One of the greatest achievements of SBM has been the building and maintaining of a satisfied membership. SBM has accomplished this through nurturing relationships and cultivating networks among its members. One example is the annual SBM meeting, which offers a highly valued opportunity to meet with, listen to, debate with, and develop collegial relations with clinicians, researchers, and educators from a variety of disciplines and regions of the country and the world—all with an interest in behavioral approaches to address health and disease management. Evaluations of the 2003 annual meeting were outstanding as a forum for the exchange of new research and clinical data on the interactions of health and behavior. The program committee is carefully reviewing the many comments and suggestions for the 2004 meeting.

To quote McGinnis et al. (2002), SBM needs to “provide leadership that informs and motivates, policies that facilitate change, and science that moves the frontiers.” We need to enrich the diversity of the SBM membership by soliciting members from a range of disciplines, race/ethnicity backgrounds, and ages. One of SBM’s strengths lies in its capacity to provide members, at early stages in their careers, an intellectual home from which their scientific endeavors can develop and flourish. To do this, we need to be responsive to the rapidly developing scientific and technological advances that will continue to affect behavioral research.

continued on page 2
President’s Message (continued from page 1)

For SBM to develop as an advocacy organization, which is our second strategic goal, members first must define our role as advocate. We need to identify our skills and resources to target issues that are important to us. At first glance, one may envision advocacy in terms of political objectives such as influencing legislative policy and funding to increase NIH dollars for behavioral research. As this would require a presence in Washington, D.C., it is not feasible at this time. Advocacy needs to be envisioned in a broader context. We can effectively advocate on a more personal platform with respect to daily choices of diet; physical activity; sexual behavior; use of drugs, alcohol, and tobacco; and coping strategies that influence health. SBM can advocate for improving the evidence base for behavioral medicine. An Institute of Medicine report, titled *Promoting Health: Intervention Strategies from Social and Behavioral Research* (2000), documents clinical interventions for which there is solid empirical evidence about effectiveness in promoting and maintaining health. Great efforts have been made by SBM in this area under the leadership of Karina Davidson with the Evidence-based Behavioral Medicine Committee.

It is important that advocates strike a balance between being self-serving and altruistic. Advocacy involves promoting certain causes, such as the efforts over the past year for the World Health Organization to declare smoking a threat to world health. This advocacy strives to reduce health disparities and improve social justice. Special interest groups play a large part in changing health policy. However, there is differential support for public versus private control of lifestyle behaviors. A Harvard study recently reported that respondents demonstrated ambivalence (41%) in supporting a tax on junk food, yet nearly 59 percent supported restrictions on ads pitching junk food to children, and 81 percent supported expanding public space for exercise.

The third strategic goal, to create and execute a capital campaign, is a project of the Development Committee, chaired by David Ahern. Funds from this effort will be used to support scholarships for career development, mentoring by senior scientists, and advocacy initiatives that emerge from special interest groups, supported by the knowledge and expertise of members and consistent with the mission and vision of SBM. You will hear more about this campaign over the next year.

Please contact me with your comments on SBM’s strategic plan. I would like to encourage you to share with me the advocacy initiatives on which you think SBM should focus in the next three to five years. Send your e-mails to ljbauman@wisc.edu. Remember, the best directions will emerge from our members.

References:

---

Please send *Outlook* correspondence to:

Cheryl L. Albright, Ph.D., M.P.H.
Editor of *Outlook*
Social and Behavioral Sciences Program
Cancer Research Center of Hawaii
University of Hawaii
1960 East-West Road
Biomedical Sciences Building, C-105
Honolulu, HI 96822
Phone: (808) 441-8189 • Fax: (808) 586-3077
Email: calbright@crch.hawaii.edu

Articles should be no longer than approximately 500 words, plus up to 10 references, and submitted to the Editor. Double-spaced papers should be submitted using APA or AMA writing style. Professional news is welcome at anytime via mail, phone, fax, or e-mail.
Editor’s note: This column is a fun way our members can learn more about each other. The questions come from a TV show called “Inside the Actor’s Studio”, where actors are asked a set of questions that reveal components of their personality and “philosophy on life”. Today’s guest for this column is Linda C. Bauman, Ph.D., new President of SBM, and a Professor at the University of Wisconsin–Madison, School of Nursing.

<table>
<thead>
<tr>
<th><strong>Outlook On Life</strong></th>
<th><strong>Linda C. Bauman, Ph.D.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your favorite word?</td>
<td>“Perhaps”—sounds a bit British and sophisticated.</td>
</tr>
<tr>
<td>What is your least favorite word?</td>
<td>Awesome, way overdone.</td>
</tr>
<tr>
<td>What “turns you on” or excites you about the field of behavioral medicine?</td>
<td>The fascinating mind-body connections.</td>
</tr>
<tr>
<td>What turns you off/frustrates you about the field of behavioral medicine?</td>
<td>The assumption that human behavior is rational.</td>
</tr>
<tr>
<td>What sound or noise do you love?</td>
<td>The sound of water lapping against the hull of a sailboat in 12 knot winds.</td>
</tr>
<tr>
<td>What sound or noise do you hate?</td>
<td>The sound of braking when the brakes pad have worn out.</td>
</tr>
<tr>
<td>What was the most unusual job (outside of behavioral medicine/academia) have you ever had?</td>
<td>I was a Good Humor Girl, driving an open cab ice cream truck throughout Detroit one summer.</td>
</tr>
<tr>
<td>What profession, other than yours, would you like to attempt?</td>
<td>I've always wanted to own a shoe store. I love shoes.</td>
</tr>
<tr>
<td>What profession or job would you not like to participate in?</td>
<td>Coal mining never appealed to me. Too dirty, too dangerous.</td>
</tr>
<tr>
<td>If heaven exists, what would you like St. Peter to say when you arrive at the pearly gates?</td>
<td>“You've been assigned to cloud number 9.”</td>
</tr>
</tbody>
</table>
Call for Nominations

Editor-in-Chief
Annals of Behavioral Medicine

The Annals of Behavioral Medicine is the official publication of the Society of Behavioral Medicine (SBM). Published bimonthly, the journal integrates biological, psychosocial, and behavioral factors and principles as they relate to health promotion, disease prevention, risk factor modification, disease progression, adjustment and adaptation to physical disorders, and rehabilitation. The primary goals are to advance knowledge of fundamental mechanisms and their translation into effective and efficient evidence-based applications to individuals, communities, populations, and policies. To achieve these goals, the journal publishes original empirical articles, substantive reviews, theoretical reviews, or reviews of methodological issues, and invited mini-series of interest to researchers, clinicians, students, and trainees in health professions. Annals is currently one of the most widely circulated and most visible scientific publications in the broad area of behavioral medicine.

Nominees must be current members of SBM and have an established scientific track record and broad knowledge of the field of behavioral medicine. Nominees should have demonstrated experience with the editorial process such service as an editor or an associate editor for a journal similar to Annals. In addition to providing information about editorial experience, nominees should provide information regarding the types of institutional support available to them in managing an editorial office. The term for the current Editor-in-Chief expires in December 2004.

Both nominations by others and self-nominations are encouraged. Nominations should include a statement of interest from the candidate including a summary of past editorial and related experience, and a current CV. Send nominations by August 1, 2003 to: Editor Search Committee, Society of Behavioral Medicine, 7600 Terrace Avenue, Suite 203, Middleton, WI 53562 or editorsearch@sbmweb.org
He’s a Winner!

At the recent Annual Meeting in Salt Lake City, we had a drawing for a free one-year membership in SBM. To qualify, attendees needed to turn in their evaluation form at the end of the meeting and place a business card in the drawing box. Paul A. Davis, PhD, from MeritCare Neuroscience in Fargo, North Dakota, was the recipient of this free membership.

Congratulations, Paul!
SBM Achievement Award Winners 2003
Mark Your Calendars!

25th Anniversary Meeting of the Society of Behavioral Medicine
March 24-27, 2004
Marriott Waterfront Hotel
Baltimore, Maryland

Call for Papers Submission Deadline:
September 12, 2003

continued on page 9
Executive Committee

Linda C. Baumann, PhD, RN
President, 2003-2004
University of Wisconsin-Madison School of Nursing
600 Highland Ave K6/342
Madison, WI 53792-2455
Ph: (608) 263-5272
Em: ljbaumann@facstaff.wisc.edu

David B. Abrams, PhD
Past President, 2003-2004
Centers for Behavioral & Prev Med Brown Medical School
The Miriam Hospital
CORO Bldg Ste 500, One Hoppin Street
Providence RI 02903
Ph: (401) 793-8005
Em: david_abrams@brown.edu

Judith K. Ockene, PhD
President-Elect, 2003-2004
Univ. of Massachusetts Medical School
Dept. of Medicine
55 Lake Avenue, North
Worchester, MA 01655
Ph: (508) 856-2316
Em: ljbaumann@facstaff.wisc.edu

Edwin B. Fisher, PhD
Secretary/Treasurer, 2000-2003
Div of Health Behavior Research Washington University
4444 Forest Park Ave Ste 6700
St. Louis MO 63108-2212
Ph: (314) 286-1901
Em: efisher@im.wustl.edu

Robert T. Croyle, PhD
Member Delegate, 2001-2004
National Cancer Institute
6130 Executive Blvd, EPN/4060
Bethesda MD 20892-7326
Ph: (301) 435-6816
Em: bc136e@nih.gov

Kenneth A. Wallston, PhD
Member Delegate, 2002-2005
Vanderbilt University
429B Godchaux Hall
Nashville TN 37240
Ph: (615) 343-3317
ken.wallston@mcmail.vanderbilt.edu

Marc D. Gellman, PhD
Member Delegate, 2003-2006
University of Miami Behavioral Medicine Research Ctr.
(200 BMRC)
c/o VA Medical Center
1201 NW 16th St.
Miami, FL 33125
Ph: (301) 435-6816
Em: bc136e@nih.gov

Council Chairs

Education & Training
Justin Nash, PhD
justin_nash@brown.edu

Membership
Viktor E. Bovbjerg, MPG, PhD
bovbjerg@virginia.edu

Publications & Communications
Alan J. Christensen, PhD
Alan-christensen@uiowa.edu

Scientific and Professional Liaison
Robin E. Mockenhaupt, PhD
rem@rwjf.org

Associate Chair
Richard W. Seidel, PhD
rseidel@carilion.com

Committee Chairs

Nominating
Michael Carey, PhD
mccarey@syry.edu

Development
David K. Ahern, PhD
dahem@theabacusgroup.com

Finance
Barbara S. McCann, PhD
mccann@u.washington.edu

Program
Vanessa L. Malcarne
malcarne@psychology.sdsu.edu

Co-Chair
Kathy Goggin, PhD
goggink@umkc.edu

Long-Range Planning
David B. Abrams, PhD
Em: david_abrams@brown.edu

Program Oversight
William Gerin, PhD
william.gerin@msnyuhealth.org

Electronic Communications
Susan M. Sereika, PhD
ssereika@pitt.edu

Outlook Editor
Cheryl L. Albright, PhD
calbright@crch.hawaii.edu

Annals Editor
Robert M. Kaplan, PhD
rkaplan@ucsd.edu

Executive Staff

Executive Director
Elizabeth A. Klipping
7600 Terrace Ave Ste 203
Middleton WI 53562
Phone: (608) 827-7267 Ext. 143
Fax: (608) 831-5485
bklipping@reesgroupinc.com

Executive Consultant
Susan M. Rees, CEO
srees@reesgroupinc.com

Administrative Assistant
Jessica Krapfl
jgoedken@reesgroupinc.com

IT Manager/Listserv Manager
John Hofmann
jhofmann@reesgroupinc.com

Membership Coordinator
Carmen Hellenbrand
chellenbrand@reesgroupinc.com

Meeting Planner
Jane C. Shepard, CMP
jshepard@reesgroupinc.com

Finance Manager
Dianne Benson
dbenson@reesgroupinc.com