

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

Date: Thursday, July 6, 2017
Time: 12:00 PM PT; 1:00PM MT; 2:00 PM CT; 3:00 PM ET
Dial in: 1.800.377.8846
Pass Code: 37484465#

In Attendance

Rachel Shelton, ScD, MPH Chair
Eric Hekler, PhD, Co-Chair
David X. Marquez, PhD, Past Chair

Staff

Erin Trimmer

Unable to attend

Gary G. Bennett, PhD, President
Kristi Graves, PhD, SIG Chair
Ryan Shaw, RN
Andrea Cherrington, MD, MPH
Deborah Bowen, PhD
Jennifer Huberty, PhD
Meagan Helmick, MPH, CHES
Charles Jonassaint, PhD
Mary Dean, JD, CAE

1. Approved minutes from 5.23.17, 6.13.17, and 6.20.17 calls

Dr. Shelton motioned to approve the minutes, Dr. Hekler seconded, and minutes were approved.

2. New Orleans site visit recap

Dr. Shelton shared the highlights from the recent site visit to the Hilton New Orleans Riverside.

- meeting space will mainly be located on the first floor
- speaker ready will be set up as a separate room located right next to the registration desks
- emphasis on attendee engagement while onsite at the meeting
- fitness opportunities including basketball, tennis
- sponsorship opportunities including a Fitbit challenge, welcome packets outside guest room doors, health club fee waivers
- Local Arrangements Committee input and engagement and highlighting the host city throughout the meeting, potentially inviting a local band to perform before a keynote session and/or inviting the mayor to introduce a keynote speaker

The local arrangements committee pointed out that the French Quarter festival will be taking place at the same time as the meeting (Thursday, April 12 – Saturday, April 14). Dr. Shelton mentioned that this may be a way to encourage attendance on Saturday, stating that it has been historically low. The committee then discussed ways to encourage attendees to stay and highlight Saturday sessions. Dr. Shelton suggested that the committee continue the conversation with the large committee during the call on Tuesday, July 11.

3. Discussion of offering incentives for referring colleagues

The committee discussed the possibility of offering an incentive for referring colleagues to attend the meeting. Placing parameters around the question, specifically, hasn't attended the meeting in 5+ years, new member of SBM.

Add question(s) to registration: How did you hear about SBM? Did someone refer you? Space for name.

Send out a blast email to membership promoting the incentive program including a script/suggestions for recruiting. Potentially use the one-pager the alternative revenue working group is finalizing in pitch.

Staff to discuss potential offers for incentive and report back to the committee.

4. Alternative revenue working group update

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Dr. Hekler updated the committee on the status of the revenue working group. Specifically that the 1-pager introduction to the exhibitor prospectus is nearing completion and will target three separate groups: start-ups, established businesses and non-profit/government organizations.

The goals of the committee are:

Short-term: Recruiting exhibitors and sponsorship for the 2018 Annual Meeting

Mid-term: Using relationships to move forward in future years

Long-term: Training options, branding, consulting

5. Plenary speaker update

Dr. Shelton updated the committee on the confirmed plenary speakers (see chart below). The committee also offered suggestions for additional speakers.

Keynote			
Sandro Galea	Invited	Confirmed	Sandro Galea is an emergency physician and epidemiologist. He is a Robert A. Knox professor and dean of the Boston University School of Public Health.
Karen DeSalvo	Invited	Conditional acceptance	Karen DeSalvo is a physician and public health expert who currently serves as the Assistant Secretary for Health, former National Coordinator for Health Information Technology and former Director of the Office of the National Coordinator for Health Information Technology (ONC), a division of the United States Department of Health and Human Services (HHS)[1] in the executive branch of the United States Government.
GirlTrek	Invited	Confirmed	Pioneer a health movement for African-American women and girls grounded in civil rights history and principles through walking campaigns, community leadership, and health advocacy.
Vivek Murthy Surgeon General	Invited		Vivek Hallegere Murthy is an American physician, a vice admiral in the Public Health Service Commissioned Corps, and the 19th Surgeon General of the United States.
Master Lecture			
Judith Ockene Salud! America	Jessie Gruman Award Winner	Confirmed	Chief, Division of Preventive and Behavioral Medicine

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			Professor, University of Massachusetts Medical School Salud America! is a national nonprofit with a mission to promote a health weight for Latino children by communicating good health and empowering people to drive health changes in their schools and communities.
Karen Emmons	Distinguished Scientist Award Winner	Confirmed	Dean for Academic Affairs, Harvard T.H. Chan School of Public Health
Joe Smyser	Invited	Confirmed	http://www.publicgoodprojects.org/smyser/

6. Other business

Abstract submissions are set to open on Thursday, July 19. Staff is finalizing the process with the updates from the committee and meeting attendee feedback.

All practice gaps have been finalized and approved for the 2018 Annual Meeting.

Topic area chair invitations are underway, staff will have an update for the committee during the Tuesday, July 18 call.

Next Program Committee Conference Call

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