awarded an OBE in 2009 for his services to healthcare.

**Professor Rebekah Russell-Bennett**, Professor of Marketing at the QUT Business School, Queensland University of Technology and Adjunct Professor of Marketing at NUI Galway. Rebekah has worked extensively with Australia Queensland Transport, Australian Breastfeeding Association, Australian Red Cross Blood Donation Service and Queensland Health.

### CONFERENCE CHAIRS

**Dr. Christine Domegan**,  
**Dr. Patricia McHugh** and  
**Dr. Sinead Duane**,  
Social Innovation and Policy cluster,  
Whitaker Institute, NUI Galway

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Aula Maxima, NUI Galway

TIME	SCHEDULE
8.30 - 9.15	<b>Registration and Coffee</b>
9.15 - 9.30	Conference Opening and Welcome Address <b>Professor Lokesh Joshi</b> , Vice-President for Research, NUI Galway
9.30 - 10.30	<b>Professor Gerard Hastings</b> <i>Moving Beyond Behaviour Change</i>
10.30 - 11.00	Tea & Coffee
11.00 - 12.00	<b>Professor Rebekah Russell-Bennett</b> <i>Transforming People's Lives with Apps and Texting Interventions</i>
12.00 - 12.45	Q and A with <b>Professors Hastings and Russell-Bennett</b>
12.45 - 2.00	<b>Light Networking Lunch</b>
2.00 - 3.10	<b>Professor Aidan O Driscoll</b> , DIT & <b>Dr. Marius Claudy</b> , UCD, <i>Understanding the Underutilisation of Urban Bicycle Commuting. Implications for Public Policy and Social Marketing</i> <b>Dr. Desmond Cawley &amp; Julinawati Suanda</b> , AIT, <i>Malay Women's experiences of accessing cervical screening services in Malaysia; do health marketing strategies help?</i> <b>Dr. Pádraig Mac Neela &amp; John McCaffrey</b> , NUIG, <i>Attitudes towards non-drinkers, protective behavioural strategies, Alcohol related harm: Potential for Behaviour Change Campaigns</i>
3.10 - 3.30	<b>Tea and Coffee</b>
3.30 - 4.40	<b>Pat Kenny</b> , DIT, <i>Alcohol marketing: How and When it influences student drinking</i> <b>Dr. Sinead Duane</b> , NUIG, <i>A wicked problem and a SIMPlE intervention</i> <b>Matthew Wood</b> , Brighton University, <i>Building Community Cohesion and Trust in South and East London through Effective Conversations</i>
4.40 - 5.15	Q and A with Panel and Closing Plenary

Past conference evaluations 2013

"Great Speaker"

"Very Informative"

"Invaluable"

"Super information, ideas, examples and experience sharing"

## REGISTRATION AND FEES

**Early bird fee, before April 1st 2014, €99** per person to include refreshments, light lunch and conference materials.

**Conference fee, after April 1st 2014, €120** per person to include refreshments, light lunch and conference materials.

For further information, schedule and online booking, please visit [www.conference.ie](http://www.conference.ie) and follow the link to Citizen and Community Change 6th National Social Marketing Conference 2014.

