



Society for Nutrition Education and Behavior

SNEB 2017 ANNUAL REPORT



Table of Contents

SNEB Mission and Vision	2	Advisory Committee on Public Policy	8
Report from the Divisions	3	Journal of Nutrition Education and Behavior.....	9
SNEB 2017 Annual Conference - by the numbers.....	3	SNEB Foundation	10
Treasurer's Report.....	4	SNEB Online	11
Membership Report	6	2016-2017 Webinars	11





SNEB Mission and Vision

Overview

The Society for Nutrition Education and Behavior (SNEB) represents the unique professional interests of nutrition educators worldwide. SNEB is dedicated to promoting effective nutrition education and healthy behavior through research, policy and practice and has a vision of healthy communities, food systems and behaviors.

SNEB is an international community of professionals actively involved in nutrition education and health promotion. Their work takes place in colleges, universities and schools, government agencies, cooperative extension, communications and public relations firms, the food industry, voluntary and service organizations and with other reliable places of nutrition and health education information.

Vision

Healthy communities, food systems and behaviors.

Mission

To promote effective nutrition education and healthy behavior through research, policy and practice.

Strategic Goals

1. Grow and maintain a dynamic Society, serving nutrition educators around the world.
2. Support the effective practice of nutrition education.
3. Advocate for policies that support healthy communities, food systems and behaviors.
4. Promote research related to effective nutrition education and behavior change at the individual, community and policy levels.
5. Build collaborations with organizations, industries and government to promote healthy communities, food systems and behaviors

Guiding Principles and Values

- Fiscal responsibility
- Inclusiveness
- Open and respectful communication
- Professionalism and integrity
- Respect for diversity of opinions and perspectives
- Trust building
- Valuing contributions of volunteers and supporters
- Well-informed decision making

Board of Directors 2016-2017

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ACPP Chair

Nicole Turner-Ravana, MS,

SNEB Foundation President

Jackie Williams, CPA

Executive Director, through 12/2016

Rachel Daeger, CAE

Executive Director beginning 1/2017

Organizational Members (as of 6/1/2017)

- American Frozen Food Institute
- Canned Food Alliance
- Commission on Economic Opportunity
- Dairy Council of California
- Egg Nutrition Center/American Egg Board
- Health Promotion Council
- Laurie M. Tisch Center for Food, Education & Policy, Teachers College Columbia University
- Learning ZoneXpress
- Share Our Strength's Cooking Matters
- The University of New England





Report from the Divisions

Divisions represent the special, focused interests of members and provide critical networking and educational opportunities for members.

Communications Division

- Conducted two webinars on skills building - Selecting the Best Images and the Importance of Phrasing
- Sent two newsletters to division members as well as held conference calls with membership
- Published JNEB editorial in November 2016

Food & Nutrition Extension Education Division

- Continued quarterly newsletter to feature FNEE members' nutrition education programs/resources available to all members
- Welcomed new division members monthly
- Planned full-day pre-conference with poster abstract presentations
- Co-sponsored webinar on the Mediterranean Diet

Healthy Aging Division

- Encouraged members to recruit new members to SNEB and the division
- Submitted conference session
- Published division newsletters

Higher Education Division

- Conducted webinar on virtual reality in nutrition education
- Hosted hot topics call on proposed ACEND standards
- Submitted SoTL conference session
- Awarded five higher education research awards and SoTL award
- Setup Dropbox for Division communication
- Sent bi-monthly emails to division membership

Division of International Nutrition Education (DINE)

- Submitted six conference proposals including post conference session on technology

- Conducted "Efforts to Reduce Global Food Insecurity" webinar with over 600 registered participants
- Published JNEB editorial in May 2017
- Assisted USDA Team Nutrition with international breakfast project

Nutrition Education for Children Division

- Continued work on best practices database
- Hosting a Hot Topics call on August 23: Feeding Guidelines for Infants and Toddlers
- Proposed an annual conference session
- Preparing to present first Children's Division poster award at 2017 annual conference

Public Health Nutrition Division

- Supported FNEE pre-conference session
- Submitted JNEB editorial for June 2017
- Held webinar: "Using Complexity Modeling to Inform Public Health Nutrition Educators and Policy Makers"
- Held monthly check-in calls with membership

Sustainable Food Systems Division

- Sponsor a session at the 2017 annual conference
- Conducting long range planning meeting at 2017 annual conference
- Presented webinar "Sustainable Dietary Guidance: Learning from the Past, Understanding the Present, Planning for the Future"
- Hosted talk with Dr. Tim Lang, author of "Sustainable Diets: Hairshirts or a better food future?"

Weight Realities Division

- Created and distributed a survey to assess SNEB members understanding of Health at Every Size
- Used survey information to plan annual conference session
- Hosted Health at Every Size Hot Topics call with Dr. Joanne Ikeda

SNEB 2017 Annual Conference - by the numbers

Sheraton San Diego, San Diego, CA

- 756 Attendees (the highest number of attendees since 2001)
- 373 Abstracts presented including FNEE preconference plus USDA NIFA and Team Nutrition posters
- 18 Exhibitors
- 93 Speakers
- 36 Sessions audio recorded
- 37 CEUs
- 32 Programs, tours and pre-conference sessions



2016-2017 Year in Review



Treasurer's Report

FINANCIAL HEALTH

SNEB continued strengthening its financial position for fiscal year end July 31, 2016 with a gain in net assets of \$59,38, which is detailed on the next page. The 2016 gain pushed net assets to over \$700,000, as can be seen in Table A. The results for the 2017 fiscal year end are not yet complete, but it is anticipated that SNEB will have a gain in net assets of \$10,000 - \$12,000 versus a budgeted loss of \$1,648.

The fiscal year 2016 gain and increasing trend in net assets is due in large part to the strong performance of the Journal of Nutrition Education and Behavior (JNEB), which brings in steady revenues over \$175,000 annually.

Also contributing to the overall favorable financial trend is a 17% growth in individual membership from 2011 to 2016. Three out of the last five years' conferences have realized net gains, which is another contributing factor towards SNEB's financial stability. The largest portion of conference revenues come from attendee registration fees (77% on average for the last five years). Trends in these revenue categories are illustrated in Table B.

The summarized 2016 fiscal year end results and recent statement of financial position can be seen on the following page.

Table A: SNEB Net Assets

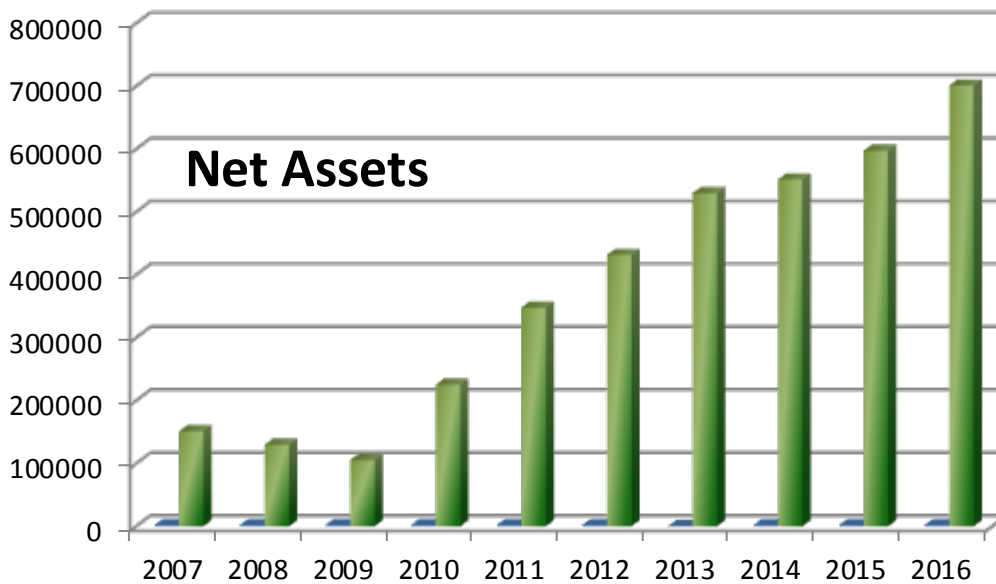
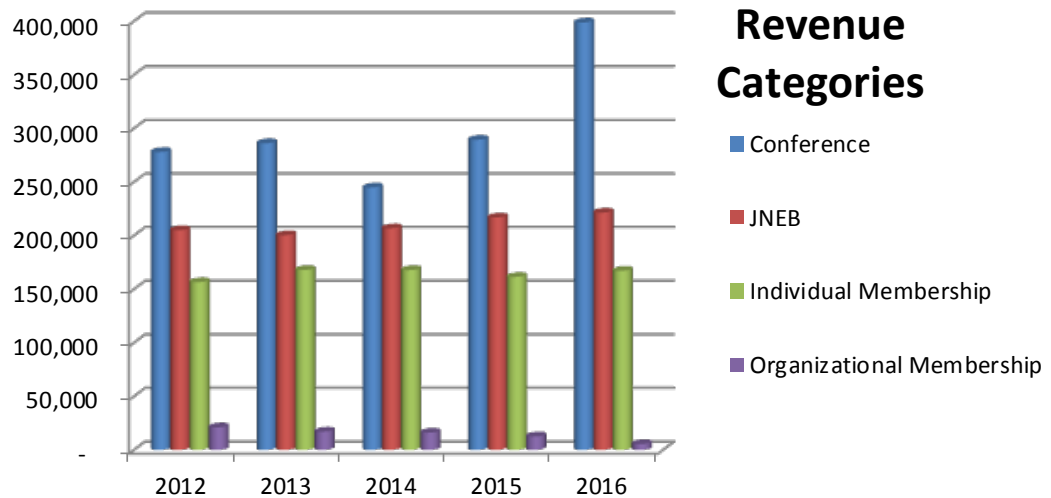


Table B: Revenue by Category





Treasurer's Report

SNEB SUMMARIZED STATEMENT OF ACTIVITIES – FISCAL YEAR END JULY 31, 2016

Revenue and Other Support	
Administrative	\$1,355
Annual Meeting.....	\$398,758
Membership	\$180,233
JNEB	\$229,304
Webinars	\$8,975
Public Policy.....	\$415
Total Revenue and Other Support	\$819,040
Expenses	
Administrative.....	\$56,872
Annual Meeting	\$338,563
Governance	\$33,612
Membership	\$91,283
JNEB	\$151,849
Divisions	\$8,161
Communications.....	\$34,752
Webinars	\$17,886
Public Policy	\$26,422
Strategic Development	\$258
Total Expenses	\$759,658
CHANGE IN NET ASSETS	\$59,382

SNEB STATEMENT OF FINANCIAL POSITION (5/30/17)

ASSETS	
General Fund Checking	\$108,783
Reserve.....	\$300,000
General Fund Savings	\$466,156
Accounts Receivable Invoices	\$3,310
Prepaid Annual Meeting	\$537
Amount Due To/From Foundation.....	(\$550)
TOTAL ASSETS	\$878,236
LIABILITIES	
Deferred Signing Bonus.....	\$35,833
Deferred Corporate Dues.....	\$6,712
Deferred Institutional Dues	\$9,127
Deferred Individual Dues.....	\$105,230
TOTAL LIABILITIES	\$156,902
CHANGE IN NET ASSETS	
Unrestricted	
Prior Years	\$656,537
Current Year.....	\$ 64,797
TOTAL NET ASSETS	\$721,334
TOTAL LIABILITIES AND NET ASSETS.....	\$878,236

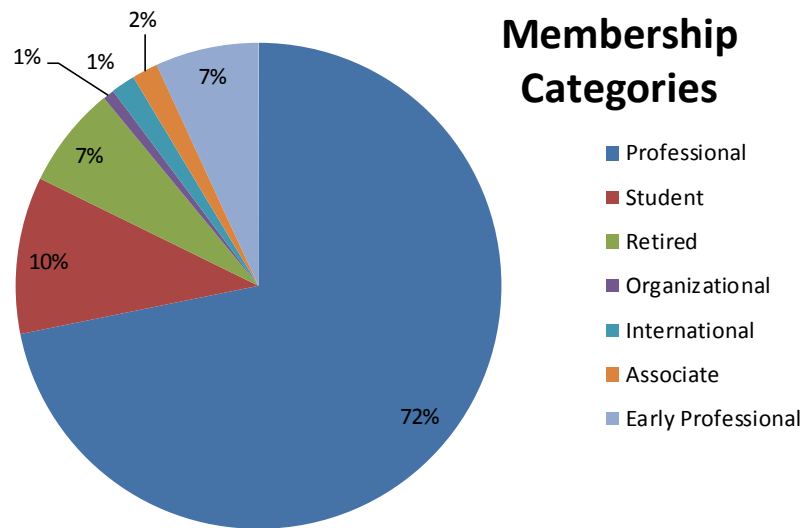


Membership Report

As of June 30, 2017, SNEB had 1,121 members, including 10 organizational members. Table C provides a breakout by category of membership. Additionally 10 organizations, 70 individuals, have taken advantage of the institutional membership category allowing teams of nutrition educators to join in groups of 5 or 10 members. Trends in membership are shown in Table D.

Over the last year, the Membership Committee met in subcommittees to work on four initiatives:

- Student Member Recruitment - assisted the student committee in creation of a student liaison program to encourage student recruitment. A liaison handbook was written and a promotion is underway to offer a 2018 membership to liaison's who recruit five new student members. Continued support of the Higher Education Division student research awards.
- Annual Conference Activity - planned for a booth at annual conference to encourage recruitment of new members. SNEB members will be asked to "pledge" to recruit a new member within 30 days of conference. Booth will be staffed by membership committee representatives.
- Organizational Member Recruitment - made contact with ten prospects for organization membership and targeted several companies for personal contact during the Institute of Food Technologists 2017 meeting.
- Ambassador Program Outreach - reconnected with initial group of volunteer ambassadors who have been welcoming new members in their area each month.



Membership Categories

How

Table C: Membership by category

Additionally, the committee conducted a member demographic survey during membership renewal. Results are shared on the next page. Other plans under consideration is a membership recruitment webinar and improvement to the SNEB website to add an autorenewal option to membership, expand the member profiles, create personalized education history of webinar registrations, and add a non-member account option to encourage membership in the future.



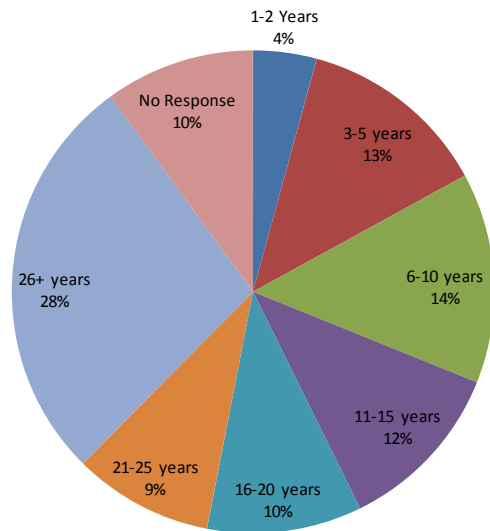
Table D
Membership Trends

Membership Report

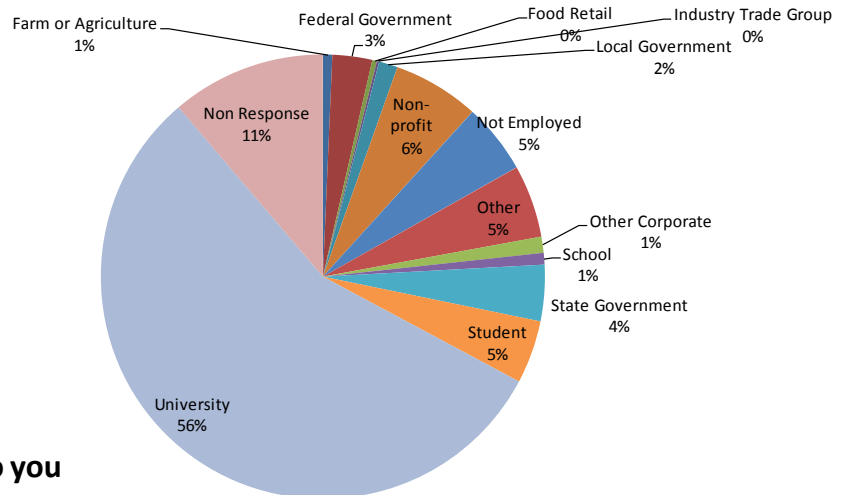
2017 Membership Renewal Form Questions

- December 1, 2016 – February 28, 2017
- 588 Responses (online renewals), represents 76% of renewing members

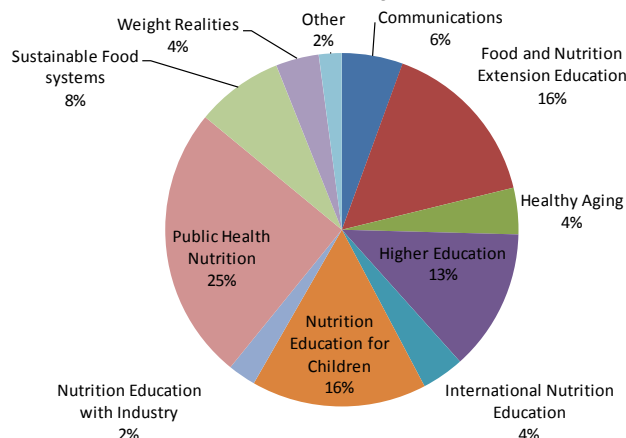
How many years have you been working in a field related to nutrition education?



What best describes your current employer?

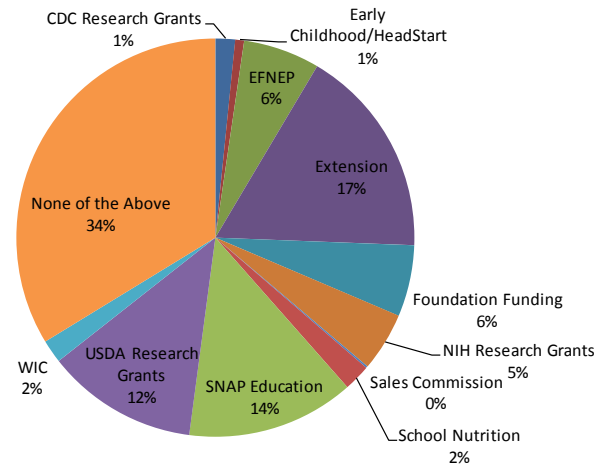


What specialty area(s) of nutrition education do you most identify with?



Members could choose multiple options. % based on 588 online renewal form submissions.

What categories of funding support your salary (check all that apply)?



Members could choose multiple options. % based on 588 online renewal form submissions.

2016-2017 Year in Review

Advisory Committee on Public Policy

ACPP Committee Members

Alex Lewin-Zwerdling, PhD, MPA, ACPP Chair; Sonya Jones, PhD, ACPP Chair-elect; Courtney Adams, MS, Matt Grazioplene, MS, MPH, Rob Post, PhD, MEd, MSc, Beth Racine, DrPH, RD, Mary Pat Raimondi, MS, RD, Richelle Richards, PhD, RD, MPH, Susan Stephenson-Martin, MS, CD/N, Suzy Weems, PhD, RD, CS and representative from legislative advocacy firm Tom Joseph.

During the 2016-17 period, the ACPP Committee:

- Received and reviewed reports from the legislative advocacy firm retained by SNEB.
- Provided information to SNEB members through the public policy email newsletter.
- Conducted a survey of SNEB members to determine policy initiatives important to SNEB members.
- Participated in important nutrition education policy initiatives by signing on to action letters.
- Reviewed nominations and awarded the ACPP Health Promotion Policy Award.
- Conducted “The Time is Right for Strong Advocacy on Capitol Hill: Lessons and Insights from Policy Insiders” webinar and co-sponsored “Efforts to Reduce Global Food Insecurity: Perspectives from the United States and the United Nations” with the Division for International Nutrition Education.
- Planned the ACPP Plenary session “Tackling Food Waste: A Policy, Programmatic and Cross-Sector Approach.”

2016-17 Policy Support Sign-ons:

- Support for the National Anti-Hunger Organization programs.
- Support for continued funding of the Farm Bill in the federal budget.
- Keeping the current Nutrition Facts Label update deadline of July 26, 2018.
- Supporter of #wellnesswins campaign.
- WIC program funding in the 2018 federal budget.
- Support for SNAP-ED strategies founded by the SNAP-ED Strategy Group.
- Nutrition priorities for the 2018 Farm Bill.
- Support for the School Food Modernization Act.

Results of Policy Survey of SNEB Membership

Finally, the ACPP Committee has identified the following public policy priorities for 2016-17 and 2017-18 based on a membership survey (listed in order of priority to SNEB members):

1. Federal Nutrition Programs
 - Reauthorization of the Child Nutrition Act
 - Farm Bill, including SNAP-Ed
2. Nutrition Communications
 - Implementation of the updated nutrition facts panel/labeling law
 - Food advertising/marketing to children
 - Development of the 2020 Dietary Guidelines (including birth to 24 months)
3. Nutrition Monitoring, Evaluation and Research
 - National Food and Agriculture Institute (NIFA, AFRI) funding for research grants
 - CDC obesity prevention and physical activity efforts
 - Federal agency priority setting (NIH, USDA, etc.)
4. Cross-cutting/Sector Efforts
 - Food waste and consumer behavior approaches to reducing it
 - Sustainable agriculture
 - Physical activity, built environment and walk-ability

Other survey results:

- 77% comfortable/confident sending an email to their elected member of Congress
- 42% are interested in receiving training on how to advocate for policy issues
- SNEB ACPP Weekly Policy Update” newsletter email –
 - 72% said very useful, 27% somewhat useful.
 - 57% read regularly, 38% sometimes

Journal of Nutrition Education and Behavior

The Journal of Nutrition Education and Behavior, the official journal of the Society for Nutrition Education and Behavior, documents and disseminates original research, emerging issues and practices relevant to nutrition education and behavior worldwide.

Impact Factor

- 2016 Impact Factor: 2.491
- 2015 Impact Factor: 2.253
- 2014 Impact Factor: 1.773
- 2013 Impact Factor 1.474
- 2012 Impact Factor 1.549
- 2011 Impact Factor 1.692

Submission Averages

*Percentage of manuscripts accepted for publication**

Year	Accept rate	Submitted	Accepted	Projected
2016	17%	582	98	169
2015	16%	462	75	202
2014	16%	486	80	165
2013	24%	426	101	89
2012	18%	358	65	72

**Columns and educational material reviews do not go through peer review and, therefore, skew acceptance rates, which are calculated to exclude them.*

Number of Days from Submission to Decision

2016	30.5
2015	28.0
2014	34.1
2013	45.6

Activity on www.jneb.org

	Page views	Total Visits
2016	396,334 (down 5.2%)	163,874 (up 7%)
2015	417,929 (up 12.8%)	153,151 (up 17.6%)
2014	370,499 (up 23.7%)	130,197 (up 42.4%)
2013	299,546 (up 12%)	91,444 (up 8%)

JNEB on ScienceDirect

In 2016, 461,467 individual requests for full-text articles (an average of 38,455 per month) were made via the ScienceDirect institutional database, a decrease of .9% over 2015.

2016-2017 Year in Review

Manuscripts Received, Accepted, and Published

All papers	Manuscripts received ¹	Revisions received	Pages published
2016	686	362	758
2015	542	303	574
2014	534	331	632
2013	426	357	808

¹ New manuscripts received, all manuscript types, except Letters to Editor and commentary

Article type and year	Manuscripts received	Revisions requested	Manuscripts accepted
Research Articles			
2016	389	186	53
2015	327	159	39
2014	322	115	36
2013	239	121	46
Research Briefs			
2016	165	119	32
2015	114	111	26
2014	134	70	35
2013	152	107	40
Research Methods			
2016	7	5	1
2015	8	3	1
2014	3	4	2
2013	1	1	0
Reports			
2016	24	13	7
2015	20	9	3
2014	9	10	4
2013	18	4	2
Systematic Reviews			
2016	16	12	4
2015	13	5	2
2014	3	3	1
Perspectives (formerly Viewpoints)			
2016	14	9	3
2015	5	2	2
2014	8	3	1
2013	9	5	3
GEMs			
2016	28	34	11
2015	21	21	10
2014	30	22	9
2013	35	28	15
Educational Material Review			
2016	42	0	42
2015	34	1	33
2014	21	1	22
2013	21	1	28



SNEB Foundation

The SNEB Foundation, the charitable arm of the Society, has a mission “To support the next generation of nutrition educators.” This mission is accomplished through planning and sponsorship of the Bee Marks Communication Symposium, the George M. Briggs Nutrition Science Symposium and awarding of scholarships for the SNEB Annual Conference. Funding for these initiatives comes in large part from contributions through Organizational Membership and individual donations.

SNEB Foundation Board of Trustees

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Nicole Turner-Ravana, MS

Vice President

Isobel Contento, PhD

Secretary

Nancy Gaston, MA, RD

Treasurer

Kendra Kattelman, PhD, RDN, LN

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Gail Gates, PhD, RD

Alice Henneman MS, RD

Yenory Hernandez-Garbanzo, PhD

Robert Post, PhD, MEd, MSc

Karla Shelnut, PhD, RD

Ex Officio

Mary Murimi PhD, RD, LDN *SNEB President*

Karen Ensle, EdD, RDN, FAND, CFCS, *SNEB Treasurer*

Jackie Williams, CPA, *Executive Director, through 12/2016*

Rachel Daeger, CAE, *Executive Director beginning 1/2017*

Advisors

Beatrice Marks

Annual Levels of Giving



Diamond – \$1,000

- Isobel R. Contento, PhD
- Karen Ensle, EdD, RDN, FAND, CFCS
- Gail Gates, PhD, RD
- Kendra Kattelman, PhD, RDN, LN (SNEB Past President)
- Barbara Lohse, PhD, RD, LDN
- Marilyn Townsend, PhD, RD

Emerald – \$500

- Johanna Dwyer, SCD, RD, DSC (SNEB Past President)
- Nancy Gaston, MA, RD
- Alice C. Henneman, MS, RD
- Joanne Ikeda, MA, RD (SNEB Past President)
- Kathryn Kolasa, PhD, RDN (SNEB Past President) and Pat Kelly
- Stephany Parker, PhD

Ruby – \$250

- Mary Anne Burkman, MPH, RDN
- Tracy Fox, MPH, RD (SNEB Past President)
- Sydney Massey, MPH, RD
- Wanda Koszewski, PhD, RD, LRD, FAND

Jade – \$100

- Pascasie Adedze, PhD, MPH
- Jennifer Anderson, PhD, RD (SNEB Past President)
- Martha Archuleta, PhD, RD (SNEB Past President)
- Sarah Ash, PhD
- Marilyn Briggs, PhD, RD, SNS (SNEB Past President)
- Jennifer Ernst, MS
- Elizabeth Crockett, PhD, RD, CDN, CLC (SNEB Past President)
- Alyce Fly, PhD
- Ardyth Gillespie, PhD (SNEB Past President)
- Sharon Hoerr, RD, PhD
- Susan L. Johnson, PhD
- Seung-Yeon Lee, PhD
- Kathleen Morgan, DrMH, DTR
- Mary Murimi, PhD
- Stacia Nordin, RD
- Suzanne Piscopo, PhD (SNEB Past President)
- Julie Plasencia, MS, RD
- Janet Tenney, MS, RD (SNEB Past President)
- Nicole Turner-Ravana, MS
- Dian O. Weedle, PhD, RD, FADA
- Adrienne White, PhD, RD

Donate online to the annual giving campaign or the \$50 for 50 annual conference campaign at <https://squareup.com/store/SNEB-Foundation> or stop by the conference registration desk. Foundation contributions are tax-deductible.



SNEB Online

SNEB launched a redesigned website in July 2016. Since that time website traffic has increased 10% and pageviews increased 34%, reversing a 2015 decline in users, sessions and pageviews. The website's mobile friendly design resulted in mobile traffic increasing 20%. Additionally, the website's speed of loading has increased 27%.

The top five countries visiting the website are: United States, Japan, Canada, Mexico, and India. Users reach the website primarily through search in Google looking for the term SNEB or spelling out the society's name. Facebook sent the most referrals to the website followed by www.jneb.org, the Journal's website.

Conference related websites receive the most website traffic although the job bank and membership form are also highly visited.

Social Media

Facebook:

SNEB - 3,216 likes

JNEB - 3,001 likes

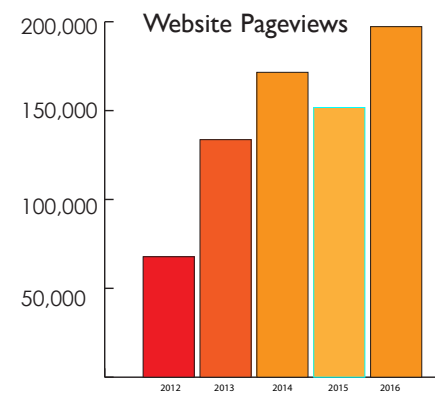
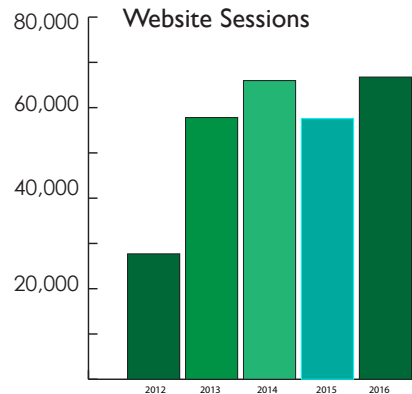
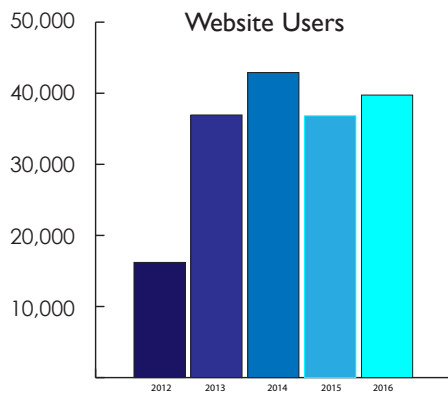
Twitter:

SNEB - 960 followers

JNEB - 549 followers

LinkedIn:

2,999 group members



2016-2017 Webinars

SNEB members attend all live webinars for free with the majority of webinars earning CEU credit. All webinars are recorded and available to view for free for members at www.sneb.org. In the past year SNEB webinars had live audiences of 2,040 people and the recordings were played 2,449 times. See the map below to show the global reach of SNEB education with webinar views in 96 countries.

The top five webinars of the last year are:

1. Early Childhood Nutrition How to Get Feeding off to a Positive and Healthy Start, a Dairy Council of California webinar recorded in 2013
2. Dr. Susan Mayne's opening comments to the 2016 Annual Conference
3. Love of Eating... Fear of Food: How to Empower Consumers in an Age of

Mistrust, a Dairy Council of California webinar recorded in 2016

4. The Power of Protein Separating Hype from Reality, a Dairy Council of California webinar recorded in 2014
5. The Time is Right for Strong Advocacy on Capitol Hill: Lessons and Insights from Policy Insiders





2016-2017 Webinars

Date	Title
Aug 23, 2016	The Power of Protein: Quality & Quantity in Healthy Eating Patterns
Sep 8, 2016	Making VR a Reality: Virtual Reality in Nutrition Education
Sep 12, 2016	SNEB Journal Club 1: Dietary Self-Monitoring, But Not Dietary Quality, Improves With Use of Smartphone App Technology
Sep 19, 2016	SNEB Journal Club 2: University Students Intend to Eat Better
Sep 20, 2016	SNEB New Member Orientation
Oct 3, 2016	SNEB Journal Club 3: The Meaning of Food in Our Lives- A Cross-Cultural Perspective on Eating and Well-Being
Oct 10, 2016	SNEB Journal Club 4: Adolescent Cooking Abilities and Behaviors - Associations With Nutrition and Emotional Well-Being
Oct 24, 2016	SNEB Journal Club 5: Barriers and Facilitators to Improve Fruit and Vegetable Intake Among WIC-Eligible Pregnant Latinas
Oct 27, 2016	Using Complexity Modeling to Inform Public Health Nutrition Educators and Policy Makers
Oct 31, 2016	SNEB Journal Club 6: Parental Nutrition Knowledge Rather Than Nutrition Label Use Is Associated With Adiposity in Children
Nov 7, 2016	SNEB Journal Club 7: Self-Weighing Throughout Adolescence and Young Adulthood: Implications for Well-Being Description
Nov 21, 2016	SNEB Journal Club 8: A Qualitative Investigation of Parents' Perspectives About Feeding Practices in Diverse Households
Nov 28, 2016	SNEB Journal Club 9: Prevalence and Correlates of Food Insecurity Among Students Attending a Midsize Rural University in Oregon
Dec 5, 2016	SNEB Journal Club 10: Impact of Cooking & Home Food Preparation Interventions Among Adults
Dec 7, 2016	Probiotics: Understanding The Microbiome And The Role Of Probiotics In Long Term Health
Dec 9, 2016	Skills Building: Choosing Best Images for Nutrition Education Practice and Research
Feb 6, 2017	SNEB Journal Club 1: Preferred Healthy Food Nudges, Store Environments, and Dietary Practices in Low Income Communities
Feb 13, 2017	SNEB Journal Club 2: Measures of Retail Food Store Environments and Sales - Implications for Healthy Eating Initiatives
Feb 23, 2017	JNEB Webinar: Why and How to Get Your Paper Noticed
Feb 27, 2017	SNEB Journal Club 3: Framework to Assess Community Nutritionists' Use of Environmental Strategies to Prevent Obesity
Mar 3, 2017	Skills Building: Written Communication Messaging Matters with Dr. Howard Moskowitz
Mar 6, 2017	SNEB Journal Club 4: From Policy to Practice-Implementation of Water Policies in Child Care Center in Connecticut
Mar 15, 2017	The Time is Right for Strong Advocacy on Capitol Hill: Lessons and Insights from Policy Insiders
Mar 20, 2017	SNEB Journal Club 5: Mealtime Structure and Responsive Feeding Practices are Associated with Less Fussiness and More Enjoyment
Mar 27, 2017	SNEB Journal Club 6: What does evidence-based mean for nutrition educators?
Apr 3, 2017	SNEB Journal Club 7: Assessing the environment for support of youth physical activity in rural communities
Apr 4, 2017	6 Ways to Get the Most of Your SNEB Membership: New Member Orientation
Apr 10, 2017	SNEB Journal Club 8: An Ecological Approach to Exploring Rural Food Access and Active Living for Families with Preschoolers
Apr 12, 2017	Scientific Evidence for the Mediterranean Diet-Style Eating Pattern
Apr 24, 2017	SNEB Journal Club 9: Experiential cooking and nutrition education program increases cooking self-efficacy, vegetable consumption
May 2, 2017	SNEB Journal Club 10: Influence of teachers' health behaviors on operationalizing obesity prevention policy in Head Start
May 4, 2017	Efforts to Reduce Global Food Insecurity: Perspectives from the United States and the United Nations
May 18, 2017	A Healthy Perspective: 2017 Food and Consumer Buying Habits, Consumer Confusion and Trends Description
May 31, 2017	Sustainable Dietary Guidance: Learning from the Past, Understanding the Present, Planning for the Future
Jun 13, 2017	Getting Prepped to Visit Lawmakers: Tips and Guidance on Meeting with Policy Makers on the Importance of Nutrition Education

