

1. Preface by Giuseppe Fattori

The book contains a collection of the best projects presented at the "Social Marketing for One Health" competition launched by the Italian Social Marketing Association to celebrate 20 years of activity.

In these 20 years we have gone from the presence of Social Marketing (MS) in the programming of the "Health Plans " of a few regions to the current National Prevention Plan (PNP) which provides Social Marketing programs in all regions of Italy with the One Health vision.

In particular, the PNP:

- considers health as a result of the harmonious and sustainable development of man, nature, and the environment;
- promotes a gender-responsive approach to improve the appropriateness and equity of interventions;
- considers the fight against social inequalities as a priority;
- guarantees fairness in every action of the plan;
- foresees the adoption of Health Equity Audit in Regional Plans.

Community **participation**, **empowerment** and **fairness** are the key words of the approach by setting.

Human, animal, and environmental health (**One Health**) are closely connected, and social marketing is one of the strongest levers to bring about behavioral change.

This is a big step forward in line with the growth of the European Association of Social Marketing (ESMA) and International Marketing (ISMA).

Who decides what social good is and how are the decisions made?

The National Prevention Plan addresses one of the central themes of our societies: how to identify priorities and, above all, what method to adopt to decide what "social good" is and who the decision maker is.

European states come from different political, cultural, and socio-economic traditions and have created welfare systems that differ from country to country. The two main models, Bismark and Beveridge, are characterized by who finances the system and by the role of the regions and municipalities, i.e. the division of responsibilities for legislation, programming, and implementation.

The Bismarck model is based on the insurance principle that guarantees health coverage based on contributions paid. In this case, it is the compulsory contributions paid by employers and employees that finance the entire social and health system.

The other model, Beveridge, is a universalistic system; ensures universal coverage for citizens, respecting the right to guarantee a good state of health for the entire population. Good examples of this system have been Great Britain and Italy.

Within a universalistic perspective, to pursue social good, the PNP 2020/2025 uses social marketing among the levers for change and as a tool to achieve the objectives that the community has established. The Plan is financed and has a system of indicators to verify its development over time.

Social Marketing then leaves the academic world to enter into the multi-year national programming. It meets with professionals to work on health and the environment with the aim to overcome the isolated and episodic interventions that characterized the discipline in the initial stages and that have constituted its limit until today.

The "Social Marketing for One Health" competition aims to deepen these issues and introduce a new generation of Social Marketers.

Poster tracks

The themes proposed to the participants are inspired by the World Social Marketing Conference (WSMC) and adapted to the competition:

1. Promote global and local health and reduce the impact of diseases through influence on behaviors.

Research, implementation and evaluation of non-communicable and communicable diseases. Action at policy, strategy and implementation level of the operational programme in both developed and developing contexts.

2. Addressing and combating disinformation and misinformation.

Interventions, research and strategies to address growing misinformation. Computer literacy, media regulation and online safeguarding.

3. Use of citizen-centred design, participatory design, actor involvement and co-creation.

Insight and involvement of citizens in the implementation and evaluation of social marketing interventions. The use of design thinking, co-creation and prototyping in social marketing. Intercultural issues. Individual, group, community and/or organizational well-being. Non-mainstream communities and underdeveloped, developing and non-first-world societies intervention and research programs.

4. COVID-19, lessons learned and future challenges.

Presentations focused on sharing learning from the experience of the pandemic, new approaches, new theories and evaluation studies.

5. Mental health and well-being.

Research and interventions aimed at promoting positive mental health, addressing mental illness, stigmatization, promoting community well-being, developing social capital, resilience and tolerance in the community.

6. Reducing crime, tackling domestic violence, trafficking in human beings, promoting security and social cohesion.

Action on understanding and combating crime and other forms of antisocial behaviour. Promotion of safety and accident prevention, safer communities and social cohesion. National security, the fight against radicalisation, human trafficking, migration and deportation of refugees.

7. Promoting equality and reducing inequalities.

Including gender, race, disability, equity of sexual orientation. Poverty reduction, action to promote community empowerment and rural development.

8. Global climate change, environmental protection, overconsumption and sustainability. Environment and health.

Prevention and problem solving, research and implementation of programs, sustainable consumption, agriculture and fisheries. Environmental protection, species protection and ecological campaigns. Links between environment, consumption, consumer behaviour and health.

9. Digital and technological impact on social behaviour. New platforms and techniques.

Impact of new technologies on human behavior. The use of technology, social media and other forms of digital/online community Technology applied to problem solving and collective action to address social issues.

10. Reduce the impact of addiction, including substances, alcohol abuse, tobacco and gambling.

Prevention, treatment detection and harm reduction programs. Research and evaluations between sectors, regions, cultures and level of economic development.

11. Interdisciplinary and cross-sectoral action to influence behaviours for social good. Interdisciplinary, cross-sectoral partnerships and coalitions. Strategies to reduce social problems and promote sustainable intervention programs. Partnership management, stakeholder involvement and evaluation. Integration of skills.

12. Advanced theory, research in social marketing and behavioral influence.

Innovation, new methods of theoretical thinking/research methods and approaches in social marketing theory. Looking at why social marketing sometimes fails. Learn from other industries and disciplines.

13. Use systemic thinking to solve complex social problems and influence social policy. Systemic approaches to theory and research focused on systems analysis and the development of a systemic critical response to complex societal challenges . Policy integration and upstream social marketing. Transformative service delivery, midstream social marketing.

14. Critical social marketing.

Critical social marketing examines the impact of commercial and business marketing on society and/or critically analyzes the theories, concepts, discourses, and practices of social marketing, to generate criticism, conflict, and change that facilitates social good. This track encourages proposals that engage with critical theory and critical approaches to examine the impact of commercial marketing and institutions on society (e.g., alcohol/tobacco/food/neoliberalism); and encourages work that

promotes critical debate and reflexivity in social marketing such as critiques of current social marketing principles and practices.

Honorary Committee

The members of the honorary committee, in addition to being among the greatest interpreters of social marketing in the world, have inspired and supported us in recent years: Philip Kotler, Jeff French and François Lagarde.

Honorary Committee



*Philip Kotler
Professor Emeritus of
Marketing*



*Jeff French
Brighton University*



*François Lagarde
University of Montreal*

The jury

Professionals from different disciplines who have been collaborating with the Italian Social Marketing Association and who have believed in us were invited to be part of the jury:

Sabina Cedri Istituto Superiore di Sanità, Valeria Rappini Università Bocconi Milano, Roberto D'Elia Ministero della Salute, Gea Ducci Università Carlo Bò Urbino, Nicola Pinelli Direttore FIASO, Anna M. Murante Scuola Superiore Sant'Anna Pisa, Sandro Spinsanti Medical Humanities, Stefania Bazzo Associazione AIDEFAD, Nadina Luca Chair of ESMA, Salvatore Cacciola Rete Fattorie Sociali Sicilia, Agostino Di Ciaula International Society of Doctors for the Environment (ISDE), Sergio Cherubini University of Rome Tor Vergata.

President of the jury Giuseppe Fattori ESMA Board, Chair of the National Representatives and Volunteers Committees.

Chairman



*Giuseppe Fattori
ESMA Board, Chair of
the Representatives and
Volunteers Committees*

Jury



*Sabina Cedri
Istituto Superiore di
Sanità*



*Valeria Rappini
Università Bocconi,
Milano*



*Roberto D'Elia
Ministero della Salute*



*Gea Ducci Università
Carlo Bò – Urbino*



*Nicola Pinelli
Direttore FIASO*



*Anna M. Murante Scuo-
la Sup Sant'Anna, Pisa*



*Sandro Spinsanti
Medical Humanities*



*Stefania Bazzo
Associazione AIDFAD*



*Nadina Luca Chair of
ESMA*



*Salvatore Cacciola
Rete Fattorie Sociali
Sicilia*



*Agostino Di Ciaula
Medici per l'ambiente
(ISDE)*



*Sergio Cherubini
Università di Roma Tor
Vergata*

The organizing secretariat

Since the first edition of the competition in 2004, the organizing secretariat has been coordinated with passion and rigor by Paola Cavazzuti.

The book opens with the introductions of the honorary committee, then one by one the 17 selected projects are presented with their posters and accompanying description.

In closing, the greetings of the Presidents of the Associations who sponsored the competition: Nadina Luca President of ESMA (European Social Marketing Association) and Roberto Romizi President of ISDE (International Society of Doctors for the Environment).

Happy reading!