

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, May 16, 2013
12 pm Pacific, 1 pm Mountain, 2 pm Central, 3 pm Eastern
Dial-in: 1-800-377-8846
Passcode: 43606000#

Attendance

Monica L. Baskin, PhD (Chair)
Kirsten K. Davison, PhD
Lorna Haughton McNeil, MPH, PhD
Tracey Ledoux, PhD, RD
Alicia Sukup (staff)

Regrets

Sasha A. Fleary, MS
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Sherri Sheinfeld Gorin, PhD

Minutes

Introductions

The newer members of the Council gave brief introductions. Dr. Baskin, Chair of the Membership Council, is an associate professor at the University of Alabama at Birmingham in the School of Medicine and psychologist focusing on behavioral weight interventions, minority health and health disparities. Dr. Ledoux is a registered dietitian at the University of Houston and focuses on health and human performance, obesity, obesity prevention, eating disorders, children and women. Dr. Haughton McNeil is an associate professor at the University of Texas MD Anderson Cancer Center, has her PhD in public health, and focuses on psychosocial and behavioral interventions to reduce the risk of cancer and obesity.

Dr. Baskin's Vision

Dr. Baskin's would like to maximize the potential of SBM, with goals of reducing disparities, focusing on public health, moving toward implementing and promoting health equality. A diverse membership is key, both in demographic and in discipline, to meet these goals. Dr. Haughton McNeill explained that she, as a public health scientist, was unaware of SBM until 2006 so she'd like to bring SBM to the attention of other public health researchers focusing on behavioral interventions. Dr. Ledoux explained that dietitians are also unaware of SBM. Dr. Baskin would like to grow our nurse cohort too. Dr. Dawn Wilson, President of SBM, and other SBM leaders have interest in policy and advocacy this year.

Come Back to Us Campaign

Ms. Sukup explained the purpose and procedure of the Come Back to Us Campaign. Every year a number of members don't renew their memberships by the time of the Annual Meeting. Some don't renew because they joined the previous year only to get the discounted registration to attend the meeting and present a poster or paper, others, simply because they have forgotten to renew or might be on the fence about renewing. Accordingly, each year the Membership Council members reach out to these non-renewers, inviting them to renew and reminding them of the many benefits associated with SBM membership. This outreach effort has yielded a return of about 4-9% each year. This outreach effort has been successful because rather than sending a mass email to all non-renewers at once, each non-renewer is contacted personally by a current SBM member who shares similarities with the non-renewer such as the same profession, specialty focus, SIG membership, geographic location, etc.

Dr. Baskin explained the importance of tailoring the message for students differently than for others. Students have the opportunity to meet leaders in the field, meet for interviews at the conference and gain long term benefits from belonging to SBM during their student years.

Other Ideas for Increasing Membership

The Membership Council came up with several ideas for increasing membership:

- Directly target schools of public health, nursing and medical, both students and faculty
- Target schools in the local area where the Annual Meeting will be held
- Make the Transitional Membership a two step process to decrease the jump between Student/Trainee membership (\$97) and Transitional membership (\$210)
- Engage new members:
 - Hold a special reception for new members
 - Pair a new member up with a current member

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- Hand out New Member ribbons to new members and ask long standing members to reach out to the new members at the conference by instructions in registration packets
- In sessions begin with a shout out to new members
- Have new members featured in a poster session, highlighted in some way, perhaps present in the opening poster session
- Scavenger hunt type activity where senior folks need to talk to ten new members and get a small gift for completing
- Hold a kick off event for the Annual Meeting outside of the hotel venue
- Send a letter to department chairs and ask them to share with faculty, highlight what we do for younger members and send with an updated SBM brochure; departments can include health behavior, health education, maternal and child health, epidemiology and nutrition among others.

Conference Calls

The Council decided to move the calls to every two months instead of every three months.

Next Call:

Date: Thursday, July 18, 2013

Time: 12 pm Pacific, 1 pm Mountain, 2 pm Central, 3 pm Eastern

Dial-in: 1-800-377-8846

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