

## Board of Directors Meeting Minutes

Thursday, January 27, and Friday, January 28 2022, 11 a.m. – 2 p.m. ET

| IN ATTENDANCE (ALPHA ORDER)                                                               |                                                                                          |                                                                                         |
|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| <b>Danielle Arigo, PhD, LP</b><br>Chair, Membership Council                               | <b>Marian L. Fitzgibbon, PhD</b><br>Chair, Development Committee                         | <b>Robert L. Newton, Jr., PhD</b><br>Chair, SIG Council*                                |
| <b>Monica L. Baskin, PhD</b><br>Immediate Past-President and Chair, Nominating Committee* | <b>Stephanie L. Fitzpatrick, PhD</b><br>Member Delegate*                                 | <b>Frank M. Perna, PhD</b><br>Chair, Awards Committee                                   |
| <b>Ellen Beckjord, PhD, MPH</b><br>Chair, Program Committee                               | <b>Brian D. Gonzalez, PhD</b><br>Member Delegate*                                        | <b>Tracey A. Revenson, PhD</b><br>Editor, Annals of Behavioral Medicine                 |
| <b>Joanna Buscemi, PhD</b><br>Chair, Health Policy Council*                               | <b>Cheryl L. Knott, PhD</b><br>Editor, Translational Behavioral Medicine                 | <b>Kristin L. Schneider, PhD</b><br>Chair, Scientific and Professional Liaison Council* |
| <b>Cynthia Castro Sweet, PhD</b><br>Chair, Digital Health Council*                        | <b>Crystal Lumpkins, PhD</b><br>Editor, Outlook                                          | <b>Margaret L. Schneider, PhD</b><br>President-Elect*                                   |
| <b>David E. Conroy, PhD</b><br>President*                                                 | <b>Megan McVay, PhD</b><br>Chair, Publications and Communications Council*               | <b>Rachel C. Shelton, ScD, MPH</b><br>Member Delegate*                                  |
| <b>Akilah J. Dulin, PhD</b><br>Chair, Health Policy Committee                             | <b>Valerie Myers, PhD</b><br>Chair, Education, Training, and Career Development Council* | <b>Sandra J. Winter, PhD, MHA</b><br>Secretary/Treasurer and Chair, Finance Committee*  |

\* = voting member; quorum = 8 voting members

| REGRETS (ALPHA ORDER)                                                          |  |  |
|--------------------------------------------------------------------------------|--|--|
| <b>Carly M. Goldstein, PhD</b><br>Chair, Civic and Public Engagement Committee |  |  |

| STAFF AND GUESTS (ALPHA ORDER)                                                               |                                                                                                    |                                                            |
|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| <b>Rebecca Borzon</b><br>Senior Communications and Membership Manager, SBM                   | <b>Rachel Mizar</b><br>Senior Meetings Manager, SBM                                                | <b>Andrew Schmidt</b><br>Senior Program Manager, SBM       |
| <b>Lindsay Bullock, CAE</b><br>Executive Director, SBM                                       | <b>Moira O'Neil, PhD</b><br>Senior Vice President of Research Interpretation, FrameWorks Institute | <b>Irene Stephenson</b><br>Administrative Coordinator, SBM |
| <b>Rebecca A. Krukowski, PhD</b><br>Interim Chair, Community and Public Engagement Committee | <b>Elizabeth Rehorst, MS</b><br>Development Manager, SBM                                           | <b>Tara Withington, CAE</b><br>Consulting Partner, SBM     |

Thursday, January 27, 2022

## CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Conroy called the meeting to order at 11:02 a.m. ET.

## FRAMEWORKS WORKSHOP

Dr. Conroy welcomed Moira O’Neil, Senior Vice President of Research Interpretation with the FrameWorks Institute, to lead a series of exercises intended to help SBM articulate its strategic priorities and influence public perceptions of the organization and of behavioral medicine more broadly.

Dr. O’Neill presented on the significance of framing when communicating with the public and illustrated how a narrative structure can be used to change preexisting notions around critical issues. The board then separated into small groups to further explore two example framing challenges: Communicating the most important contributions behavioral medicine can make in combating the climate crisis, and communicating the contributions behavioral medicine can make to address the impacts of systemic racism.

## ANNUAL DIVERSITY ASSESSMENT AND UPDATE

Dr. Conroy shared a comparison of race, gender, and profession counts across SBM populations, including the membership as a whole, SBM Fellows, recent award winners and nominees, and members of the Board of Directors. Dr. Conroy also presented an updated assessment of current SBM diversity, equity, and inclusion initiatives, drawing particular attention to new efforts being undertaken by SBM’s journals and Awards Committee, as well as DEI considerations at the Annual Meeting and the provision of funding to waive registration fees for underrepresented researchers.

The board devoted some time to discussing the demographics of SBM’s Fellows, as the majority of that group continues to identify as White/European/Middle Eastern and male, even as the membership as a whole has become more diverse in recent years.

Several members questioned whether the makeup of the Fellows as of 2022 was a lagging indicator of the growing diversity of the membership as a whole, i.e., as more members from underrepresented backgrounds become eligible for Fellow status, the demographics of the Fellows will come to more closely reflect those of the general membership. Dr. Baskin noted that members from underrepresented backgrounds may be less likely to nominate themselves for Fellowship even if they already satisfy the eligibility requirements.

The board considered whether additional steps could be taken to encourage nominations of female and BIPOC members for Fellowship as soon as they become eligible. The board also briefly discussed the impact that the current Fellowship criteria and nomination procedures may be having on applications, and Dr. Arigo proposed that the Membership Council and the board further explore whether it may be necessary to better communicate or even redefine the role of Fellows in the society.

## MINUTES APPROVAL

**MOTION:** Dr. Myers moved to approve the November 2021 Board of Directors meeting minutes. Dr. Schneider seconded. The motion carried.

## 2022 ANNUAL MEETING UPDATE

Dr. Conroy notified the board that since December, the Executive Committee has been meeting every other week to review a regularly-updated “dashboard” of key COVID-19 markers and consider which changes, if any, are warranted regarding COVID mitigation strategies at the Annual Meeting. Components of the dashboard include vaccination, infection, and death rates in Baltimore and in the US as a whole, current state and local masking/vaccination requirements for large gatherings, registration trends, and a comparison of upcoming meetings being held by peer organizations. Among the mitigation strategies discussed by the Executive Committee in response to these markers are booster vaccination requirements, masking requirements beyond those determined by the city of Baltimore, and COVID-19 antibody tests (either requiring attendees to provide a negative result or administering tests onsite).

Dr. Conroy encouraged the board to promote the message that the 2022 Annual Meeting would be held in person and fully in accordance with regulations for large gatherings and best practices for mitigating COVID spread.

Dr. Beckjord presented an update on the conference program, noting several changes to the Annual Meeting’s day-to-day format (later start, earlier end, and dedicated lunch) and highlighting new initiatives for first-time attendees and attendees from Historically Black Colleges and Universities, including waived registration and special events to attend including a lunch with leaders. Dr. Beckjord also shared an overview of the plenary sessions scheduled for this year with brief introductions to each of the keynote speakers and master lecturers.

## ADJOURN

The meeting adjourned at 1:52 p.m. ET.

Friday, January 28, 2022

## CALL TO ORDER

Dr. Conroy called the meeting to order at 11:04 a.m. ET.

## FRAMEWORKS WORKSHOP

Board members reported on the small group discussions from the previous day before separating for one additional breakout discussion on the contributions behavioral medicine can make in addressing the impact of the COVID-19 pandemic.

Dr. O’Neil concluded the workshop by expanding upon how framing can be used to “fill the gap” for individual assumptions about the causes and solutions of critical issues before outlining the key components of an effective narrative structure. Board members began work on a narrative structure for behavioral medicine.

## SCIENCE COMMUNICATION TOOLKIT UPDATE

Dr. Krukowski presented an updated outline of the science communication toolkit being developed by the Civic and Public Education Committee (CPEC). The committee has focused primarily on three science communication channels over the past several months: Twitter, infographics, and op-eds, with an emphasis on small initial steps for engagement (such as retweets or co-authoring op-eds). The toolkit itself will be provided to the SBM membership as an interactive repository of resources and examples sortable by topic, type of communication, and members’ level of experience with writing for the public.

The board discussed potential strategies for inspiring members to engage with the toolkit, including social media campaigns. Dr. Krukowski added that CPEC was already looking at promotion of the toolkit as the crucial next step after a sufficient number of resources had been collected, and encouraged board members to reach out with any further suggestions for publicizing the toolkit or increasing the appeal of science communication more broadly for SBM members.

## ADJOURN

The meeting adjourned at 1:55 p.m. ET.

*Minutes respectfully submitted by A. Schmidt on February 1, 2022.*