

Board of Directors Meeting Minutes

Friday, April 9, 2021, 10 a.m. – 1 p.m. CT

IN ATTENDANCE (ALPHA ORDER)		
Monica L. Baskin, PhD President*	Carly M. Goldstein, PhD Chair, Civic and Public Engagement Committee	Valerie Myers, PhD Chair, Education, Training, and Career Development Council*
Ellen Beckjord, PhD, MPH Co-Chair, Program Committee	Brian D. Gonzalez, PhD Chair, SIG Council*	Tracey A. Revenson, PhD Editor, Annals of Behavioral Medicine
Joanna Buscemi, PhD Chair, Health Policy Council*	E. Amy Janke, PhD Chair, Scientific and Professional Liaison Council*	Lila J. Rutten, PhD, MPH Member Delegate*
Cynthia Castro Sweet, PhD Chair, Digital Health Council*	Lisa M. Klesges, PhD Chair, Development Committee	Rachel C. Shelton, ScD, MPH Member Delegate*
David E. Conroy, PhD President-Elect*	Crystal Lumpkins, PhD Editor, Outlook	Dori Steinberg, PhD, RD Chair, Program Committee
Michael A. Diefenbach, PhD Immediate Past-President and Chair, Nominating Committee*	Scherezade K. Mama, DrPH Chair, Membership Council*	Sandra J. Winter, PhD, MHA Secretary/Treasurer and Chair, Finance Committee*
Akilah J. Dulin, PhD Chair, Health Policy Committee	Megan McVay, PhD Chair, Publications and Communications Council*	
Stephanie L. Fitzpatrick, PhD Member Delegate*	Suzanne Miller, PhD Editor, Translational Behavioral Medicine	

* = voting member; quorum = 8 voting members

STAFF AND GUESTS (ALPHA ORDER)		
Rebecca Borzon Member and Media Communications Manager	Rachel Mizar Senior Meetings Manager	Tara Withington, CAE Consulting Partner
Lindsay Bullock, CAE Executive Director	Eli Rehorst, MS Development Coordinator	
Angela Burant Meetings Manager	Andrew Schmidt Senior Program Manager	

CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Baskin called the meeting to order at 10:03 a.m. CT. No disclosures were made.

CONSENT AGENDA

In reviewing the reports submitted to the board, Dr. Baskin highlighted the report from *Annals of Behavioral Medicine* for its response to the “Commitment to Diversity” prompt: The *Annals* editorial team inventoried the gender and racial diversity already present among its members, however the report also included a detailed action plan to invite postdocs and early-career professionals from diverse backgrounds to join the editorial board, as well as collecting demographic data from authors during the manuscript submission process to identify opportunities for increasing contributions from underrepresented and minoritized groups.

MOTION: Dr. Gonzalez moved to approve the January Board of Directors meeting minutes and SIG/Council/Committee reports. Dr. Diefenbach seconded. The motion carried.

PROGRESS UPDATE FOR 2021 STRATEGIC FRAMEWORK STRATEGIES

Dr. Baskin invited several board members to comment on their action plans relating to three strategic outcomes previously identified and approved by the board: Awareness and Impact of Behavioral Medicine, Public Education and Behavior Change, and SBM as an Indispensable Professional Resource.

Dr. Mama reported that the Membership Council had been charged with exploring ways in which SBM can increase the awareness and impact of behavioral medicine. The council assigned itself the twin strategies of developing an inclusive definition for “behavioral medicine professionals” and creating collateral that exemplifies the relevance of behavioral medicine professionals in addressing some of the most pressing issues facing society today.

Dr. Goldstein shared how CPEC has focused on science communication in relation to the Public Education and Behavior Change strategic outcome, with a particular emphasis on members’ own science communication efforts. The committee will be conducting a survey to help understand how their science communication has been promoted or impeded in the past, and will use the survey results to assemble resources that members can use to increase support for science communication at their institutions. CPEC has also been assembling a press list that SBM staff will use to quickly distribute interested members’ work to journalists.

Ms. Borzon reported that SBM staff, in collaboration with the Membership Council and SBM Champions, has been working on a coordinated communications campaign to demonstrate the indispensable value offered by SBM membership. The Champions have been tasked with selecting the most significant member benefits to promote, after which more specifics for the campaign, such as communications channels, targeting, and frequency, will be determined.

Dr. Baskin added that Diversity, Equity and Inclusion will be a key focus of the communications to SBM members, and staff also completed a DEI assessment of all SBM activities. The Executive Committee reviewed the assessment and identified success and areas for improvement.

Finally, Dr. Diefenbach informed the board that a new working group had been convened to assess SBM’s structural capacity in service of the strategic framework. This group will focus on a number of issues relating to SBM governance, including the distinction

between councils and committees and the procedure for establishing or sunseting both types of groups. The working group will also consider how governance questions can be more readily addressed by the board in the future and how changes to leadership structure can be more easily communicated with the membership and incorporated into SBM's bylaws.

REPORT FROM THE PRESIDENTIAL WORKING GROUP ON CLIMATE CHANGE AND HEALTH

Dr. Diefenbach reminded the board that the Presidential Working Group was approved last year to facilitate cross-disciplinary collaborations and cross-organization partnerships, raise awareness and enhance knowledge of key stakeholders through outreach activities, and develop products/publications to advance research on climate change and health.

Dr. Diefenbach reported that following some introductory webinars in mid-2020, the full working group met every six weeks, with regular subgroup meetings in between. The standing subgroups included: 1) Climate and Behavior Change; 2) Health-Related Behavior and Climate Change; 3) Health Inequity; 4) Communication; and 5) Policy and Advocacy. Each subgroup developed its own procedures for addressing key issues relating to climate change and health behavior, with the goal of generating recommendations for SBM and for the field more broadly within each of their focus areas.

Dr. Diefenbach first shared the draft recommendations from the Health-Related Behavior and Climate Change subgroup. The group considered three high impact behavior "clusters" critical for both personal health and climate change: Energy use, transportation, and food & agriculture. Within each of these clusters, the subgroup organized particular behaviors and possible intervention targets into levels ranging from individual and household up through city, state, country, and global behavior mechanisms.

Next, Dr. Diefenbach shared the draft recommendations from subgroup 1, Climate and Behavior Change. This group identified an opportunity for bridging the language gap between behavior science and basic science and addressing what some basic scientists have described as frustration with "talking only among themselves." The subgroup proposes establishing a new climate SIG, leveraging climate-relevant work already being done by other groups within SBM, exploring venues for networking and collaboration within SBM and between SBM and other organizations, and identifying opportunities for members to rapidly bring their behavior change expertise into the climate science space.

Draft recommendations from the Communication subgroup were largely a result of a literature review of more than 75 articles relating to climate change communications. Those recommendations include making climate change and health one of SBM's key policy issues, developing advocacy resources that SBM members can use to effectively communicate about climate change, training SBM Health Policy Ambassadors to communicate with policymakers about climate change and health, and establishing a climate change and health SIG.

Finally, Dr. Diefenbach reported on collaborations between the remaining Health Inequity and Policy and Advocacy subgroups. Their draft recommendations included developing a climate change and health research agenda that demonstrates the disproportionate impact of climate change on BIPOC communities, developing an effective communication strategy to illustrate the results of that research agenda, declaring climate change and health a key policy issue, forming a climate change SIG, and partnering with likeminded organizations to expand the reach of these efforts.

Dr. Diefenbach closed with an examination of how the working group's efforts align with SBM's recently-developed strategic framework. With climate change being a prominent issue beyond the behavioral medicine sphere, SBM's work in this space could increase awareness and impact of the society and help position SBM as an indispensable professional resource. In addition, the several recommendations relating to communicating with outside stakeholders would likewise contribute to the public education strategic outcome.

To expand upon their initial draft recommendations and complete additional deliverables such as white papers, the working group has requested an extension for an additional year.

MOTION: Dr. Gonzalez moved to extend the Presidential Working Group on Climate Change and Health until April 2022. Dr. Janke seconded. Dr. Diefenbach abstained. The motion carried.

Dr. Diefenbach also shared a series of recommendations for the U.S. Department of Health and Human Services addressing research, public health protection, health care resilience, and incorporation of health into the U.S. contributions under the United Nations Framework Convention on Climate Change. The working group proposed that SBM sign on to the document as a first step to increasing the society's visibility in the climate change space and connecting with other key organizations already working on climate change and health.

MOTION: Dr. Baskin moved to approve SBM's endorsement of the Climate Change, Health and Equity Recommendations for the Department of Health and Human Services. Dr. Diefenbach seconded. The motion carried.

2021 ANNUAL MEETING PROGRAM COMMITTEE REPORT

Dr. Steinberg informed the board that the total number of abstract submissions was notably lower than average for recent years, however the drop was less severe than Program Committee members anticipated. While registration numbers were likewise lower than average to date, several EDI clients who recently held virtual conferences reported a surge in registrations just before and during their meetings, so the final count for 2021 may end up being comparable to other recent Annual Meetings.

Dr. Steinberg provided a preview of the keynote presentations and master lectures for the following week, as well as an overview of the general sessions, noting that over 1,000 total live and on-demand presentations were scheduled. Dr. Steinberg highlighted the several networking sessions planned throughout the week and the chat and direct messaging functionality of the conference platform; the Program Committee has been placing particular emphasis on these features in response to members ranking networking as one of the most appreciated elements of traditional Annual Meetings and disappointing experiences with other virtual meetings where networking options were notably absent.

2022 ANNUAL MEETING IN-PERSON/LOCATION CONSIDERATIONS

Dr. Baskin reminded the board that the Marriott Wardman Park hotel in Washington, DC, which had been the contracted site for the 2022 Annual Meeting, declared bankruptcy in February. As a result, SBM staff exited the contract and circulated a request for proposals and received several responses from properties that aligned with the meeting's size and scheduling needs.

Before discussing the top prospective venues, Dr. Baskin asked the board to determine the preferred format for the 2022 Annual Meeting. Just as the board was charged with considering its responsibility to attendees, responsibility to society more broadly, and responsibility to SBM's financial future before making the decision to cancel the 2020 Annual Meeting and hold the 2021 Annual Meeting virtually, the board would need to assess the same key considerations for 2022. Ms. Mizar reported that SBM's successful cancellation insurance claim in 2020 resulted in minimal losses to the society, however no cancellation insurance providers will cover COVID-19 in future policies, with most forgoing communicable disease coverage of any sort. In addition, the liability insurance that SBM purchases for all in-person meetings will be up to three times the typical cost for an event in 2022, however this insurance represents a small percentage of the overall Annual Meeting budget. Finally, any contract signed with a hotel for the 2022 meeting at this stage will be subject to cancellation penalties, with those penalties increasing in severity as the meeting dates draw closer.

Several board members advocated for a fully in-person meeting in 2022, citing the fact that all adults in the United States should be able to receive a COVID-19 vaccine in the coming months and recent member surveys suggesting that a sizeable majority of attendees would be comfortable traveling to an in-person conference once vaccinations were prevalent. Dr. Castro Sweet enquired whether it would be possible to provide virtual access to live or recorded content to potential attendees who are unable to travel to the conference. Ms. Bullock noted that surveys in previous years showed a disconnect between what attendees would be willing to pay for conference recordings and the associated A/V costs. According to the most recent member survey, the majority of respondents who were in favor of a hybrid format would still prefer to attend any hybrid conference in-person rather than virtually, suggesting that there may be limited demand for hybrid events while the resources needed to plan both in-person and virtual components would be significant.

The board agreed that the 2022 Annual Meeting should be scheduled as an in-person event rather than a hybrid conference, while the Program Committee and SBM staff could continue to explore options for recording some of the meeting content.

Ms. Mizar shared staff's top 3 recommendations for potential 2022 meeting sites: The Hilton Orlando Buena Vista Palace, JW Marriott Indianapolis, and Hilton Baltimore Inner Harbor. All three properties are available near the intended meeting dates in late-March 2022 and offered competitive bids for a meeting of SBM's size and budget. A number of board members expressed support for Baltimore as a meeting location generally due to proximity to the NIH and to the original 2022 meeting city, Washington, DC.

The board conducted a series of polls to determine first- and second-choice locations for 2022, with Baltimore receiving the highest number of votes in the first round and Indianapolis winning a runner-up vote.

MOTION: Dr. Baskin moved to approve the Hilton Baltimore Inner Harbor as the first-choice venue for the 2022 Annual Meeting, with the JW Marriott Indianapolis as a backup. Dr. Conroy seconded. The motion carried, with Dr. Gonzalez opposing.

FUNDRAISING CAMPAIGN UPDATE

Dr. Klesges thanked the honorary chairs and co-chairs for each of the four funds of the Prove Science Better-Health Giving Campaign for their commitment to championing the campaign during its "soft launch" period. Over the previous 12 months a total of \$86,592 was raised, with significant contributions for named awards in honor of Karen Calfas, Elliot Coups, and Redford Williams in addition to donations to the Leadership Development, Policy Advocacy, Science Communication, and general funds. Dr. Klesges also extended a special thanks to the board for their 100% participation in the campaign, and highlighted the Wisdom Council's 63% participation rate as both a success of the soft launch and a potential source of future contributions.

While the campaign's official launch was a few days prior, Dr. Klesges drew the board's attention to several giving events scheduled for the upcoming Annual Meeting week, including a raffle, donor reception, virtual hike, planking challenge, and SIG contest.

SPLC STRATEGIC RE-ORGANIZATION

Dr. Janke reported that the SPLC had recently completed a taxonomy of partnership "levels" and guidance document for establishing and managing partnerships, marking the culmination of over a year of strategic re-organization discussions. A key feature of the council's strategic restructuring is a re-envisioning of the council's role within SBM and individual members' roles on the council, with SPLC serving as a hub for partnerships that are primarily managed by other groups within SBM, and council members functioning as support to liaison leads throughout the society rather than exclusively managing one or two partnerships of their own.

Dr. Janke added that next steps for the council involve developing an inventory of all current SBM partnerships, beginning with evaluations that each liaison will be asked to complete. These evaluations will help the council categorize existing relationships into one of the three partnership levels and identify potential liaison tasks appropriate for that level. SPLC members and liaison leads will also plan to conduct routine evaluations going forward to determine how partnerships are aligning with strategic goals and collect historical data about all of SBM's external relationships in an easily-accessible format.

ADJOURN

The meeting adjourned at 1:40 p.m. CT.

Minutes respectfully submitted by A. Schmidt on April 12, 2021.