Although it is already March, Happy New Year and welcome to the first issue of the AASM Newsletter for 2014. Recently, I came across a video of a woman named LaKeisha on YouTube. At the start of the video, she tells us that she has low self-esteem and is suffering from depression due to being overweight. She looks and sounds sad but she makes a commitment to go to the gym for the next 100 days and documents her progress. In the video, we see her walking on a treadmill, doing squats, and lifting weights over the course of 100 days.

Slowly, she starts smiling in her video. She sounds happier. At one point, she is putting on some lip gloss. When she tells us that she is 2 pounds away from being out of the “300 club” she sounds excited (and makes it under 300 pounds). While it is always great to see people take control of their lives, what I found most heartening to witness was her emotional and mental transformation.

LaKeisha is part of a movement called Give it 100, which encourages everyday people to practice something for 100 days. This is an interesting concept, especially for those interested in creating positive habits.

As a social marketer, of course, I am interested in people engaging in positive change. I am even more interested in the people who sustain this change, given that in many circumstances, maintenance is such a challenge for many of us in many activities. How many of us have already abandoned the challenges and resolutions we set for ourselves, two months ago at the start of the new year?

The idea that it takes 21 days to create a habit is a myth. Research in the European Journal of Social Psychology has found that it takes on average 66 days of daily repetition of a behaviour in a consistent context before automaticity (i.e. habit) is achieved. Tom Bartow, a prominent business coach has identified three phases of habit formation, including the honeymoon, the fight through, and second nature. It is during the fight through that our struggles start to set in and many abandon their resolutions.

Knowing that behaviour change and maintenance is fraught with difficulty, I wanted to engage in an experiment to understand firsthand what it is like to push through those struggles and create a positive habit. Having hated running since childhood, I settled on a running challenge.

I decided that I was going to run 1,000 kilometres in 2014, which averages 20 kilometres a week. I think most years in my life, I wouldn’t have run 20 kilometres, let alone run that distance in one week. But I am determined to try.

As social marketers, having an understanding of the barriers and challenges experienced by the people we are trying to help, will surely make us better champions of social change. Sometimes, in addition to asking them about their experiences in surveys or interviews, or through observations, we should try to live the experiences of those we claim to want to help.

So far, I’ve already experienced my honeymoon and at least three fight throughs, and while I am on track, I’m not sure if I’ve reached second nature just yet. If you’d like to follow my progress, follow me on Twitter @Dr_NadZ or through the hashtag #DrZs1000kms. In the meantime, if you have any questions, comments, or if you would like to send through any contributions to our newsletter or be featured in either our “Social Marketer in Focus” or “Social Marketing Programme” sections, please contact nadiaz@uow.edu.au

Follow us on Twitter @AASM_Aus

1 See LaKeisha’s video at http://youtu.be/15FkshLcNLQ
The latest issue of the Journal of Social Marketing Volume 4, Issue 1 2014 is now available. All members of the AASM receive complimentary access to the Journal of Social Marketing (individual subscription costs $679).

**Journal of Social Marketing Volume 4 Issue 1 2014**

- **Gender and message appeal: their influence in a pro-environmental social advertising context**
  Gary Noble, Alan Pomering, Lester W. Johnson

- **Financing social marketing programs through sponsorship: implications for evaluation**
  Judith Madill, Norm O’Reilly, Josh Nadeau

- **In the mood for [the right kind of] social marketing communication: How congruity between consumer mood and message framing influences intentions to recycle**
  George Anghelcev, Sela Sar

- **Anti-child-abuse ads: believability and willingness-to-act**
  Michael Hyman, Haseeb Shabbir, Simos Chari, Aikaterini Oikonomou

- **Reflections on a decade in social marketing**
  Andrew McAuley

**Journal of Social Marketing Award for Impact**

The Australian Association of Social Marketing (AASM) has initiated a new award for the article published in the Journal of Social Marketing that is deemed by the AASM committee to have the most impact on the discipline of social marketing.

We are very pleased to offer our congratulations to Matthew Wood of Brighton University, UK as the inaugural winner of this award for the article “Marketing Social Marketing” published in Volume 2, Issue 2 2012 of The Journal of Social Marketing.

The criteria for the award are:
1. Be in the top 3 downloaded articles of the journal
2. Be published in the previous two years (2012 or 2013)
3. Make a broad contribution to social marketing as a discipline
4. Must be relevant to Australians

In 2012 the journal received 11,097 downloads and in 2013 received 10,575 downloads. Also, the Australian Business Deans’ Council recently released their 2013 Journal Quality List, ranking the journal as a B-level journal. These milestones make this new journal an up and coming publication.

**“Best of Social Marketing 2013” in socialmarketing.blogs.com**

Professor Craig Lefebvre of the social marketing blog, On Social Marketing and Social Change, recently posted a list of 13 journal articles from 2013 that made important contributions to social marketing in key areas. These articles were selected as part of a 6 volume series on Social Marketing that included the best writing in social marketing over the past 40 years.

Articles from a number of Australian-based social marketing researchers, including AASM members were included in the list:

- Julia Cairns & Sharyn Rundle-Thiele (Griffith University)
- Uwana Evers, Sandra Jones & Peter Caputi (University of Wollongong)
- Colleen Glasson, Kathy Chapman, Tamara Wilson, Kristi Gander, Clare Hughes, Nayerra Hudson (Cancer Council New South Wales) & Erica James (University of Newcastle)
- Nadia Zainuddin (University of Wollongong), Rebekah Russell-Bennett (Queensland University of Technology) & Josephine Previte (University of Queensland)
- Joshua Newton, Fiona Newton, Michael Ewing (Monash University) & Tahir Turk (Communication Partners International, Springfield Australia)

To see the full list of articles, read Craig’s blog at http://socialmarketing.blogs.com
What’s new at AASM?

As we start 2014, there have been some changes to the AASM Management Committee. We say farewell to Charissa Feng, Olaf Werder, and Jo Williams and welcome Cheryl Leo (Murdoch University) as our new Secretary, Lynne Eagle (James Cook University and former Co-director of the Bristol Centre for Social Marketing) and Luke van der Beeke (Marketing for Change and former GM of the UK National Social Marketing Centre).

We will also be saying farewell to our Treasurer Roger Lam and are currently seeking somebody to fill in this role – if you are interested in joining the committee as Treasurer please email our President at rebekah.bennett@qut.edu.au

International Social Marketing Conference 2014

This year’s event focus is on the 2014 International Social Marketing Conference being held at the lovely Mornington Peninsula in Victoria. Hosted by Monash University, this prestigious conference features Key Note speakers and Workshop presenters who represent highly regarded academics, researchers and marketing practitioners who actively work in the Social Marketing space including:

- David Paterson (Chief Innovation Officer of World Vision)
- Professor Simone Pettigrew (Distinguished Research Professor, Curtin University)
- Jeff Jordan (President & Executive Creative Director, Rescue Social Change Group)
- Joan Young (CEO, Colmar Brunton)
- Tom Carroll (Director, Carroll Communications)
- Professor Rob Donovan (Professor of Social Marketing, Curtin University)

The closing date for submissions of Academic Papers and/or Practitioner Cases is Friday 14 March 2014. A copy of the Submission Guidelines; an example of an Academic Paper/Practitioner Case and Submission template can be downloaded from the conference website at http://www.aasm.org.au/international-social-marketing-conference-2014/

AASM VIEWPOINT

The current AASM Viewpoint “Selling the Punt” is by Dr Ross Gordon and is available for access to members of the AASM on the members section of the association website and will also be available as a compiled booklet complete with editorial on the hot topics and issues in social marketing for that year. The annual booklet will have an ISSN number and will be available for purchase electronically from the AASM website. If you would like to contribute to Viewpoint, please contact Viewpoint Editor Dr Ross Gordon at rgordon@uow.edu.au

PUBLISHING OPPORTUNITY?

Professor Jeff French and Dr Ross Gordon have been commissioned by SAGE to develop a Social Marketing book that is focused on applying Social Marketing principles to influence organisational strategy and social policy. This will be the first book on Social Marketing that focuses on upstream social policy and how Social Marketing can enhance the social policy making process, social intervention design, and evaluation. We are looking for case studies that we can use in the book. If your project or programme has been instrumental in enhancing or informing a wider social intervention, or if you have used Social Marketing principles to enhance the delivery of a bigger social programme and/or strategy, please get in touch. We want to include in the book as many examples as possible so we encourage you to contact us if you have a suitable case study. For further information or to discuss the possible contribution of your project please contact Professor Jeff French: jeff.french@strategic-social-marketing.org or Dr Ross Gordon: rgordon@uow.edu.au
Violent Behaviour in Young People

Why do young people behave violently?
In recent times we have all read stories about ‘one punch can kill’, children stabbing schoolmates or parents being assaulted by their teenagers. Policymakers seek to reduce these incidences, however developing a strategy and tactics are not always easy nor effective. The Ontario government turned to the literature to answer the question of why; Why did this crime occur? What motivated the offenders to engage in this type of behaviour? Can one theory or explanation account for all of these incidents? Or can violence be caused by multiple factors? The results of this review are found in this online report which outlines different theoretical perspectives on the problem.


Get Healthy NSW

The NSW government has invested A$186m into a Get Healthy programme that provides a free telephone coaching service to connect residents to various health and wellness professionals who can help develop a customised health programme for callers. The aim of this free NSW Health service aims to facilitate individuals motivated to make healthy changes to their lives by providing the tools, resources, and support to help individuals reach their goals.

Qualified health coaches involved in the programme include psychologists, nurses, dieticians, exercise physiologists, and other types of service providers. The programme currently targets adults 18 years and over in NSW, ACT, and Tasmania who are at risk of chronic disease due to having risk factors such as not meeting healthy eating guidelines, inadequate physical activity, or being overweight. The Get Healthy Service is run by Healthways Australia. See http://www.gethealthynsw.com.au

UK Obesity Crisis

Underestimation

The BBC recently reported that estimates that half the UK population will be obese by 2050 are an underestimation. Experts agree that a programme targeted at all levels towards all stakeholders is necessary. Professor David Haslam, Chairman of the National Obesity Forum has said that proactive engagement by healthcare professionals, and more support and signposting to services are required.

Professor Kevin Fenton, director of health and wellbeing at Public Health England says that action is required at the national, local, family, and individual level, suggesting that upstream, mid-stream, and downstream social marketing efforts are required in an integrated programme. Tim Fry from the National Obesity Forum has also indicated that foods needed to be “reformulated” and that while his suggestion does not take away from individual responsibility, he notes that individuals can only buy foods that are available to them.

Indeed, it appears that an integrated social marketing programme targeted at all stakeholders at all levels of society is required to tackle the problem.

Read the full article at: http://www.bbc.co.uk/news/health-25708278
Call for Papers Submission
Social Marketing Advances in Research and Theory (SMART) Conference
October 17-19, 2014
Chateau Lake Louise, Canada

Hosted by the Centre for Socially Responsible Marketing at the University of Lethbridge

The Center for Socially Responsible Marketing at the University of Lethbridge will be hosting their fourth “Social Marketing Advances in Research and Theory” (SMART) conference. The conference will provide a forum for presenting and discussing high quality theoretical and empirical social marketing and non-profit research, as well as an opportunity to network with other scholars working in social and nonprofit marketing.

The SMART conference will be held October 17th – 19th, 2014 at the Chateau Lake Louise, in Banff National Park, Canada (http://www.fairmont.com/lake-louise/).

We have arranged an amazing $189 a night rate. The registration rate is $500 and includes all meals on Saturday (breakfast, breaks, lunch, and keynote dinner).

Original manuscripts and special topic sessions are sought for presentation at the conference. In an effort to accommodate all high quality manuscripts, there is no specific social marketing theme. In addition to social marketing manuscripts, nonprofit and corporate social responsibility manuscripts are also welcome. All manuscripts will be blind peer reviewed.

Submission deadline is May 1, 2014. Submit all documents electronically to michael.basil@uleth.ca.

Notification of acceptance will be made no later than July 1, 2014. You will receive electronic confirmation of your submission within one week. If you do not receive confirmation please email michael.basil@uleth.ca or send a fax to (403) 329-2038 attn: Mike Basil.

Manuscripts in their final stages should be submitted as competitive papers. Manuscripts representing work that is still in formative stages should be submitted as working papers. Abstracts (5 pages) will be considered, however, a full-length version of the paper is preferred for review. Papers should not exceed 20, double spaced pages, including text, references, figures and tables. The first page of the manuscript should begin with the title only. Author names should not be included in any part of the paper except the title page.

Special topic session proposals should be no more than six pages. Include a description of the intended session format, a summary of the intended session content and a rationale for inclusion of the session at the SMART conference.

Authors of competitive papers will give 20 minute presentations of their work. Authors of working papers will provide five minute presentations to pique audience interest, which will then be followed by poster sessions to allow for in-depth discussions. Special topic sessions will be 1 ½ hours long.

Continued
Manuscript submissions should adhere to the following format:

First Page
1. Title of manuscript or special topic session
2. Authors'/participants' names, affiliations, and positions (author/participant identification does not appear again).
3. Primary contact person with full name, title, address, telephone, fax, and email information.
4. Type of submission (competitive paper, working paper, or special topic session).
5. Please indicate your willingness to serve as a reviewer. Reviewers will receive no more than three papers (probably one or two), and will have at least one month for review.

Second page
1. Title of manuscript or special topic session
2. Up to 150 word abstract
3. Keywords

Third page
Begin body of manuscript or special topic session proposal

The Centre for Socially Responsible Marketing at the University of Lethbridge seeks to create and disseminate research in the areas of social marketing, nonprofit marketing, and social responsibility. For more information see our website at: http://www.uleth.ca/man/research/centres/csrm/

JOURNAL OF BUSINESS RESEARCH


This special issue is to advance theory and evidence relating business strategies and problem behaviours regarding alcohol drinking (D), gambling (G), or smoking (S). The focus of the papers can relate to business and marketing strategies, government policy-makers, or consumer behaviour. Problem DGS relates to compulsive consumption. Compulsive consumption is an abnormal form of spending/consuming in which the afflicted consumer has an overpowering, uncontrollable, chronic, and repetitive urge to spend and consume. Compulsive consumption characteristically functions as a means of alleviating negative feelings of stress and anxiety. As opposed to impulsive buying, where a consumer makes an unplanned purchase (usually of a relatively inexpensive nature), compulsive consumption typically leads to severe negative consequences, particularly serious financial debt, and at the extreme point where the process of spending and consuming becomes addictive, severely disrupts the consumer's daily life. In the academic community, researchers discuss compulsive consumption-related typologies and etiology from biological, psychological or sociological perspectives. A review of literature directs attention to the role of marketing in compulsive consumption. Hence, JBR is issuing a call for papers, with the goal of advancing theory and knowledge on linking marketing, management, and DGS related compulsive consumption behaviours.

TOPICS
Submissions should be empirical in nature, approached from marketing and business management perspectives. A variety of empirical approaches are acceptable (e.g., ethnographic, survey, experimental or archival research). Suggested topics for compulsive consumption behaviours include, but are not limited to:

- Environmental and situational factors that may drive DGS compulsive consumption
- General marketing strategies
- The role of marketing mix
- The role of promotion mix
- The role of customer – contact employees
- Integrated marketing communications
- Consumer decision making process
- De-marketing
- Social marketing
- Meta-analysis relating to DGS compulsive consumption
- Demographic typology
- Psychological and behavioural typologies

SUBMISSIONS
Send your submission to both guest editors by the deadline in an MS WORD file attachment with a statement in a separate page that addresses what is unique and valuable in the paper. All manuscripts submitted must apply JBR editorial guidelines, must not have been published, accepted for publication, or be currently under consideration elsewhere. Manuscripts should be between 4000 and 8000 words in length (excluding tables and figures). Please direct any further inquiries to the guest editors.

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On Thursday, 20th February 2014, the AASM Perth Hub was launched with a networking function at the Royal on the Waterfront in East Perth, WA. Hosted by Perth Hub Lead Luke van der Beeke from Marketing for Change and Cheryl Leo from Murdoch University, the event saw 22 attendees from government, industry, as well as academia.

Academic researchers from University of Western Australia, Curtin University, and Murdoch University were in attendance including Professor Rob Donovan, Professor Jill Sweeney, Professor John Gountas, and Dr Robyn Ouschan. The event was also well-supported by those working in government and industry, including Kevin Luten & Nahum Hendricks from Behaviour Design Works, as well as Denise Sullivan & Jo Woods from the Department of Health, Western Australia.

Attendees shared stories about their work and various experiences in social marketing over a cold drink and finger foods on a relaxed and balmy Perth afternoon. If you are interested in attending more Perth events in the future or have suggestions for events you would like to see in WA, please contact Luke at luke@marketingforchange.com.au.

Social Marketers on Twitter

Jeff French @JeffFrenchSSM Mar 1
How to develop better social programmes
http://www.youtube.com/playlist?list=PL2lET6l7Fo5xkN9qN7yvN-Mjq6VaGC37

Christie @Christie_WA Mar 4
Drinkwise’s new ad, How to Drink Properly
http://www.youtube.com/watch?v=WBnpXi4-8WY&feature=youtu.be via @youtube Does it make you want to #drinkresponsibly? #behaviourchange

Dr Nadia Zainuddin @Dr_NadZ Mar 4
Australia gets a few mentions in most contagious behaviour change campaigns in 2013
http://www.mostcontagious.com/2013/section.html?behaivour_change

craig lefebvre @chiefmaven Feb 23
it’s been 6 ½ years since the publication of the #socialMarketing manifesto. Have you caught up yet?
http://socialmarketing-blogs.com/r_craig_lefebvre_social/200711/the-new-social-.html