

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Board Agenda

Monday, July 31, 2017

11 a.m. – 1 p.m. ET

<https://bluejeans.com/758168990?src=calendarLink>

Dial in connection: 1-408-740-7256 with Meeting ID: 758168990

ATTENDEES

In Attendance (alpha order)

Gary G. Bennett, PhD – President *

Joanna Buscemi, PhD – Chair, Health Policy Committee

David E. Conroy, PhD – Chair, Publications and Communications Council*

Heather Cole-Lewis, PhD – Chair, Digital Health Council*

Michael A. Diefenbach, PhD – Secretary/Treasurer and Chair, Finance Committee*

Edwin B. Fisher, PhD – Awards Committee

Kristi D. Graves, PhD – Chair, Council on Special Interest Groups*

Eric Hekler, PhD, Co-Chair, Program Committee

Bradford W. Hesse, PhD – Communications Advisor

Amy G. Huebschmann, MD – Chair, Education, Training, & Career Development Council*

E. Amy Janke, PhD – Chair, Scientific & Professional Liaison Council*

Kevin S. Masters, PhD – Editor, Annals of Behavioral Medicine

Lorna Haughton McNeill, MPH, PhD – Chair, Membership Council*

Suzanne M. Miller, PhD – Editor, Translational Behavioral Medicine

Sherry Pagoto, PhD – President-Elect*

Rajani S. Sadasivam, PhD – Editor, SBM Website/Social Media Team

James F. Sallis, Jr., PhD – Immediate Past-President*

Margaret Schneider, PhD – Member Delegate*

Rachel C. Shelton, ScD, MPH – Co-Chair, Program Committee

Regrets (alpha order)

Elva M. Arredondo, PhD – Member Delegate*

Monica L. Baskin, PhD – Member Delegate*

Marian L. Fitzgibbon, PhD – Chair, Health Policy Council*

William J. Sieber, PhD – Editor, Outlook

Staff (alpha order)

Lindsay Bullock – Senior Media and Member Communications Manager

Mary Dean, JD, CAE – Executive Director

Anne Hahn, MPH – Program Manager

Andrew Schmidt – Administrative Coordinator

Erin Trimmer – Meetings Manager

Tara Withington, CAE – Consulting Partner

*Denotes voting member; quorum is seven voting members.

MINUTES

Call to Order and Call for Disclosures

Dr. Bennett called the meeting to order at 11:03 a.m. ET. He called for any conflicts to be disclosed. No disclosures were made.

May Board Meeting Minutes

Dr. Bennett presented the minutes from the May 2017 Board meeting.

MOTION: Moved by Dr. Cole-Lewis and seconded by Dr. Graves to approve the May 2017 Board of Directors meeting minutes. The motion carried.

Council and Committee Reports

Dr. Bennett requested the council and committee reports be approved via consent agenda.

MOTION: Moved by Dr. Bennett and seconded by Dr. Sallis to approve all council and committee reports.

Digital Health Council Update

Dr. Cole-Lewis said the council has updated its mission and aims to include cultivating relationships with more partners, advancing the creation and translation of digital health interventions (including best practices for design, evaluation, and scaling), and promoting data-driven digital health solutions for evidence-based behavior change. Council activities include contributing to the second edition of the *Encyclopedia of Behavioral Medicine*, securing sponsorship for the Annual Meeting, fostering industry and SBIR involvement in the Annual Meeting, testing the Annual Meeting mobile app, exploring membership in Xcertia (a body for the standardization of digital health solutions, planning Annual Meeting sessions, and considering a relationship with the Alan Alda Center for Communicating Science (relationship may include an Annual Meeting workshop or keynote)).

The council examined its membership list to ensure all of its approximately 30 members were still contributing and active. Inactive members were contacted to encourage renewed attention to the council or a graceful exit. Four members resigned, five indicated continued interest but said their time is limited, and two have yet to respond. Council leadership will try to have concrete action items members can work on to stay engaged.

Dr. Cole-Lewis sought SBM Board advice about rolling new council membership versus an annual call for new members. An annual call may be simpler, but rolling membership allows individuals to join and get to work at the time they are most interested in the group. Board members suggested interested new members could join first as guests, then prove themselves by taking on small tasks for the council.

Scientific and Professional Liaison Council Update

Dr. Janke said not all liaisons are equally robust. Some may need to be re-invigorated to encourage collaboration beyond presentations at annual meetings. Other liaisons may need to be sunsetted to allow more strategic partnership to flourish and to better allocate the council's limited capacity. Dr. Janke queried board members about criteria for evaluating liaisons. Dr. Bennett suggested setting clear action goals for liaisons from the outset, while allowing the relationship to still organically morph as needed. He also suggested creating categories of liaisons or mapping them, to show intended activities, primary focus (e.g., meeting sessions, policy work), and changes over time.

Education, Training, and Career Development Council (ETCD)

Dr. Huebschmann said the council promotes existing education and training programs, and facilitates the development of new interdisciplinary education and training efforts in behavioral medicine. One such new effort includes a recurring ETCD feature in SBM's Outlook newsletter; the "ETCD Corner" has so far provided advice on being a good leader. Other new efforts include having a liaison with the SIG Council and planning a range of Annual Meeting sessions so there is content available for all career levels. ETCD is also revamping SBM's syllabi sharing website. Because it is difficult to keep the syllabi up to date, the council is exploring opportunities to link to external peer-reviewed syllabi. ETCD is also

planning to highlight the existing Consultation Program with a “Meet the Consultants” session at the 2018 Annual Meeting. Dr. Graves suggested featuring consultants in Outlook.

Dr. Huebschmann sought Board advice about updating the council’s goals and creating a vision statement. Dr. Cole-Lewis suggested a Google doc to allow all council members to make edits and see others’ suggestions, then review of the proposed changes on a conference call.

Program Committee Update

Dr. Shelton reviewed changes to the Annual Meeting structure, including a longer lunch break, moving null results and SBIR posters to an evening session, and shortening paper sessions by 15 minutes. She also reviewed benefits of the 2018 Annual Meeting venue: most meeting space is on one floor, speaker-ready will be next to registration, gym and tennis facilities will allow tournaments, the hotel is walking distance to the French Quarter, and the hotel houses Drago’s—home of New Orleans’ best char-grilled oysters. The Local Arrangements Committee has identified local partner organizations, walkable lunch options, venues for SIG gatherings, and volunteer options for attendees. The 2018 meeting will continue to be an “active conference.” Dr. Hekler said the Program Committee is working to secure additional sponsorship, perhaps with a Fitbit challenge, use of basketball tournament sponsorship, and by providing options with appeal to start-ups, nonprofits, government entities, and established companies. Dr. Shelton reviewed planned keynote and master lecture presenters and panelists: Sandro Galea, Karen DeSalvo, James Hambin, Judith Ockene, Salud America!, Karen Emmons, Joe Smyser, Morgan Dixon, Vanessa Garrison, Drew Schiller, Christina Roberto, Binta Beard, and Sara Bleich.

Dr. Shelton sought Board approval to offer three waived 2019 Annual Meeting registrations to SBM members who refer at least two non-member colleagues to the 2018 Annual Meeting. The colleagues must actually attend and must have not attended an SBM meeting in the past five years. The referrers would be entered into a drawing for the waived registrations. A waived registration could be transferred to a student.

Decided by consensus to approve waived registrations.

Dr. Hekler said the Program Committee will present a proposal later for moving the meeting from Wednesday-Saturday to Tuesday-Friday. Saturdays have become a “throw away” day with low attendance. A review of attendee data from various conferences suggests moving the meeting may make all days more robust. Any change could not be implemented until 2021 due to existing hotel contracts.

Financial Update

Dr. Diefenbach presented the June financials. All 2017 Annual Meeting expenses are reconciled, member dues and investment income are higher than budgeted, and \$500,000 has been moved from a money market account to investments (SBM has a total \$1.1 million in investments). Advertising income is lower than budgeted; Mr. Schmidt is contacting advertisers to increase revenue. Dr. Diefenbach and Ms. Dean met in person with Capital Counsel advisors in July for an overview of investment strategies and SBM’s long-term plan.

MOTION: Moved by Dr. Diefenbach and seconded by Dr. Bennett to approve the June financials. The motion carried.

Dr. Diefenbach presented the 2018 Annual Meeting budget. It features a general 3% increase in expenses and conservatively estimates income (including listing grant income as \$0). The budget assumes \$132,000 in net income. Ms. Dean said the only major change is the use of a new A/V vendor due to competitive rates. The new vendor will be the hotel’s in-house A/V, which resulted in low WiFi costs and a discount on electricity charges. Dr. Bennett suggested future Annual Meeting budgets may need to increase the amount allotted for speaker fees given the going rate for quality speakers, including academics.

MOTION: Moved by Dr. Diefenbach and seconded by Dr. Bennett to approve the 2018 Annual Meeting budget. The motion carried.

Letter to the Editor Proposal

Drs. Pagoto and Bennett drafted a letter to the editor of *JAMA Internal Medicine*, commenting on an editorial that suggested diet/physical activity behavioral counseling for adults without obesity, hypertension, or hyperlipidemia is unnecessary given its cost and a recent C rating from the U.S. Preventive Services Taskforce (USPSTF). The letter to the editor says that population is not truly “low-risk” and such counseling does not increase health disparities and is not an “excessive” focus. The editorial is written on behalf of SBM to carry more weight and because the studies used in determining the USPSTF rating come largely from SBM members. Dr. Sallis said the letter has a good balance, but could benefit from mentioning that patients want this type of service.

MOTION: Moved by Dr. Miller and seconded by Dr. Diefenbach to approve the letter and its submission on behalf of SBM. The motion carried.

Multi-Stakeholder Meeting Proposal

Dr. Bennett said behavioral medicine can maximize its potential through interactions with new stakeholders, including industry. There are many behavior change “evangelists” communicating with industry, but they lack the evidence that SBM can provide. To fix this problem (plus gain new revenue for SBM and strengthen the society’s brand/visibility), Dr. Bennett proposed that SBM host a one-day meeting where industry representatives could gather to learn about new trends and what should be added to their products. SBM members would present on the basic science of behavior change, engagement, and measuring health outcomes, in a TED Talk format. The meeting would not be a scientific conference, and would be distinct from SBM’s Annual Meeting.

MOTION: Moved by Dr. Sallis and seconded by Dr. Graves to create a working group for planning a multi-stakeholder meeting. The motion carried.

The working group will determine a potential program, date, fee model, location, etc., and will report back to the board.

Adjourn

The meeting adjourned at 1:03 p.m. ET.

Respectfully submitted by L. Bullock on August 3, 2017.