

Board of Directors Meeting Minutes

Wednesday, April 6, 2022, 10 a.m. – 3 p.m. ET
Hilton Baltimore Inner Harbor, Poe A-B

IN ATTENDANCE (ALPHA ORDER)

Danielle Arigo, PhD, LP Chair, Membership Council	Stephanie L. Fitzpatrick, PhD Member Delegate*	Robert L. Newton, Jr., PhD Chair, SIG Council*
Monica L. Baskin, PhD Immediate Past-President and Chair, Nominating Committee*	Carly M. Goldstein, PhD Chair, Civic and Public Engagement Committee	Tracey A. Revenson, PhD Editor, Annals of Behavioral Medicine
Ellen Beckjord, PhD, MPH Chair, Program Committee	Brian D. Gonzalez, PhD Member Delegate*	Kristin L. Schneider, PhD Chair, Scientific and Professional Liaison Council*
Cynthia Castro Sweet, PhD Chair, Digital Health Council*	Crystal Lumpkins, PhD Editor, Outlook	Margaret L. Schneider, PhD President-Elect*
David E. Conroy, PhD President*	Megan McVay, PhD Chair, Publications and Communications Council*	Rachel C. Shelton, ScD, MPH Member Delegate*
Marian L. Fitzgibbon, PhD Chair, Development Committee	Valerie Myers, PhD Chair, Education, Training, and Career Development Council*	Sandra J. Winter, PhD, MHA Secretary/Treasurer and Chair, Finance Committee*

* = voting member; quorum = 8 voting members

REGRETS (ALPHA ORDER)

Joanna Buscemi, PhD Chair, Health Policy Council*	Cheryl L. Knott, PhD Editor, Translational Behavioral Medicine	Frank M. Perna, PhD Chair, Awards Committee
Akilah J. Dulin, PhD Chair, Health Policy Committee		

STAFF AND GUESTS (ALPHA ORDER)

Lindsay Bullock, CAE Executive Director, SBM	Moira O'Neil Senior Vice President of Research Interpretation, FrameWorks Institute	Tara Withington, CAE Consulting Partner, SBM
Michael A. Diefenbach, PhD Chair, Climate Change and Health Working Group		

CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Conroy called the meeting to order at 10:07 a.m. ET. No new disclosures were reported. Dr. Conroy reminded the group that Board discussions are considered confidential.

CONSENT AGENDA

Dr. Conroy highlighted the diversity section of the report from the Scientific and Professional Liaisons Council: “The council strives to have a diverse membership, engage in liaisons with organizations that exemplify SBM’s diversity, and set an example of diversity/equity/inclusion for peer organizations. In collaborations with other organizations, the council aims to promote issues relevant to diversity (e.g., working with diverse communities) and ensure individuals from diverse backgrounds represent SBM. We will be inviting new members to join the SPLC in the next few months and will prioritize increasing the diversity of the committee.”

MOTION: Dr. Margaret Schneider moved to approve January minutes and council/committee/publications/SIG reports. Dr. Newton seconded. The motion carried.

FRAMEWORKS WORKSHOP

Dr. Conroy welcomed Moira O’Neil, Senior Vice President of Research Interpretation with the FrameWorks Institute, to continue the Board’s January discussion about framing the field of behavioral medicine for optimal messaging. Ms. O’Neil presented on the ideal narrative structure for framing: Principle, process, problem, and proposal. The Board then broke into small groups to draft the narrative of behavioral medicine. They reported ideas back to the full group. Ms. O’Neil will compile their responses into a single version for further review and testing.

CLIMATE CHANGE WORKING GROUP REPORT

Dr. Diefenbach presented on the activities of the presidential working group on climate change, including final recommendations to advance the role of behavioral medicine in combatting climate change and to infuse climate work into SBM’s existing structure. Dr. Diefenbach explained the working group came out of his presidential provocative questions initiative, which showed climate change as the most frequent topic of concern and interest to members. The working group had five subgroups: Climate change, behavior, and health; health inequity and climate change; policy and advocacy; communication for health-related behavior and climate change; and health-related behavior and climate change.

One primary product of the working group is a special section of TBM, in press, featuring five articles from the subgroups. Dr. Diefenbach highlighted three articles, which relate to overall recommendations for the field or for SBM. The first article suggests communication strategies that individuals can use in their own work to better message about the impacts of climate change and health. The second article focuses on health equity through a climate lens, including calling for individuals to center the voices of communities targeted for marginalization in their behavioral medicine research and practices, particularly those that address climate and environmental justice. The third article highlights advocacy ideas, including some that apply to SBM as an organization; those include creating a climate change and health SIG (a new SIG application is in the works), training members on climate advocacy, releasing climate- and health-focused policy position statements, adding climate change and health to SBM’s official policy priority areas (with related policy ambassadors assigned), and partnering with climate-focused coalitions or peer organizations (such as the Medical Society Consortium on Climate and Health). Dr. Diefenbach also suggested a climate-focused special issue or recurring series of articles in SBM’s Outlook newsletter. He and incoming Outlook Editor Dr. Linda Trinh are partnering on that effort. Dr. Kristin

Schneider reported that SPLC, via SBM's strategic plan, is already working with climate organizations and working with health organizations (such as The Obesity Society) to frame existing work in the context of climate change.

Dr. Conroy commended Dr. Diefenbach's efforts, also highlighting that SBM now belongs to:

- ecoAmerica (as part of this, they will host a personalized training for SBM members to learn how to be climate advocates, likely to happen summer 2022; we will also be adding a climate change page to the SBM website)
- Lancet Countdown
- Applied to join the NAM Climate Collaborative

SBM has signed on to:

- Publication of the joint editorial: "Call for Emergency Action to Limit Global Temperature Increases, Restore Biodiversity, and Protect Health." (In TBM and ABM)
- MomentUs Climate Statement
- Congressional letter: "America's Health Organizations Call on Congress to Invest in Protecting and Promoting Health in Response to the Climate Crisis"
- US Call to Action on Climate, Health, and Equity
- Healthy Climate Prescription Letter

All of these efforts will help SIGs, policy ambassadors, and SPLC have strong collateral for continuing to advance climate work.

MOTION: Dr. Baskin moved to approve a "climate change and health" policy priority area. Dr. Winter seconded. The motion carried.

MOTION: Dr. Myers moved to approve organizational membership in the Medical Society Consortium on Climate and Health. Dr. Kristin Schneider seconded. The motion carried.

MOTION: Dr. Castro Sweet moved to sunset the Presidential Working Group on Climate Change and Health. Dr. Baskin seconded. The motion carried.

PROGRESS ON 2022 STRATEGIC FRAMEWORK

Board members reported on progress so far in calendar year 2022, for each of the 2022 priority strategies in SBM's 2021-25 strategic plan.

Outcome 1: Awareness and Impact of Behavioral Medicine

Strategy 1: Create collateral showing how we are relevant in solving today's problems

Dr. Arigo reported that the Membership Council is building on the strategic interviews done in 2021, with plans to create an intro to behavioral medicine video by August and to refine sections of SBM's website with more accessible and clear language.

Strategy 2: Develop strategic partnerships with AHA, APHA, and up to 2 clinician-focused organizations; some focused on climate change

Dr. Kristin Schneider reported that SPLC has connected with AHA representatives and is adding members to the council to help shepherd these specific partnerships. Dr. Kristin Schneider attended AHA's Epi|Lifestyle Scientific Sessions and will likely focus with AHA on getting SBM members onto the organization's guidelines committees. AHA seems especially interested in information from SBM about how to develop interventions.

Strategy 3: Increase dissemination and readership of our policy position statements

Dr. Conroy reported that the Health Policy Committee has developed an action plan to increase dissemination via social media (new list of SBM influencers, and tweeting at specific legislators directly), SIG listservs, the National Prevention Science Coalition listserv, and strategic re-sharing of statements in relevant health months.

Outcome 2: Public Education and Behavioral Change

Strategy 1: Create a scicomm toolkit/trainings

Dr. Goldstein reported that CPEC is building on its 2021 scicomm survey to build the toolkit, which should launch by fall 2022 with initial sections on op eds, infographics, and social media. The toolkit web build out is made possible by donations to SBM's Science Communication Fund.

Strategy 2: Enhance TBM and ABM authors' interest in and ability to promote their published research

Dr. Goldstein reported that CPEC is coordinating with SBM's journal editors to use SBM's press list to issue releases about high-impact new articles as appropriate.

Outcome 3: Indispensable Professional Resource

Strategy 1: Retain and recruit more student members, from all backgrounds

Dr. Arigo reported that the Membership Council is finishing a listening tour with Student SIG leaders and other student members to determine the best elements of SBM's membership and the elements that could be improved. Work later this spring and summer will solicit feedback from former student members and from mentors who encourage students to join SBM. The council hopes to have recommendations ready for the Board this summer, before the 2023 membership year opens in the fall.

Outside of this work, Dr. Arigo reported that the Membership Council is also engaged in a membership referral raffle and a new member meet and greet. Dr. Conroy reported that the council and the Awards Committee are working to review data on SBM fellows, building on the Boards' January discussion, with improvement recommendations expected in summer 2022.

Strategy 2: Expand non-Annual Meeting programming for students, via regional in-person events

Dr. Margaret Schneider reported that a Regional Events Working Group has formed to investigate local meet-up events for students. These would likely be less than 3 hours long, not require travel, and include food or a happy hour. The group hopes to have recommendations for the Board in July, so events can be pilot tested this fall.

Strategy 3: Expand webinars and direct topics based on member need

Dr. Conroy reported that this strategy has not started but will commence under the new Scientific Education Council if SBM's organizational restructuring bylaws amendments pass.

PROGRAM COMMITTEE REPORT

Dr. Beckjord highlighted special elements of this year's Annual Meeting, including an SBM-WW partnership funding free registration for first-time attendees from underrepresented backgrounds. 114 individuals took advantage of this option, and were invited to a special lunch at the Annual Meeting. Board members are strongly encouraged to attend to network with these individuals. The Program Committee also kept diversity in mind when inviting plenary speakers and recruiting paper and live research spotlight session chairs. The research spotlights were a new session in the 2021 virtual meeting that the committee continued for 2022 due to their popularity. The committee this year also tweaked the conference daily schedule to start later, end earlier, and provide more networking. A welcome and opening keynote will feature Drs. Diefenbach, Baskin, Alison Phillips, and Dori Steinberg, talking about their experiences during COVID-19, including the cancelled 2020 and virtual 2021 meetings.

Dr. Beckjord also presented information on Annual Meeting continuing education (CE) issues. 10% of meeting attendees claim credit but it impacts 100% of submitters due to disclosure and other requirements that complicate the submission process and result in negative feedback each year. New CE rules about breaks and special requirements in certain states also mean SBM can only offer about 12 credit hours for the meeting, compared to 30 hours in the recent past. In past surveys, meeting attendees have indicated CE is not a primary reason they attend SBM's meeting, and many of those who claim credit have indicated they would still attend even if CE were not offered. It may be advantageous for SBM to stop offering CE.

Some Board members said despite the difficulties, offering credit legitimizes SBM as an organization and that, even though only a small number claim credit, those individuals would have difficulty obtaining such efficient and cheap credits elsewhere. This may be especially true of members in industry.

Others said they claim credit themselves, but feel the impact on them would be negligible should SBM stop offering credit.

MOTION: Dr. Gonzalez moved to discontinue CE offerings for future annual meetings. Dr. McVay seconded. Drs. Gonzalez and Conroy voted in favor. Drs. Baskin, Fitzpatrick, Castro Sweet, Newton, Kristin Schneider, Arigo, Myers, and Winter voted against. Drs. McVay and Margaret Schneider abstained. Dr. Shelton was not present for this portion of the meeting. The motion did not carry.

Board members indicated they consider this in the future if a suitable credit alternative (either from SBM or elsewhere) could be found.

BOARD ANNUAL MEETING RESPONSIBILITIES AND EVENTS

Dr. Conroy highlighted sessions that Board members should attend.

He also recognized Drs. Baskin, Beckjord, Buscemi, Dulin, McVay, Lumpkins, and Shelton, whose terms are ending, thanking them for their dedicated service to SBM.

ADJOURN

The meeting adjourned at 3 p.m. ET.

Minutes respectfully submitted by L. Bullock on April 19, 2022.