

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 discipline 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, FSBM, serves as the first president.
- SBM hosts its first **Annual Meeting & Scientific Sessions** in San Francisco, CA.
- 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.

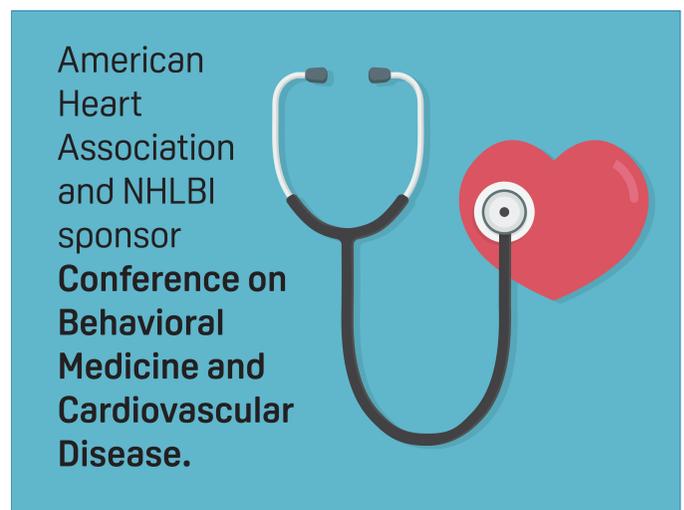
1984



- 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 and future SBM President Rena Wing, PhD, FSBM.



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, FSBM.

1994

- **Society of Research for Nicotine and Tobacco** founded at SBM.

1995

- NIH opens **Office of Behavioral and Social Sciences Research (OBSSR)** with future SBM 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**.



U.S. Department of Health and Human Services establishes **Task Force on Community Preventive Services**.

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.



2000-2009 45 Years of SBM

2000

- OBSSR launches **Evidence-Based Behavioral Medicine Committee**, chaired by Karina Davidson, PhD, FSBM, and future SBM President Peter Kaufmann, PhD, FSBM.

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 Late-Life 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, FSBM, 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**.
- SBM Past-President Kelly Brownell, PhD, FSBM, named one of Time Magazine’s 100 Most Influential People in the World for **childhood obesity** work.
- Robert D. Kerns, PhD, FSBM, becomes the first national program director for **pain management** for the Department of Veterans Affairs (VA).

2007

- Future SBM President Bonnie Spring, PhD, FSBM, develops **online evidence-based behavioral practice training** resources.
- 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, FSBM, introduce a **taxonomy of behavior change techniques**.

2009

- 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.



SOCIETY OF
BEHAVIORAL
MEDICINE

2010

- Publication of *Handbook of Behavioral Medicine* with Editor Andrew Steptoe, PhD, FSBM.
- 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 and SBM Past-President Bonnie Spring, PhD, ABPP, FSBM.



- 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 multi-component **behavioral counseling for obesity** a B recommendation.

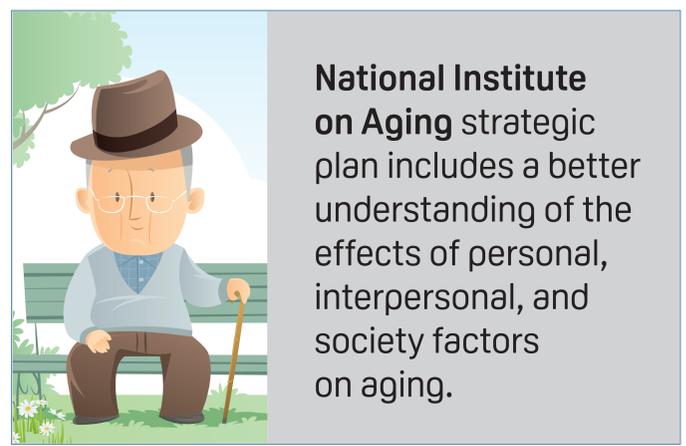
2013

- Publication of *Encyclopedia of Behavioral Medicine* with Editor Marc D. Gellman, PhD, FSBM.
- American Medical Association recognizes **obesity as a chronic disease**.

2014



2016



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

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 SBM Past-President and Editor Edwin B. Fisher, PhD, FSBM.



- Robert D. Kerns, PhD, FSBM, 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.
- SBM launches public-facing **Healthy Living** website, an initiative of SBM Past-President Sherry Pagoto, PhD, FSBM. Articles reach 15,000+ patients per month.



2020

Provocative Questions project by SBM Past-President Michael Diefenbach, PhD, FSBM, identifies **climate change** as a core issue in need of behavioral medicine attention. SBM creates a climate change and health Special Interest Group and designates it as a policy priority area.



- As the global **COVID-19 pandemic** emerges, OBSSR develops survey item repository and supplemental research funding. SBM develops resources for members, practitioners, and policymakers.
- NIH workgroup led by future SBM President Christine Hunter, PhD, ABPP, and Sylvia Chou, PhD, MPH, releases report on using evidence from behavioral and social science in communication to address COVID-19 **vaccine hesitancy**.

2021

- SBM creates a **Policy Ambassador Program** with leadership from Joanna Buscemi, PhD. 28 member-ambassadors have 100+ touchpoints with federal legislators in the first year alone.

SBM launches the **Monica Baskin Diversity Institute for Emerging Leaders**.



- Outgoing NIH Director Francis Collins, MD, PhD, laments publicly that an **underinvestment in research on human behavior** contributed to low uptake of COVID-19 vaccines and the spread of health misinformation.

2022

- Congressionally directed report calls for **integration of behavioral and social sciences research expertise across the NIH**.



SBM launches the **Sci Comm Toolkit** to help all scientists better communicate their science to the public.

- SBM begins funding member research via **Bridging the Gap Research Awards** for postdocs.

2023

- Bernard Fuemmeler, PhD, MPH, FSBM, serves as SBM's **first Hispanic president**.

2024

White House issues Blueprint to help federal decisionmakers leverage social and behavioral science, noting that without it “federal policies and programs simply cannot achieve their intended outcomes.”

