



# Outlook

A Quarterly Newsletter of the Society of Behavioral Medicine

Spring 2003

## President's Message

Linda C. Bauman, Ph.D., R.N., SBM President  
University of Wisconsin School of Nursing, Madison, Wisconsin



### The Strategic Direction of the Society of Behavioral Medicine (SBM)

As you read this newsletter, I am hoping that you are enjoying summer's change of pace. Summer offers an opportunity to enjoy one's pleasures—gardening, camping and hiking, attending outdoor concerts and festivals, vacationing on quiet

lakes—activities that rejuvenate and offset the frenetic pace of our professions. I trust that you will be able to partake in some fashion.

The SBM board of directors is implementing its strategic plan for 2003-2006. The plan was adopted as a measure to ensure the future of SBM as a vital, dynamic, and forward-thinking organization. The board identified three goals to be achieved by 2006: 1) energize SBM membership, 2) establish SBM as an advocacy organization, and 3) create and execute a capital campaign. I would like to comment on each of these goals and ask that you think about what is most important to you as an SBM member.

One of the greatest achievements of SBM has been the building and maintaining of a satisfied membership. SBM has accomplished this through nurturing relationships and cultivating networks among its members. One example is the annual SBM meeting, which offers a highly valued opportunity to meet with, listen to, debate with, and develop collegial relations with clinicians, researchers, and educators from a variety of disciplines and regions of the country and the world—all with an interest in behavioral approaches to address health and disease management. Evaluations of the 2003 annual meeting were outstanding as a forum for the exchange of new research and clinical data on the interactions of health and behavior. The program committee is carefully reviewing the many comments and suggestions for the 2004 meeting.

To quote McGinnis et al. (2002), SBM needs to “provide leadership that informs and motivates, policies that facilitate change, and science that moves the frontiers.” We need to enrich the diversity of the SBM membership by soliciting members from a range of disciplines, race/ethnicity backgrounds, and ages. One of SBM's strengths lies in its capacity to provide members, at early stages in their careers, an intellectual home from which their scientific endeavors can develop and flourish. To do this, we need to be responsive to the rapidly developing scientific and technological advances that will continue to affect behavioral research.

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### Issue Highlights...

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# Outlook

## President's Message (continued from page 1)

For SBM to develop as an advocacy organization, which is our second strategic goal, members first must define our role as advocate. We need to identify our skills and resources to target issues that are important to us. At first glance, one may envision advocacy in terms of political objectives such as influencing legislative policy and funding to increase NIH dollars for behavioral research. As this would require a presence in Washington, D.C., it is not feasible at this time. Advocacy needs to be envisioned in a broader context. We can effectively advocate on a more personal platform with respect to daily choices of diet; physical activity; sexual behavior; use of drugs, alcohol, and tobacco; and coping strategies that influence health. SBM can advocate for improving the evidence base for behavioral medicine. An Institute of Medicine report, titled *Promoting Health: Intervention Strategies from Social and Behavioral Research* (2000), documents clinical interventions for which there is solid empirical evidence about effectiveness in promoting and maintaining health. Great efforts have been made by SBM in this area under the leadership of Karina Davidson with the Evidence-based Behavioral Medicine Committee.

It is important that advocates strike a balance between being self-serving and altruistic. Advocacy involves promoting certain causes, such as the efforts over the past year for the World Health Organization to declare smoking a threat to world health. This advocacy strives to reduce health disparities and improve social justice. Special interest groups play a large part in changing health policy. However, there is differential support for public versus private control of lifestyle behaviors. A Harvard study recently reported that respondents demonstrated ambivalence (41%) in supporting a tax on junk food, yet nearly 59 percent supported restrictions

on ads pitching junk food to children, and 81 percent supported expanding public space for exercise.

The third strategic goal, to create and execute a capital campaign, is a project of the Development Committee, chaired by David Ahern. Funds from this effort will be used to support scholarships for career development, mentoring by senior scientists, and advocacy initiatives that emerge from special interest groups, supported by the knowledge and expertise of members and consistent with the mission and vision of SBM. You will hear more about this campaign over the next year.

Please contact me with your comments on SBM's strategic plan. I would like to encourage you to share with me the advocacy initiatives on which you think SBM should focus in the next three to five years. Send your e-mails to [ljbauman@wisc.edu](mailto:ljbauman@wisc.edu). Remember, the best directions will emerge from our members.

### References:

McGinnis, J.M., Williams-Russo, P., & Knickman, R. (2002). The case for more active policy attention to health promotion. *Health Affairs*, 21(2), 78-93.

Smedley, B., & Syme, S.L. (Eds.) (2000). *Promoting health: Intervention strategies from social and behavioral research*. Washington, DC: National Academies Press.

## Deadlines and Rates

To advertise in the Fall issue of *Outlook*, please supply ad copy to the SBM National Office. Copy may be emailed to Jessie Goedken at [jgoedken@reesgroupinc.com](mailto:jgoedken@reesgroupinc.com). The deadline for receipt of copy for inclusion in the Fall issue is August

Advertising is billed at a rate of \$10 per line, based on *Outlook's* final layout. Sample layout and preliminary bill will be forwarded to the advertiser prior to publication.

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Articles should be no longer than approximately 500 words, plus up to 10 references, and submitted to the Editor. Double-spaced papers should be submitted using APA or AMA writing style. Professional news is welcome at anytime via mail, phone, fax, or e-mail.

## Outlook on Life

Cheryl Albright, Ph.D., M.P.H.  
CRC, Honolulu, Hawaii

Editor's note: This column is a fun way our members can learn more about each other. The questions come from a TV show called "Inside the Actor's Studio", where actors are asked a set of questions that reveal components of their personality and "philosophy on life". Today's guest for this column is Linda C. Bauman, Ph.D., new President of SBM, and a Professor at the University of Wisconsin–Madison, School of Nursing.

<i>Outlook On Life</i>	Linda C. Bauman, Ph.D.
What is your favorite word?	<b>"Perhaps"—sounds a bit British and sophisticated.</b>
What is your least favorite word?	<b>Awesome, way overdone.</b>
What "turns you on" or excites you about the field of behavioral medicine?	<b>The fascinating mind-body connections.</b>
What turns you off/frustrates you about the field of behavioral medicine?	<b>The assumption that human behavior is rational.</b>
What sound or noise do you love?	<b>The sound of water lapping against the hull of a sailboat in 12 knot winds.</b>
What sound or noise do you hate?	<b>The sound of braking when the brakes pad have worn out.</b>
What was the most unusual job (outside of behavioral medicine/academia) have you ever had?	<b>I was a Good Humor Girl, driving an open cab ice cream truck throughout Detroit one summer.</b>
What profession, other than yours, would you like to attempt?	<b>I've always wanted to own a shoe store. I love shoes.</b>
What profession or job would you not like to participate in?	<b>Coal mining never appealed to me. Too dirty, too dangerous.</b>
If heaven exists, what would you like St. Peter to say when you arrive at the pearly gates?	<b>"You've been assigned to cloud number 9."</b>

## A Student's Perspective...

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## Call for Nominations

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### Editor-in-Chief Annals of Behavioral Medicine

The *Annals of Behavioral Medicine* is the official publication of the Society of Behavioral Medicine (SBM). Published bimonthly, the journal integrates biological, psychosocial, and behavioral factors and principles as they relate to health promotion, disease prevention, risk factor modification, disease progression, adjustment and adaptation to physical disorders, and rehabilitation. The primary goals are to advance knowledge of fundamental mechanisms and their translation into effective and efficient evidence-based applications to individuals, communities, populations, and policies. To achieve these goals, the journal publishes original empirical articles, substantive reviews, theoretical reviews, or reviews of methodological issues, and invited mini-series of interest to researchers, clinicians, students, and trainees in health professions. *Annals* is currently one of the most widely circulated and most visible scientific publications in the broad area of behavioral medicine.

*Nominees must be current members of SBM and have an established scientific track record and broad knowledge of the field of behavioral medicine. Nominees should have demonstrated experience with the editorial process such service as an editor or an associate editor for a journal similar to Annals. In addition to providing information about editorial experience, nominees should provide information regarding the types of institutional support available to them in managing an editorial office. The term for the current Editor-in Chief expires in December 2004.*

Both nominations by others and self-nominations are encouraged. Nominations should include a statement of interest from the candidate including a summary of past editorial and related experience, and a current CV. Send nominations by August 1, 2003 to: Editor Search Committee, Society of Behavioral Medicine, 7600 Terrace Avenue, Suite 203, Middleton, WI 53562 or [editorsearch@sbmweb.org](mailto:editorsearch@sbmweb.org)

## New SBM Fellows for 2003

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### **He's a Winner!**

At the recent Annual Meeting in Salt Lake City, we had a drawing for a free one-year membership in SBM. To qualify, attendees needed to turn in their evaluation form at the end of the meeting and place a business card in the drawing box. Paul A. Davis, PhD, from MeritCare Neuroscience in Fargo, North Dakota, was the recipient of this free membership.

Congratulations, Paul!

# *Outlook*

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## **SBM Achievement Award Winners 2003**

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## **Mark Your Calendars!**

25th Anniversary Meeting of the  
Society of Behavioral Medicine  
March 24-27, 2004  
Marriott Waterfront Hotel  
Baltimore, Maryland

Call for Papers Submission Deadline:  
September 12, 2003

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# Annual Meeting Review

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## **Spotlight on SIGs (Special Interest Groups)**

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## **CLASSIFIEDS**

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# Outlook

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