



# SOCIETY OF BEHAVIORAL MEDICINE

## SIG Council Conference Call MINUTES

Tuesday, August 18, 2020

9 a.m. HT/12 p.m. PT/1 p.m. MT/2 p.m. CT/3 p.m. ET

Call in number: <https://bluejeans.com/358238410>

### In Attendance

Brian Gonzalez, PhD – *Chair*  
Kathi Heffner, PhD – *Aging*  
Jaime Hughes, PhD, MPH, MSW – *Aging*  
Elizabeth Orsega-Smith, PhD – *Aging*  
Danielle Jake-Schoffman, PhD – *BIT*  
Karen Syrjala, PhD – *Cancer*  
Melanie Bean, PhD – *CFH*  
Sabrina Ford, PhD – *CFH*  
Matthew Whited, PhD – *CVD*  
Allyson Hughes, PhD – *Diabetes*  
Nora Henrikson, PhD, MPH – *EBBM*  
Carrie Patnode, PhD – *EBBM*  
Shannon Christy, PhD – *HDM*  
Courtney L. Scherr, PhD – *HDM*  
Kassandra Alcaraz, PhD, MPH – *Health Equity*  
Tiffany Carson, PhD, MPH – *Health Equity*  
Megan J. Shen, PhD – *Health Equity*  
Kimberly Nelson, PhD, MPH – *HIV & Sexual Health*  
Cerissa Blaney, PhD – *IPC*

Tammy Stump, PhD – *MHBCM*  
Abby Fields, PhD – *MVH*  
Katherine Hall, PhD – *MVH*  
Angela Pfammatter, PhD – *OBBI*  
Andrea Graham, PhD – *OED*  
Rebecca Krukowski, PhD – *OED*  
Dori Pekmezi, PhD – *Physical Activity*  
Linda Trinh, PhD – *Physical Activity*  
Jessica Breland, PhD – *PHS*  
Eric Zhou, PhD – *Sleep*  
Terence Penn – *Student*  
Derek Hevel – *TTBCI*  
Em Adams, PhD – *Violence and Trauma*  
Alicia Dahl, PhD – *Women's Health*  
Veronica Njie-Carr, PhD – *Women's Health*  
Lisa T. Wigfall, PhD – *Women's Health*  
Dori Steinberg, PhD, MS, RD (guest)  
Rebecca Borzon (staff)  
Lindsay Bullock, CAE (staff)  
Andrew Schmidt (staff)

### Minutes

The June SIG Council call minutes were approved as written.

### SIG Renewal Outcomes Debrief

Dr. Gonzalez invited the council to continue its discussion about improving the renewal application and the review process, now that all SIGs had been notified of their renewal status.

Several council members suggested that the requirements for renewal and/or review guidelines be made clearer to the chairs before renewal applications are due. In addition, greater distinction could be drawn between the annual report and the SIG renewal application, to simplify the timeline for submitting both and to cut down on duplication of the details in each.

A possible alternative to the renewal process was proposed, during which SIGs would prepare and submit a strategic plan or "SIG agenda" that a review committee could evaluate and provide feedback on. SIGs would then have an opportunity to proactively address any concerns before a renewal deadline.

Chairs of the Child and Family Health SIG discussed the SIG action plan that was required as part of their renewal result this year, remarking that they found the exercise to be helpful in preparing the SIG's agenda for the upcoming year. A similar planning exercise and document, whether required or optional, could take the place of a renewal application in the future. Dr. Dahl noted that the Women's Health SIG conducted an agenda setting exercise on its own in previous years that was a helpful resource when preparing subsequent annual reports and renewal applications. The council was generally supportive of strategic planning exercises for SIGs, however a number of chairs recommended that such an

exercise replace the current renewal application rather than introducing additional required paperwork. Dr. Pfammatter enquired whether it would be possible to provide the chairs with examples of previous SIG strategic plans, survey templates, or other agenda-setting resources that SIGs could use to create their own strategic plans on an ad hoc basis. Several council members seconded the idea and suggested that the plans be informally reviewed when completed.

### **Healthy Living Series Update**

Ms. Borzon shared a newly-prepared report on web traffic to SBM's Healthy Living section with the council. Several public-facing articles submitted by the SIGs remain among the most-viewed pages on the entire SBM website, and site analytics show steady growth in both the number of clicks articles receive and the number of page visitors that read through articles fully. In recent months, new articles with a COVID-19 focus and older articles with relevance to the pandemic have been particularly popular.

Ms. Borzon further explained the various traffic channels that SBM tracks when analyzing the performance of public-facing articles, including organic search, social media, email links, and "paid" search results. In partnership with a Search Engine Optimization (SEO) consultant, SBM runs a series of keyword campaigns to promote individual articles and the Healthy Living section as a whole, and as a nonprofit organization, SBM is able to take advantage of a "Google Grants" program that includes promoted search results for Healthy Living articles at no cost.

Dr. Bean enquired about the submission timeline and review process for new articles, with Ms. Borzon noting that articles are accepted on a rolling basis and can be submitted without pre-approval. Upon submission, SBM staff and the aforementioned consultant will edit articles for clarity and SEO purposes and place them into the publication schedule with an eye toward releasing articles during the most relevant times of year and publishing similar articles alongside one another. The suggested edits will be returned to authors for approval, and a final publication date will be provided so authors are able to share their article as soon as it is posted.

Dr. Gonzalez added that there can be a delay between submission and publication but that a backlog of articles is intentional. The SEO consultant advised that consistently releasing 2-3 articles per month would result in stronger search rankings than initially releasing a large batch of articles followed by sporadic updates.

### **2021 Annual Meeting Abstract Submission**

The council welcomed Dr. Dori Steinberg, SBM Program Committee Chair, to share details about the 2021 SBM Annual Meeting abstract submission process.

Dr. Steinberg introduced some of the unique session types being planned for the upcoming virtual meeting, including the "Research Spotlight," which will be taking the place of poster presentations, and "Research Talks," which will similarly be replacing the traditional paper sessions with pre-recorded videos and live Q&A. Also new for 2021 are "Debate" sessions, which have been presented at a number of previous Annual Meetings but will now have their own dedicated session type. Returning sessions types are Pre-Conference Courses, which SIGs are once again being encouraged to develop, as well as symposia and panel discussions. In these sessions and in other events being planned by the Program Committee throughout the conference week, an emphasis will be placed on networking and providing opportunities for attendees to connect in a virtual environment.

Several chairs posed questions about SIG Business meetings and social events, with Dr. Steinberg clarifying that these proposals should also be submitted during the abstract period. Unlike the other Annual Meeting session types, "SIG/Council/Committee Session" proposals do not need to utilize a standardized abstract format, however they should still be submitted via a "non-scientific" abstract link that SBM staff will provide to the SIG Council.

Lastly, Dr. Steinberg noted that rapid communication abstracts would be also accepted later in the year.

### **Open Forum**

Dr. Gonzalez notified the council that his term as chair would be ending at the time of the 2021 Annual Meeting, and invited council members to reach out if they or a colleague they know would be interested in learning more about the role.

**Next meeting: October 20, 2020; 11 a.m. ET**