1978-1989

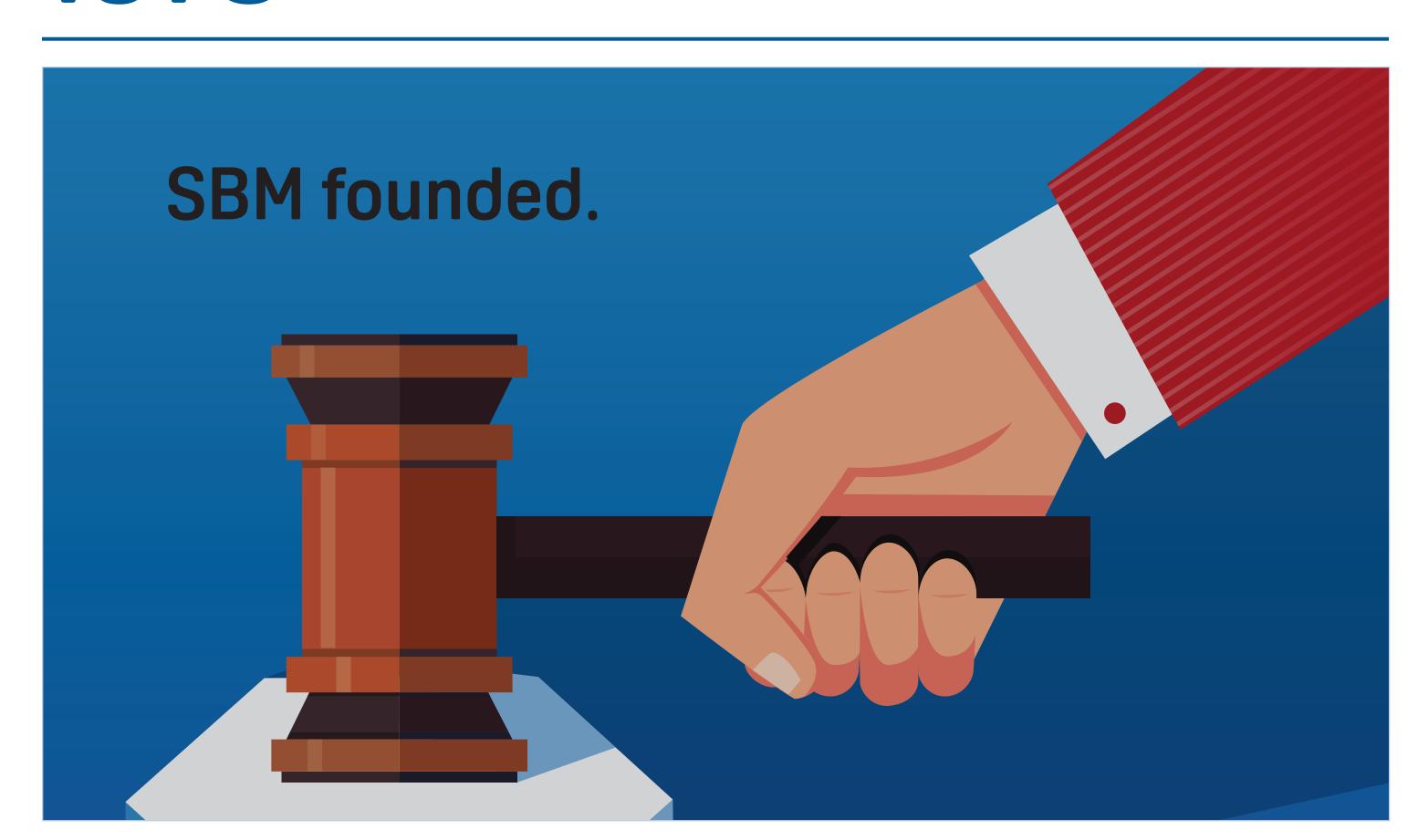
40 Years of SBM

The relationship between psychology and medicine underwent historic realignment in the 1960s, as psychiatrists and surgeons began seriously investigating mind-body interactions. Meanwhile, the U.S. Surgeon General and others started calling attention to behavioral factors of death and illness, particularly smoking.

The term "behavioral medicine" first appeared in 1973 in Lee Birk's book, *Biofeedback: Behavioral Medicine*. As the 1970s progressed, the University of Pennsylvania opened the first behavioral medicine laboratory and the National Institutes of Health (NIH) established a study section, held a conference, and created a branch within its National Heart, Lung, and Blood Institute (NHLBI).

Building on this progress—and sensing the great potential for behavioral medicine to improve healthcare and save lives—the leaders of this emerging field founded the Society of Behavioral Medicine (SBM) in 1978.

1978



Academy of Behavioral Medicine
 Research founded in a meeting at the
 National Academies of Medicine, under
 leadership of Neal Miller, PhD, and David
 Hamburg, MD.

Publication of *Behavioral Medicine Update*, predecessor to *Annals of Behavioral Medicine*, under Founding
Editor James McCroskery, PhD.

1979

- **SBM officially incorporated**. W. Stewart Agras, MD, SBM Fellow, serves as the first president.
- NIH awards its first institutional training grant in behavioral medicine to the University of Miami.

1983

First Behavioral Medicine Research
 Building opens at University of Miami.

1984

U.S. Preventive Services Task Force (USPSTF) convenes for the first time.



 NHLBI launches first multi-site clinical investigation of behavioral treatments, the Hypertension Intervention Pooling Project.

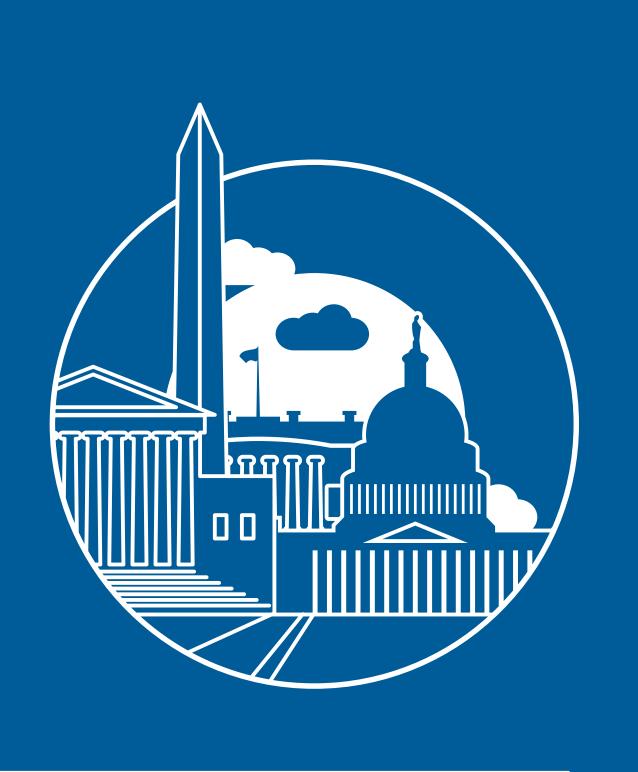
1985

 Publication of Annals of Behavioral Medicine under Founding Editor Rena Wing, PhD, SBM Fellow and eventual president.



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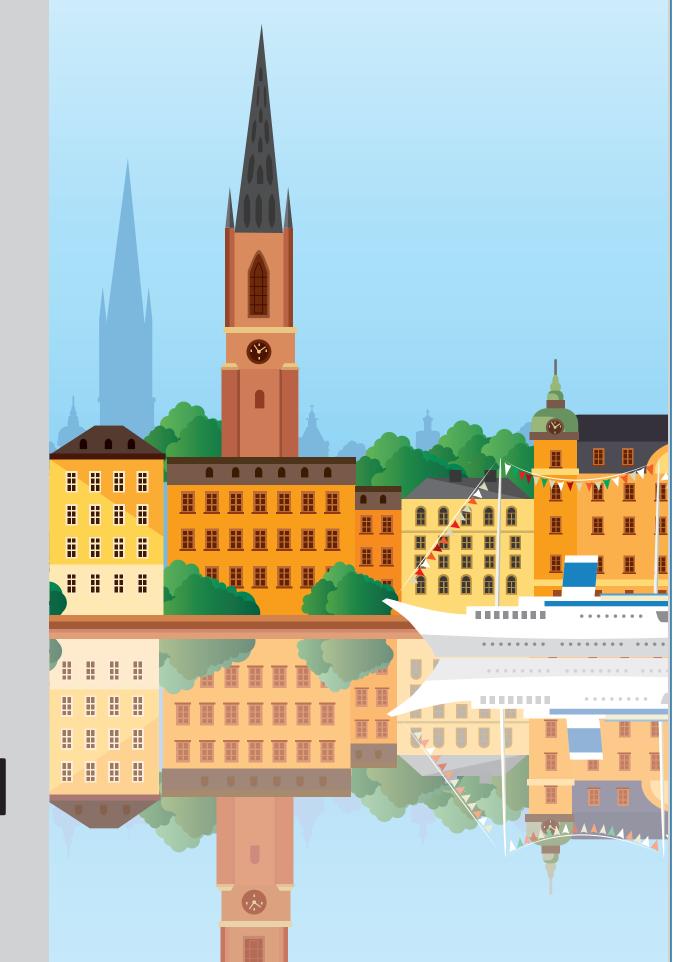
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1990-1999

40 Years of SBM

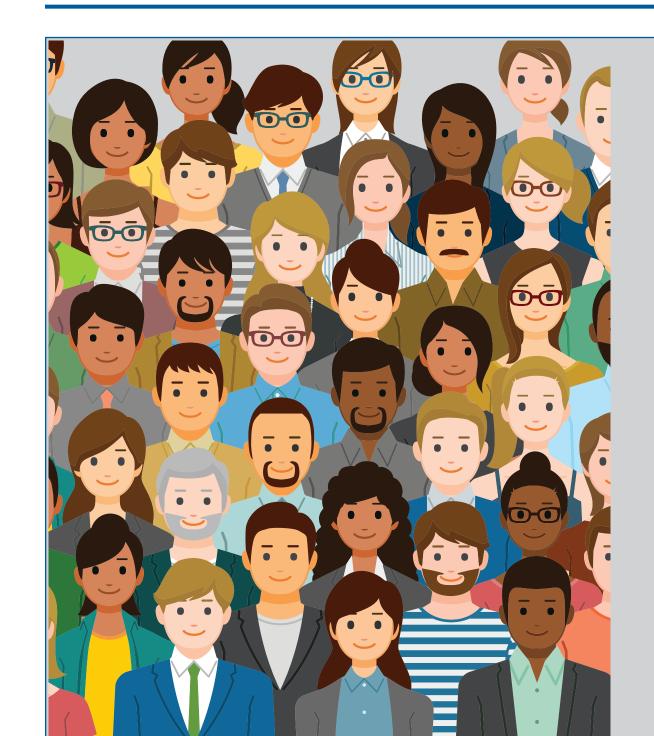
1990

First International
Congress of
Behavioral
Medicine takes
place in Uppsala,
Sweden, founding
the International
Society of Behavioral
Medicine.



 Judith Rodin, PhD, serves as SBM's first female president.

1992



NIH Office on Minority
Health puts forth
first minority health
program, the Minority
Health Initiative.

1993

Publication of *International Journal of Behavioral Medicine* under Founding Editor Neil Schneiderman, PhD, SBM Fellow.

1994

 Society of Research for Nicotine and Tobacco founded at SBM.

1995

- NIH opens Office of Behavioral and Social Sciences Research (OBSSR) with SBM eventual president Norman B. Anderson, PhD, as first director.
- NIH funds Enhancing Recovery in Coronary Heart Disease Patients Study, the first multi-site randomized controlled trial (RCT) in behavioral medicine.

1996

 U.S. Surgeon General publishes first Smoking Cessation Clinical Practice Guidelines.



1997

 Agency for Healthcare Research and Quality (AHRQ) establishes Evidence-Based Practice Centers.

1998

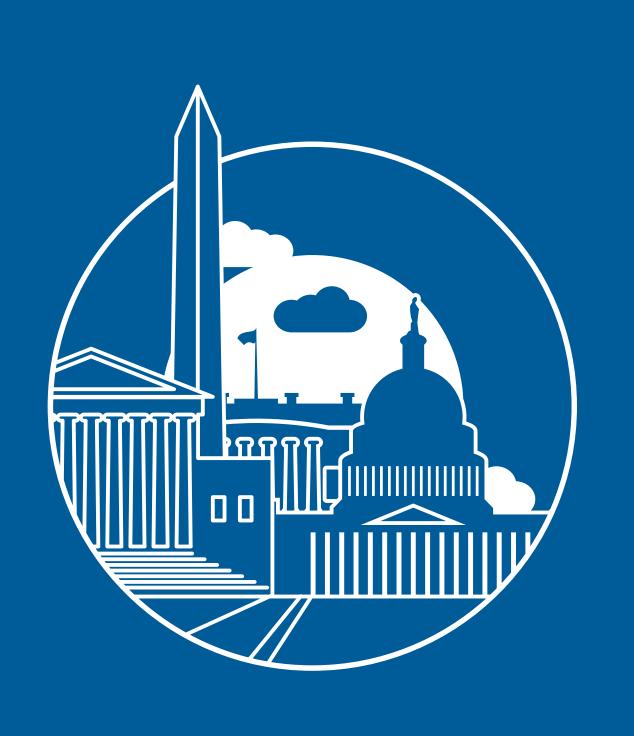
- U.S. Congress establishes National Center for Complementary and Alternative Medicine.
- Norman B. Anderson, PhD, serves as SBM's first African American president.



Tobacco Master Settlement
Agreement occurs, requiring the
tobacco industry to pay most
states billions annually, putting
restrictions on tobacco sales and
marketing, and establishing the Truth
Initiative (formally American Legacy
Foundation) to combat youth smoking.

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2000-2009 40 Years of SBM

2000

OBSSR launches Evidence-Based
Behavioral Medicine Committee,
chaired by Karina Davidson, PhD, SBM
Fellow, and Peter Kaufmann, PhD, SBM
Fellow and eventual president.

2001

 The National Cancer Institute launches the Health Information National Trends
 Survey to monitor public knowledge, attitudes, and behaviors relative to Internet use.

2002



Diabetes Prevention
Program landmark
study shows lifestyle
intervention reduces
risk for type 2 diabetes
by 58% and to a greater
extent than medication.

Improving Mood-Promoting Access
to Collaborative Treatment publishes
major RCT findings in JAMA article,
"Collaborative Care Management of LateLife Depression in Primary Care Setting."

2003

• Cancer Control PLANET (Plan, Link, Act, Network with Evidence-based Tools) launched.

2004

SBM creates the Health
Policy Committee with
Debra Haire-Joshu, PhD,
SBM Fellow, as its first
chair. The committee's first brief
recommends increased funds for
wellness initiatives and school policies
to prevent childhood obesity.

• Institute of Medicine publishes *Improving Medical Education: Enhancing the Behavioral and Social Science Content of Medical School Curricula.*

2005

NIH and Robert Wood Johnson
 Foundation convene the first Critical
 Issues in eHealth Research Conference.

2006

- Cochrane Collaboration formally recognizes behavioral medicine field.
- SBM Past-President and Fellow Kelly Brownell, PhD, named one of Time Magazine's 100 Most Influential People in the World for childhood obesity work.
- SBM Fellow Robert D. Kerns, PhD, becomes the first national program director for **pain management** for the Department of Veterans Affairs (VA).

2007

- Bonnie Spring, PhD, SBM Fellow and eventual president, develops www.ebbp.org.
- Joint Commission on the Accreditation of Healthcare Organizations adopts inpatient tobacco cessation measures developed by SBM members.
- OBSSR publishes *The Contributions*of Behavioral and Social Sciences
 Research to Improving the Health of the
 Nation: A Prospectus for the Future.

2008

 Charles Abraham, DPhil, and Susan Michie, DPhil, SBM Fellow, introduce a taxonomy of behavior change techniques.

2009

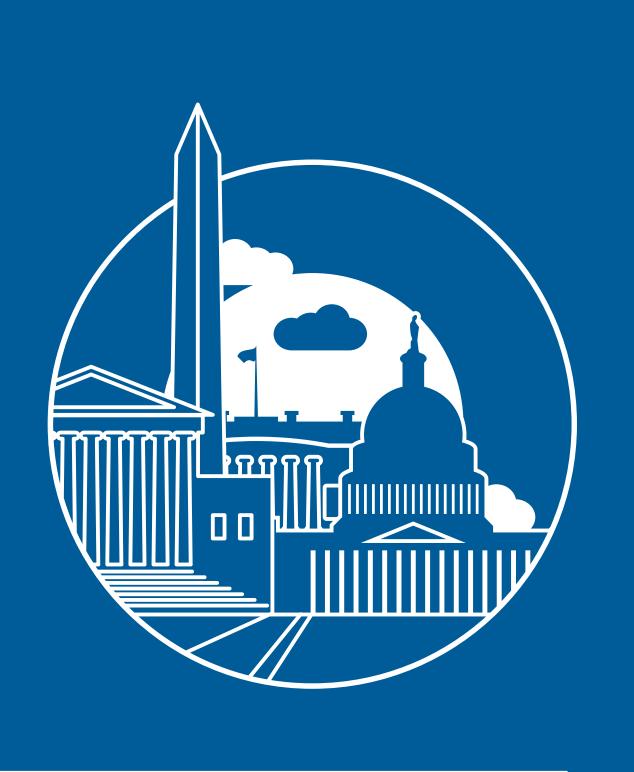
American Psychological Association (APA) creates its first strategic plan, including one goal to "expand psychology's role in advancing health."



- U.S. Congress authorizes the National Diabetes Prevention Program.
- NIH holds first Science of Behavior
 Change meeting.
- U.S. Congress passes the Health Information Technology for Economic and Clinical Health Act, calling for technologies to support patient engagement and population health management.

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2010-2019

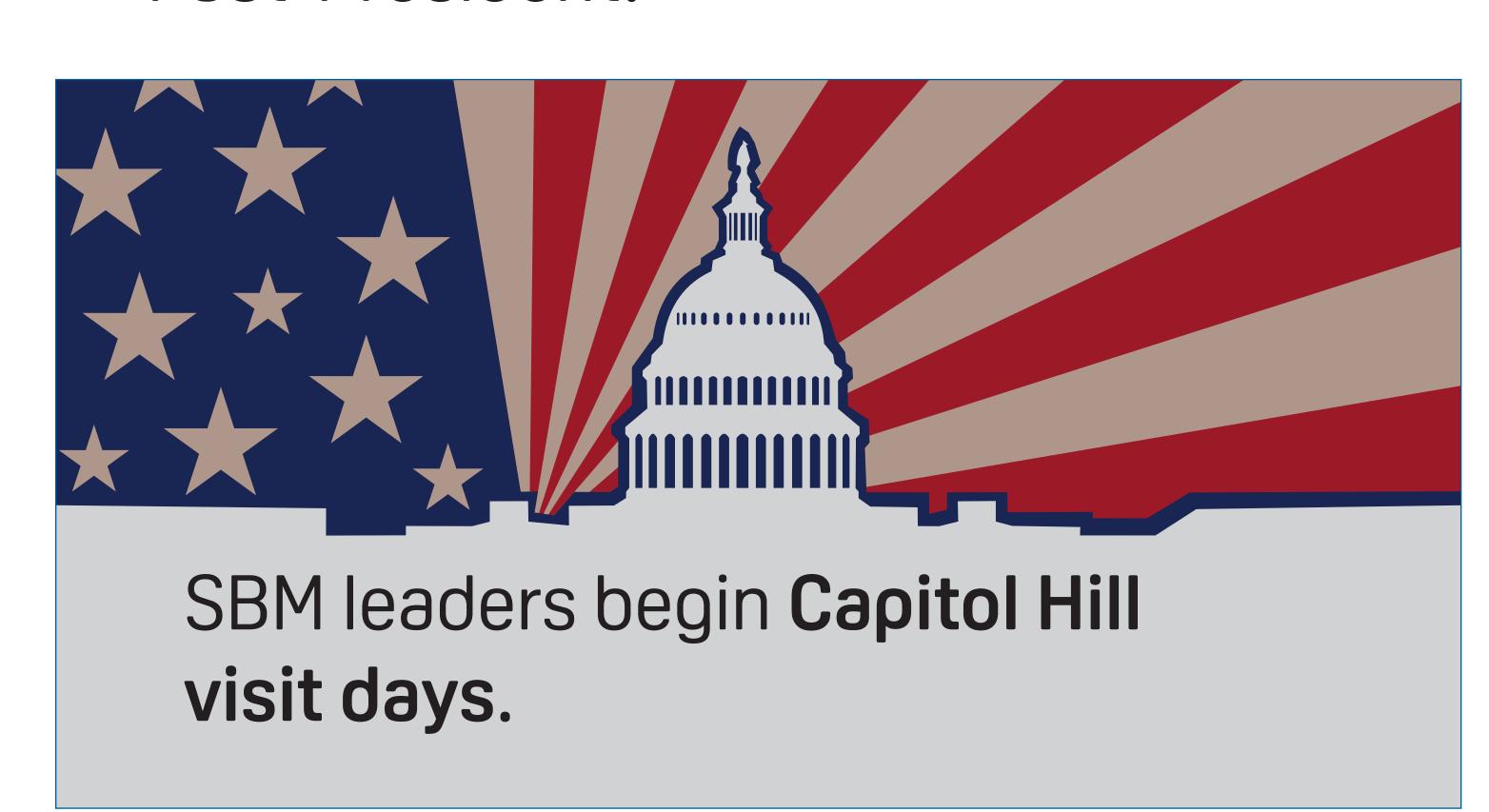
40 Years of SBM

2010

- Publication of *Handbook of Behavioral Medicine* with Editor Andrew Steptoe,
 PhD, SBM Fellow.
- U.S. Congress passes the Affordable Care Act, requiring health insurance provide preventive care at no cost to patients.

2011

Publication of *Translational Behavioral Medicine: Practice, Policy, Research* under Founding Editor Bonnie
 Spring, PhD, ABPP, SBM Fellow and
 Past-President.



 U.S. Surgeon General releases the National Prevention Strategy, calling for integrating recommendations and actions across multiple settings to improve health and save lives.

2012

 USPSTF assigns intensive multicomponent behavioral counseling for obesity a B recommendation.

2013

 Publication of Encyclopedia of Behavioral Medicine with Editor Marc D. Gellman, PhD, SBM Fellow.

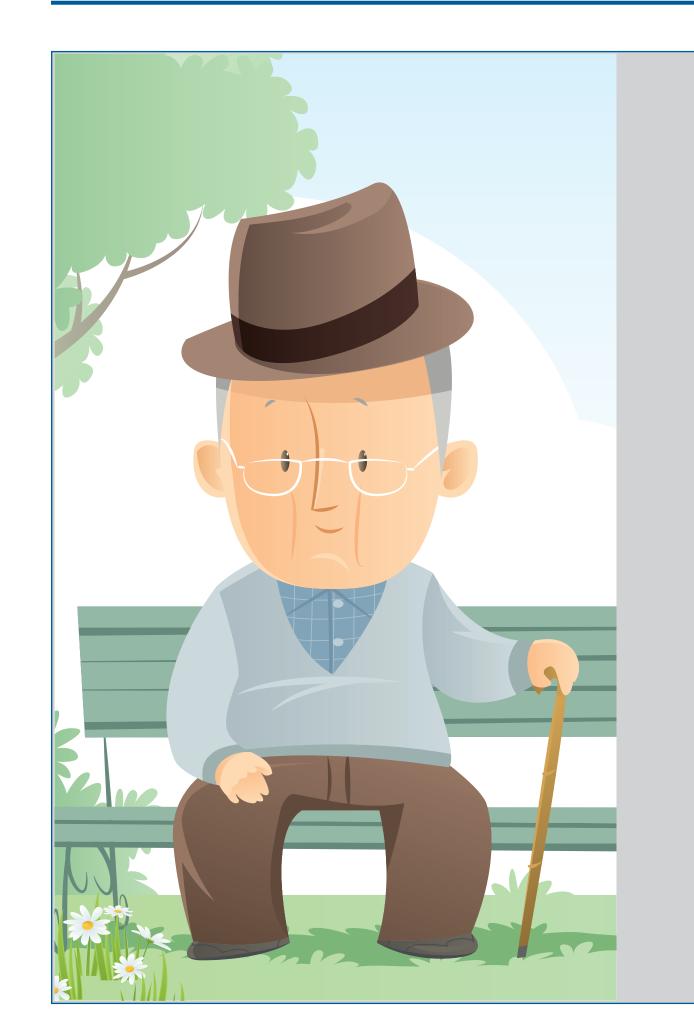
2014

SBM creates
the Digital
Health Council
and Civic
and Public
Engagement
Committee.



 SBM launches the Jessie Gruman Award for Health Engagement.

2016



National Institute on Aging strategic plan includes a better understanding of the effects of personal, interpersonal, and society factors on aging.

SBM launches the Mid-Career
 Leadership Institute, created by Marian
 L. Fitzgibbon, PhD, SBM Fellow and
 Past-President.

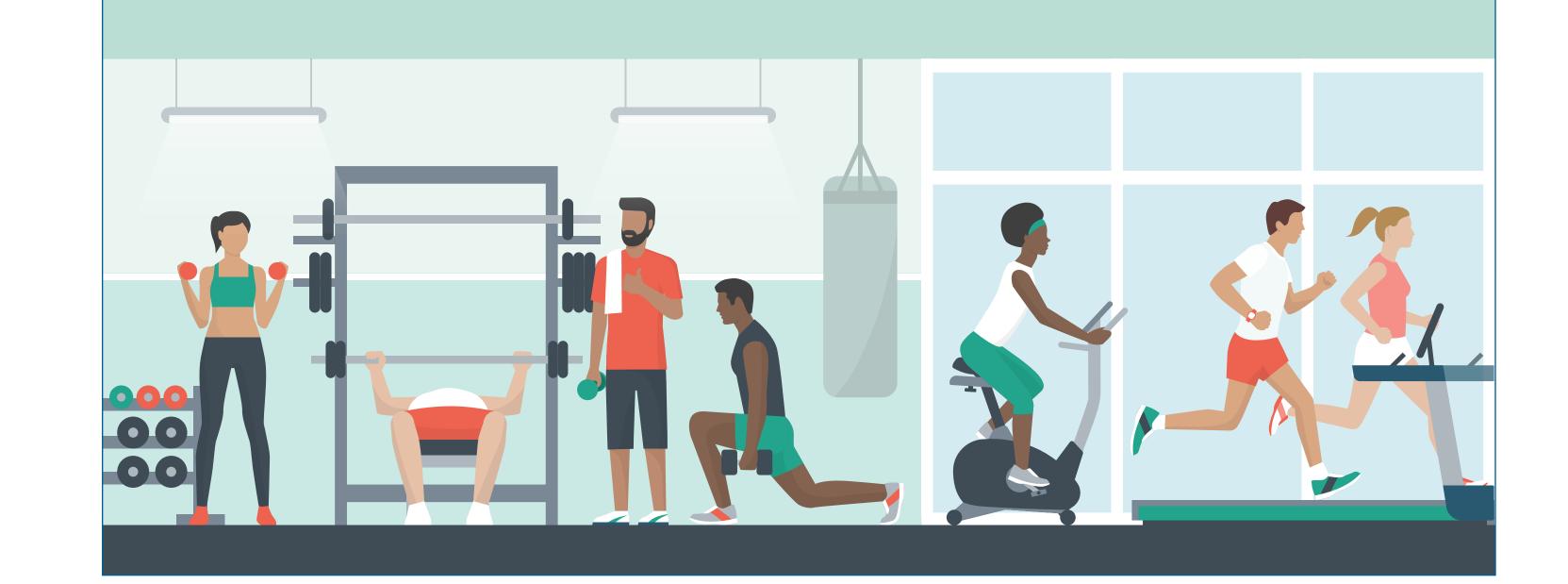
2017

- Medicare begins offering the expanded Medicare Diabetes Prevention Program Expanded Model.
- SBM launches its Behavior Change
 Grand Rounds webinar series.

2018

Publication of *Principles and Concepts*of Behavioral Medicine: A Global
Handbook with Editor Edwin B. Fisher,
PhD, SBM Fellow and Past-President.

SBM members serve on the committee for the second edition of the Physical Activity Guidelines for Americans.



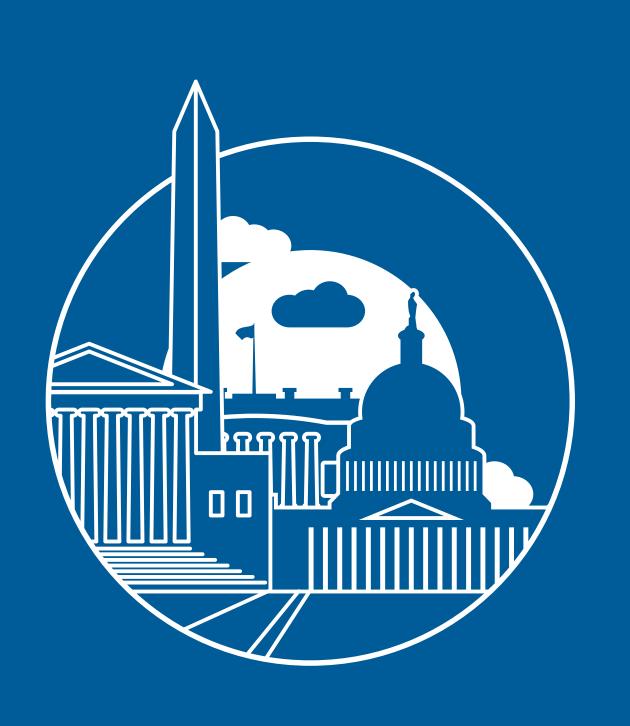
SBM Fellow Robert D. Kerns, PhD, chairs the \$81 million NIH-Department of Defense-VA **Pain Management Collaboratory** Steering Committee and establishes its Coordinating Center.

2019

 National Center for Health Statistics reveals cancer deaths have dropped by 27% since 1991, with reduced smoking rates cited as a major factor.

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