



Proven Science—Better Health Giving Campaign

Leadership Development | Science Communication | Policy Advocacy

SBM Has A Critical Mission

Forty-eight visionaries sat in a Chicago conference room 40 years ago and founded an organization dedicated to the budding field of behavioral medicine. These scientists and clinicians dreamed of reducing the time it took for research findings to improve real people's lives.¹ They were inspired to advance science by helping members learn from each other. And they longed to improve health by helping the general public learn from their members.²

The Society of Behavioral Medicine (SBM) has grown tremendously since then. We are the nation's leading group of multi-specialty experts, dedicated to improving health and quality of life through proven behavioral science. Our members are uniquely interdisciplinary, spanning the gamut of healthcare occupations, from psychologists and doctors, to nurses and epidemiologists, to nutritionists and exercise scientists. They prevent and treat diseases like cancer, diabetes, chronic pain, and cardiovascular disease. They reduce disease-causing behaviors like smoking, obesity, poor sleep, and inactivity. They also reduce health disparities, so everyone has a fair chance at a healthy life.

We Want to Do More

Our membership is now 2,500 strong. We've held 40 scientific conferences, published 62 journal volumes, and hosted more than 40 webinars—and that's just the hard data. We've helped countless members improve their research, hone their practice, find mentors, get jobs, secure funding, and become leaders. Yet our students are telling us they need more. They are short on funding and are missing out on critical research and learning opportunities.

SBM has released more than 35 health policy position statements, visited with 64 federal legislators' offices, and published 15 articles about how to be healthier. We issue 10 press releases a year about members' research. Yet our country's most daunting health challenges continue to have behavioral origins. More than half of U.S. adults suffer from a chronic disease.³ Preventable diseases continue to cause 70% of U.S. deaths⁴ and cost \$1.3 trillion in treatment and lost productivity every year.⁵ Members have told us they are tired of behavioral medicine being the "best kept secret" in healthcare.

We Want to Do Better

Through our members' extraordinary volunteerism and the restricted funding we get from membership fees and Annual Meeting registrations, we have been able to make modest investments in training and outreach. We are on the cusp of having important, large-scale impact. But to really get there, we need additional resources.



The SBM Board of Directors has launched the “Proven Science–Better Health Campaign” with three funds for donors to choose from:

- **Leadership Development Fund**
 - Reimbursing SBM Annual Meeting fees for student volunteers, so they can learn, network, and gain presentation experience
 - Providing research grants, travel grants, professional development grants, and innovative dissertation awards to students who show great promise and great financial need
 - Awarding travel funds to students who collaborate with an international mentor, gaining global experience
 - Awarding scholarships for diversity and leadership training programs, so members at all career stages can cultivate their skills
- **Science Communication Fund**
 - Strategically promoting members’ research to popular press journalists and the general public
 - Training members to do press interviews and write for the public
 - Publishing research-based health tips and using search engine and advertising strategies to make sure they’re read by the masses
 - Creating an SBM press database, building relationships with health journalists, and sending them more frequent press releases about members and their findings
- **Policy Advocacy Fund**
 - Strategically promoting members and their research to policymakers
 - Building relationships with policymakers and having a stronger presence on Capitol Hill, so our position statements get into the right hands and so public health laws are based on research
 - Continuously scanning the ever-crowded, ever-changing federal policy landscape to have maximum impact

We Need Your Help

Our goals are ambitious, but crucial. A healthier world is possible. A world that knows what behavioral medicine is and how valuable it is. A world that recognizes our individual members as esteemed experts. A world where members advance their careers and the field, and impact real lives.

Help us create that world. Without your help, students will gravitate toward other fields, behavioral medicine will remain a “best kept secret,” and lives will continue to be cut short by preventable diseases.

You can make a difference. You can create transformative change.

Donate online at www.sbm.org/support-sbm or by contacting SBM directly at info@sbm.org.

1. Agras, S. President’s Message. Behavioral Medicine Update. 1979 Feb;1(1): 3.
2. McCroskey, J., Follick, M. Editors’ Statement. Behavioral Medicine Update. 1979 Feb;1(1): 2.
3. Centers for Disease Control and Prevention. About Chronic Diseases. Available at <https://www.cdc.gov/chronicdisease/about/index.htm>. Accessed April 18, 2019.
4. Harvard T.H. Chan School of Public Health. The Nutrition Source. Disease Prevention. Available at <https://www.hsph.harvard.edu/nutritionsource/disease-prevention/>. Accessed April 18, 2019.
5. Milken Institute. Checkup Time: Chronic Disease and Wellness in America. Available at <https://assets1c.milkeninstitute.org/assets/Publication/ResearchReport/PDF/Checkup-Time-Chronic-Disease-and-Wellness-in-America.pdf>. Accessed April 18, 2019.

Why Now?

Students Are Struggling

“As an international student, I do not have access to federal sources of financial aid for graduate school. An estimated budget, including registration, accommodations, travel via plane and taxi, and meals, is a total of \$1,900, making financial assistance imperative for me to be able to attend the SBM Annual Conference.”



- Ekin Secinti, MS, SBM Student Member

Research Budgets Are Shrinking

“I was awarded a project worth ~\$440,000 annually that was cut 15% for several years. This caused us to shorten the length of the intervention and eliminate some outcome measures. Support is needed to ensure that behavioral science is not compromised.”



--Robert Newton, PhD, SBM Member

Misinformation Is Everywhere

“I am deeply committed to educating the public about how violence and trauma effects mental and physical health. I believe that it is up to academics to lead the narrative on these difficult topics and using media effectively is an essential part of that mission.”



-Sheela Raja, PhD, SBM Member

Policy Work Is Increasingly Difficult

“Our science has a much greater impact when it gets into the hands of legislators and is at the forefront of policy-related decisions. It is our duty to communicate our science with policymakers to influence population-wide change.”



-Joanna Buscemi, PhD, SBM Health Policy Council Chair