

**Society of Behavioral Medicine**  
**39<sup>th</sup> Annual Meeting & Scientific Sessions**  
New Orleans – April 11 -April 14, 2018  
Program Committee Conference Call

DATE Friday, April 13, 2018  
TIME 10:45 – 11:45 a.m. CT  
LOCATION In-Person  
Prince of Wales, 2<sup>nd</sup> Floor  
Hilton Riverside New Orleans

**In Attendance**

Eric Hekler, PhD, Chair  
L. Alison Phillips, PhD, Co-Chair  
Rachel Shelton, ScD, MPH Past Chair  
Sherry Pagoto, PhD, President  
Marissa Burgermaster, PhD  
Edith Burns, MD  
Gregory Dominick, PhD  
Brian Gonzalez, PhD  
Lisa McAndrew, PhD  
Arlen Moller, PhD  
Chad Rethorst, PhD  
Dori Rosenberg, PhD, MPH  
Jamilia Sly, PhD  
Carmina Valle, PhD, MPH  
Leah Yingling

**Staff**

Lindsay Bullock  
Lauren Seward  
Erin Trimmer

**Guests**

Gary Bennett, PhD, Past President  
Michael Diefenbach, PhD, President-Elect

**Unable to Attend**

Austin Baldwin, PhD  
John Torous, MD

**1. SBM 2019 Introduction**

Following self-led introductions of the committee members, Dr. Pagoto introduced the 2019 Annual Meeting tagline: "Leading the Narrative". This focus reaches out to a number of topics, including:

- How can we lead the public narrative when it comes to education, training, and health policy?
- Science communication representatives
- Health policy advocacy, writing, general media and social media
- More patients and participants, e-patients (Dana Lewis), "Patients like Me", superpatients
- Legislators and policy environment in DC
- Reproducibility, focus on social psych, Open Science

**2. Successes to Embrace from 2018**

Dr. Bennett

- Keep energy – membership is getting excited, keep interaction opportunities with other members
- DeSalvo and Carroll session was good to hear different perspectives/debate-type discussion
- Keep cost in mind! Speakers are expensive. Having connections are important

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**3. Explaining the Role of the Committee**

Dr. Hekler

- Creating the program
- Featured sessions, panels, submissions (speaker suggestions can be found in post-meeting survey, says Pagoto)
- Good that committee is a broad group, diverse (SIGs, new voices, representing different networks), able to advance narratives
- Recruiting Topic Leaders, reviewers, and eventually session chairs

**4. Location**

Dr. Diefenbach – Washington-Specific presentations (NIH/NCI Presence), keep them engaged

Government is slow, so action is at the LOCAL LEVEL as DeSalvo said

Continuity is building as far as SBM meetings go – so we just can continue to build and strengthen the meeting in general

**5. Timeline**

Ms. Trimmer – timeline is short since meeting is taking place March 3-6 instead of April. Rapids shortened, but generally stays the same.

- Review post-meeting survey results
- Speaker suggestions
- Identify topic chairs
- Assist with abstract reviews
- Identify paper session chairs

**6. Speaker Brainstorming**

- Dr. Shelton – Allen Alda Institute (tried for Allen last year), maybe try for someone else in the institute
- Dr. Bennett – Try for people on book tour as they're trying to book speaking events to market! Also, try for speakers who may not be able to accept money (i.e. Richard Besser, Robert Wood Johnson Foundation)
- Dr. Moeller – Has a connection with the program director for NPR who has worked with All Things Considered
- Dr. Hekler – Connection with Elaine Chen (Digital Transition Editor, New York Times)
- Dr. Burgermaster also has NYT connection
- Dr. Rethorst – Connection with someone who does public outreach with the Smithsonian Institute
- Dr. Dominick – Connection to Lt. Governor Bethany Hall-Long
- Dr. Bennett – Connection to Sen. Cory Booker
- Dr. Gonzalez and Dr. Pagoto suggested to utilize 2020 candidates for public office, as they may be able to provide information on changing legislation from an external perspective, or even a message of how to better communicate to red states so they may listen to the message
- Additional suggestions: Matt Desmond, Tim Coffield
- Dr. Diefenbach suggested reaching out to The Truth Project; how to communicate that it isn't fake news, and understanding social/psychological barriers
- Dr. Pagoto suggested bringing in patients, family advocates (Sharon Terry – outcomes research network)
- Black Lives Matter or MeToo movements – narrative
- Dr. Shelton – connection to writer who launched MeToo story at NYT
- Dr. Phillips – journalist who translates abstracts for the public to understand
- Dr. Bennett – Connection with Richard Demming, who takes cancer survivors on treks (i.e. 3 wks in Tibet)

**Next Program Committee Conference Call**

Date: TBD