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Purpose and Vision

Purpose statement
The Society for Nutrition Education and Behavior provides a platform for engagement and collaboration to advance the field of nutrition education and behavior through research, policy and practice for healthy and sustainable food choices, eating behavior and the environment.

Vision statement
A world where nutrition education is accessible to all and is integral to decisions impacting individual human health, health policy, and environmental sustainability.

Strategic Goals
Goal 1 Build a dynamic society of researchers, practitioners, and policymakers worldwide engaged in nutrition education and behavior activities.

Goal 2 Increase capacity for effective nutrition education and behavior research, practice, and advocacy.

Goal 3 Be leaders in comprehensive nutrition education research, practice, and advocacy at individual, community, food system and policy levels.

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

Staff
Rachel Daeger, CAE, Executive Director, rdaeger@sneb.org
Sheila King, CMP, Director of Meetings, sking@sneb.org
Nick Estrada, Director of Membership, nestrada@sneb.org
Kayla Jenkins, Communications Coordinator, kjenkins@sneb.org
Lou DeBruicker, Membership and Meetings Coordinator, ldebruicker@sneb.org

Board of Directors 2017-2018

President
Adrienne White, PhD, RD

President-Elect
Jennifer L. McCaffrey PhD, MPH, RD

Vice President
Jennifer Wilkins, PhD, RD

Secretary
Susan Stephenson-Martin MS, CD/N

Treasurer
Karen Ensle, EdD, RDN, FAND, CFCS

Student Representative
Mackenzie Ferrante, MS, RDN

Directors At Large
Andrea S. Anater PhD, MPH, MA
Nurgul Fitzgerald, PhD, RD
Barbara Lohse, PhD, RD, LDN
Amy Mobley, PhD, RD

Ex Officio
Karen Chapman-Novakofski, PhD, RD, LD

JNEB Editor-in-Chief
Sonya Jones, PhD

ACPP Chair
Isobel Contento, PhD

SNEB Foundation President
Rachel Daeger, CAE

Executive Director

Organizational Members (as of 7/1/2018)
- Altarum
- Canned Food Alliance
- Commission on Economic Opportunity
- Dairy Council of California
- Health Promotion Council
- Laurie M. Tisch Center for Food, Education & Policy, Teachers College Columbia University
- Learning ZoneXpress
- Seafood Nutrition Partnership
- Share Our Strength’s Cooking Matters
- The University of New England

http://www.sneb.org
Divisions represent the special, focused interests of members and provide critical networking and educational opportunities for members.

Two new divisions were approved in December 2017 - the Research Division and the Digital Technology in Nutrition Education and Behavior Change. These divisions are meeting in person for the first time at the 2018 conference. Additionally, the Board approved in May to transition the Student Committee to a Student Division which will create new leadership opportunities for student members. This new division will begin accepting members during membership renewals for 2019.

**Communications Division**
Meghan Dinh, MS, MPH, Chair
Elsa Ramirez-Brisson, PhD, MPH, RD, Chair Elect
- October Hot Topics Call - From Millennials to Boomers: Digital Communication for Nutrition Educators Across Generations

**Food & Nutrition Extension Education Division**
Michelle Brill, MPH, Chair
Andrea Morris, PhD, CHES, Chair Elect
- Continued quarterly newsletter to feature FNEE members’ nutrition education programs/resources available to all members
- Planned full-day pre-conference with poster abstract presentations and awarded first pre-conference scholarship to Jonathan Isbill, BS, Ball State University
- Webinars on the Survival Mediterranean Style: A Cluster-Randomized Trial in the US Fire Service; Extension Opportunities in Food Access & Equity, Two Part Series; Nutrition Education in the Palm of your Hand – Spend Smart. Eat Smart. Online Tools

**Healthy Aging Division**
Claire Bell, MSPH, RDN, CSG, Chair
Laura Barr, Chair-Elect
- Published division newsletters
- Division dinner at conference

**Higher Education Division**
Marissa Burgermaster, PhD, Chair
Mallory Koenings, PhD, RDN, Chair Elect
- Continued partnership with NEHP with articles in their quarterly newsletter
- High Impact Research Poster Presentations webinar
- Systematic review of online learning
- Awarded six higher education research awards

**Division of International Nutrition Education**
Siew Sun Wong, PhD, MS, Chair
Stacia Nordin, RD, Chair-Elect
- Begin working on nutrition education evidence database
- Group of 10 focused on international food guide manuscripts
- Hot Topics call “Delivery of Nutrition Education via Text Message to Low-Income Groups”

**Nutrition Education for Children Division**
Ashley Schimke, DTR, Chair
Virginia Carraway-Stage, PhD, RD, LDN, Chair Elect
- Hot Topics call “Feeding Guidelines for Infants and Young Toddlers: A Responsive Parenting Approach”
- National Farm to School Month: Early Care Education Edition webinar
- Two newsletters published
- Wrote JNEB editorial for June volume
- Submitted grant proposal to fund nutrition education database project
- 2017 poster awards presented to Tracey Noerper, MS, RD, LDN, Middle Tennessee State University with an honorable mention to Daymon Joyner, Utah State University

**Nutrition Education with Industry Division**
Amanda Ford, MS, Chair
Rebecca Creasy, PhD, NSCA-CPT, Chair Elect
- Conducted webinar “Clearing up the Confusion: Using the Ingredients as a Tool for Nutrition Educators”

**Public Health Nutrition Division**
Lesli Biediger-Friedman, PhD, MPH, RD, Chair
Mateja Savoie Roskos, PhD, MPH, RD, CD, CNP, Chair Elect
- Submitted JNEB editorial for May volume
- Conducted survey of division membership
- Presented division awards to two students and one researcher

**Sustainable Food Systems Division**
Caroline Webber, PhD, MPH, RD, Chair
Hugh Joseph, PhD, CNS, LN, Chair-Elect
- Worked on resource list
- December Hot Topics call with Andy Fisher, author of Big Hunger
- March author talk with Mike Hamm
- Active members only division listserv

**Weight Realities Division**
Amber Rosalez, MS, RDN, Chair
Ellen Pudney, MS, RDN, Chair-Elect
- Conducted webinar on “Stress & Eating: How Emotions Affect Eating and How Eating Affects Emotions”
FINANCIAL HEALTH

SNEB continued strengthening its financial position for fiscal year end July 31, 2017 with a gain in net assets of $75,427, which is detailed on the next page. The 2017 gain pushed net assets to $731,963 as can be seen in Table A. The results for the 2018 fiscal year end are not yet complete, but it is anticipated that SNEB will break even versus a budgeted loss of $17,000.

The fiscal year 2017 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 brought in revenue of over $238,000 last year. The 50th annual conference had strong attendance with revenues exceeding expenses by $30,000. Membership had been on a steady increase until a lower than normal retention rate of 68%. The Membership Committee is working on strategies to encourage prompt renewal of membership. Trends in these revenue categories are illustrated in Table B.

The summarized 2017 fiscal year end results and recent statement of financial position can be seen on the following page.

![Table A: SNEB Net Assets](image1)

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>50,000</td>
</tr>
<tr>
<td>2009</td>
<td>100,000</td>
</tr>
<tr>
<td>2010</td>
<td>150,000</td>
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<tr>
<td>2011</td>
<td>200,000</td>
</tr>
<tr>
<td>2012</td>
<td>250,000</td>
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<tr>
<td>2013</td>
<td>300,000</td>
</tr>
<tr>
<td>2014</td>
<td>350,000</td>
</tr>
<tr>
<td>2015</td>
<td>400,000</td>
</tr>
<tr>
<td>2016</td>
<td>450,000</td>
</tr>
<tr>
<td>2017</td>
<td>500,000</td>
</tr>
</tbody>
</table>

![Table B: Revenue by Category](image2)

<table>
<thead>
<tr>
<th>Year</th>
<th>Conference</th>
<th>JNEB</th>
<th>Individual Membership</th>
<th>Organizational Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>250,000</td>
<td>150,000</td>
<td>50,000</td>
<td>50,000</td>
</tr>
<tr>
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<td>300,000</td>
<td>200,000</td>
<td>75,000</td>
<td>75,000</td>
</tr>
<tr>
<td>2014</td>
<td>350,000</td>
<td>250,000</td>
<td>100,000</td>
<td>100,000</td>
</tr>
<tr>
<td>2015</td>
<td>400,000</td>
<td>300,000</td>
<td>125,000</td>
<td>125,000</td>
</tr>
<tr>
<td>2016</td>
<td>450,000</td>
<td>350,000</td>
<td>150,000</td>
<td>150,000</td>
</tr>
<tr>
<td>2017</td>
<td>500,000</td>
<td>400,000</td>
<td>175,000</td>
<td>175,000</td>
</tr>
</tbody>
</table>
SNEB SUMMARIZED STATEMENT OF ACTIVITIES – FISCAL YEAR END
JULY 31, 2017

Revenue and Other Support

Administrative ................................................... $2,265
Annual Meeting ............................................... $369,604
Membership ..................................................... $193,321
JNEB ...................................................... $238,705
Communications ............................................. $1,242
Webinars ............................................................. $5,916
Public Policy ................................................... $410

Total Revenue and Other Support ............... $811,463

Expenses

Administrative ................................................... $62,989
Annual Meeting .................................................. $330,001
Governance ........................................................  $22,161
Membership $94,423
JNEB ...................................................... $146,977
Divisions ...............................................................  $9,489
Communications ............................................. $23,719
Webinars ............................................................. $18,671
Public Policy $27,606
Strategic Development ........................................... $0

Total Expenses ..................................................... $736,036

CHANGE IN NET ASSETS ........................................ $75,427

SNEB STATEMENT OF FINANCIAL POSITION
(5/30/18)

ASSETS

General Fund Checking ...................................... $198,366
Reserve ............................................................. $300,000
General Fund Savings ....................................... $359,239
Accounts Receivable Invoices ......................... $ 5,810
Prepaid Annual Meeting ........................................ $ 10,537
Amount Due To/From Foundation ....................... $ 332

TOTAL ASSETS .................................................... $874,284

LIABILITIES

Deferred Signing Bonus .................................... $25,834
Deferred Corporate Dues ................................ $ 6,787
Deferred Institutional Dues ....................... $10,642
Deferred Individual Dues ......................... $93,426

TOTAL LIABILITIES ........................................... $136,689

CHANGE IN NET ASSETS

Unrestricted

Prior Years .................................................. $733,462
Current Year .............................................. $ 4,133

TOTAL NET ASSETS ........................................... $737,595

TOTAL LIABILITIES AND NET ASSETS ....... $874,284
As of June 30, 2018, SNEB had 1,009 members, including 12 organizational members. Table C provides a breakdown of the membership in each category. Institutional memberships continue to grow allowing universities/colleges and a variety of other groups to combine memberships in groups of 5 or 10 members. These groups allow for simpler billing and easier transitions of individual memberships. Trends in membership can be seen in Table D.

The Membership Committee has been hard at work and is happy to report the following initiatives discussed this year:

- **Student Ambassador Program Revamp:** Previously the student ambassador program required student members to recruit 5 additional student members to receive their next year’s membership for free. Through the revision, students will now only need to recruit 3 additional student members and for each student recruited the ambassador will receive $20 off their next year’s membership.

- **New Membership Category Creation:** The committee is recommending the creation of a new membership category which provides a reduced membership fee to individuals under a specific salary threshold. It is the hope of the committee this will bring additional professional who currently have not joined as it may be cost prohibitive for them to do so.

During the renewal process SNEB collected additional information on variety of components related to the member experience. Results from these questions can be seen in the additional tables and graphs. As of June 30, 2018 605 responses were generated from the additional renewal questions.
### Key Collaborations

<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Family &amp; Consumer Sciences (FCS) Alliance</strong></td>
<td>The American Association of Family &amp; Consumer Sciences (AAFCS) created the Family and Consumer Science Alliance in 2006 for the purpose of leveraging each individual group’s resources for maximum positive impact regarding the field. Julie Buck has stepped down from the SNEB liaison position in March. Four SNEB and AAFCS members have been identified as potential liaisons which will be determined soon.</td>
</tr>
<tr>
<td><strong>Action for Healthy Kids</strong></td>
<td>Tracy Fox continues to collaborate with AFHK through the Alliance for a Healthier Generation School Health Consortium focused on ensuring strong implementation of regulations and policies related to HHFKA. The School Wellness Policies Website continues to provide resources on this topic.</td>
</tr>
<tr>
<td><strong>Academy of ND, Public Health/community Nutrition PG &amp; Association of State Public Health Nutritionists</strong></td>
<td>This is a 11 Association/Organization group effort to revise these competencies for supervised practice of which many members of SNEB will be interested in. No new update from Melissa Olfert.</td>
</tr>
<tr>
<td><strong>Academy of Nutrition and Dietetics, Nutrition Education of Health Professionals (NEHP) Dietetic Practice Group</strong></td>
<td>SNEB Higher Education division provides a brief column on Scholarship on Teaching and Learning in NEHP’s quarterly newsletters. Kate Gardner Burt from NEHP is supporting the SNEB’s upcoming webinar on creating high quality research posters (High Impact Poster Presentations), and NEHP will be co-marketing the webinar. The webinar is geared towards students and SNEB has already decided to make it free as a recruitment tool so that instructors can include it as a required assignment if interested. NEHP invited all SNEB Higher Ed members to join their closed Facebook group where they share information about teaching and learning at the collegiate level (<a href="https://www.facebook.com/groups/423581444394785/">https://www.facebook.com/groups/423581444394785/</a>). Future possibilities for joint conference sessions are being considered.</td>
</tr>
<tr>
<td><strong>Friedman School of Nutrition, Tufts University</strong></td>
<td>This is a new collaboration. Incoming Chair (Hugh Joseph) of DSFS is at Tufts, and he reported that the collaboration should continue at least two more years. Current plans include a half-day pre-conference meeting at SNEB’s 2018 conference. The focus is on learning about sustainable diets and the potential to develop sustainable dietary guidance. The meeting activities might lead to publications.</td>
</tr>
<tr>
<td><strong>Korean Society for Community Nutrition</strong></td>
<td>Two societies had finalized an MOU in 2016, and the first SNEB-KSCN awards were given in 2017. Per the MOU, two societies submit a recommendation of three candidates for the awards according to the selection criteria by March 31. Currently, the two societies are going through this nomination and selection process. The KSCN’s international affairs leader is Dr. Soo Kyung Lee <a href="mailto:skleenutrition@inha.ac.kr">skleenutrition@inha.ac.kr</a></td>
</tr>
<tr>
<td><strong>National Alliance for Nutrition and Activity</strong></td>
<td>Tracy Fox reported that she is engaged with NANA regularly, and they have been instrumental in a number of areas that are priorities for SNEB like school meals, dietary guidelines, menu labeling. She serves on a number of the NANA subcommittees and will continue to do so. NANA has formed a smaller workgroup to look at SNAP Ed issues as they prepare for the upcoming Farm Bill.</td>
</tr>
<tr>
<td><strong>SNAP-Ed Strategy Group</strong></td>
<td>The National SNAP-Ed Strategy Group is a project of the Center for Healthy Food Access, a national collaborative effort working to increase access to and demand for healthy foods and beverages in underserved urban and rural communities.</td>
</tr>
<tr>
<td><strong>USDA CNPP National Strategic Partnership</strong></td>
<td>SNEB is still an active partner and participating in the partner webinars and also attended the fall 2017 meeting at FNCE. SNEB uses filler space in JNEB to promote MyPlate resources on a regular basis. Also uses MyPlate social media material when appropriate.</td>
</tr>
<tr>
<td><strong>USDA National Institute for Food and Agriculture</strong></td>
<td>This is an ongoing collaboration. Each year at the Annual conference grantees present posters (during a special poster session) as well as other related NIFA meetings during annual conference, that serve as the Project Director meeting for the grantees. 35 posters submitted for 2018 conference.</td>
</tr>
<tr>
<td><strong>Mediterranean Diet Roundtable (MDR)</strong></td>
<td>SNEB was invited to participate in the MDR Ambassador’s Breakfast in Washington, DC on March 13, 2018. Nurgul Fitzgerald represented SNEB and attended the event. It was organized as an elite networking and “a thought leadership program with a goal of promoting the appreciation of the Mediterranean Diet in America.” Participants included scientists, ambassadors, food industry representatives and other food and nutrition professionals. Event speakers were Dr. David Katz (Yale University), Rafi Taherian (AVP, Yale Hospitality), and Jim Krzywicki (WebPort Global).</td>
</tr>
</tbody>
</table>
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**
- 2017 Impact Factor: 2.571
- 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

**Submission Averages**

<table>
<thead>
<tr>
<th>Year</th>
<th>Accept rate</th>
<th>Submitted</th>
<th>Accepted</th>
<th>Projected</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>21%</td>
<td>645</td>
<td>136</td>
<td>286</td>
</tr>
<tr>
<td>2016</td>
<td>17%</td>
<td>582</td>
<td>98</td>
<td>169</td>
</tr>
<tr>
<td>2015</td>
<td>16%</td>
<td>462</td>
<td>75</td>
<td>202</td>
</tr>
<tr>
<td>2014</td>
<td>16%</td>
<td>486</td>
<td>80</td>
<td>165</td>
</tr>
<tr>
<td>2013</td>
<td>24%</td>
<td>426</td>
<td>101</td>
<td>89</td>
</tr>
</tbody>
</table>

*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**
- 2017: 31.6
- 2016: 30.5
- 2015: 28.0
- 2014: 34.1

**Activity on www.jneb.org**

<table>
<thead>
<tr>
<th>Year</th>
<th>Page views</th>
<th>Total Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>418,689 (up 5.6%)</td>
<td>175,003 (up 15.5%)</td>
</tr>
<tr>
<td>2016</td>
<td>396,334 (down 5.2%)</td>
<td>163,874 (up 7%)</td>
</tr>
<tr>
<td>2015</td>
<td>417,929 (up 12.8%)</td>
<td>153,151 (up 17.6%)</td>
</tr>
<tr>
<td>2014</td>
<td>370,499 (up 23.7%)</td>
<td>130,197 (up 42.4%)</td>
</tr>
<tr>
<td>2013</td>
<td>299,546 (up 12%)</td>
<td>91,444 (up 8%)</td>
</tr>
</tbody>
</table>

**JNEB on ScienceDirect**

Through the end of December, 493,792 requests for JNEB articles were made via the ScienceDirect institutional database, an increase of 8.1% over the same time in 2016.

**Manuscripts Received, Accepted, and Published**

<table>
<thead>
<tr>
<th>Year</th>
<th>Manuscripts received</th>
<th>Revisions received</th>
<th>Pages published</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>722</td>
<td>421</td>
<td>970</td>
</tr>
<tr>
<td>2016</td>
<td>686</td>
<td>362</td>
<td>758</td>
</tr>
<tr>
<td>2015</td>
<td>542</td>
<td>303</td>
<td>574</td>
</tr>
<tr>
<td>2014</td>
<td>534</td>
<td>331</td>
<td>632</td>
</tr>
</tbody>
</table>

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

**Article type and year**

- Research Articles
  - 2017: 442
  - 2016: 389
  - 2015: 327
  - 2014: 322
- Research Briefs
  - 2017: 152
  - 2016: 165
  - 2015: 114
  - 2014: 134
- Research Methods
  - 2017: 13
  - 2016: 7
  - 2015: 8
  - 2014: 3
- Reports
  - 2017: 9
  - 2016: 24
  - 2015: 20
  - 2014: 9
- Systematic Reviews
  - 2017: 14
  - 2016: 16
  - 2015: 13
  - 2014: 1
- Perspectives (formerly Viewpoints)
  - 2017: 15
  - 2016: 14
  - 2015: 5
  - 2014: 8
- GEMs
  - 2017: 31
  - 2016: 28
  - 2015: 21
  - 2014: 30
- Educational Material Review
  - 2017: 46
  - 2016: 42
  - 2015: 34
  - 2014: 21

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**JNEB on ScienceDirect**

Through the end of December, 493,792 requests for JNEB articles were made via the ScienceDirect institutional database, an increase of 8.1% over the same time in 2016.
JNEB celebrates its 50th volume in 2018 with four guest editorials written by former editors and a special history page on the JNEB website (https://www.jneb.org/50th-Anniversary) with article collections spanning the first five decades. Other key activities in 2017-2018 include:

- Facilitated three working groups tracking the progress of the
- Conducted two webinars: “Breastfeeding (BF) and WIC Update” and “Becoming a Great Reviewer: Increase Your Professional Network and Enhance Research Skills”

Advisory Committee on Public Policy

ACPP Committee Members

Sonya Jones, PhD, Chair; Marcia Scott, PhD, RD, Chair-Elect; Jennifer Wilkins, PhD, RD, Board Liaison; Courtney Adams, MS, RDN, LDN; Amy DeLisio, MPH, RD; Matthew Graziose, MS; Emma Gregory, RD; Robert Post, PhD, MEd., MSc.; Rickelle Richards, PhD, RD, MPH; Kavitha Sankavaram, PhD; Claire Uno, MLIS; Suzy Weems, PhD, RD, CS and Tom Joseph from legislative advocacy firm Paragon Lobbying. The committee was also supported by representatives from Alison Huston, MS; Blair Murphy, MA, CPT, and Amelia Mattocks, MPH, CHES, Communications Division; Doris Montgomery MS, RD, LD, Toyin Babatunde PhD, MPH, RDN and Kathleen Morgan DrMH, DTR, Healthy Aging; Donna Mehrle Elliott MPH, RD, LD, FNEE; Megan Patton-Lopez PhD, RD, Higher Education Division; Ellen Pudney MS, RDN, Weight Realities; Kaitlin Dewitt MS, MPH, Public Health Nutrition Division; Noereem Mena MS, RD, Nutrition Education for Children Division.

During 2017-18 the ACPP Committee:

- Received and reviewed reports from the legislative advocacy firm retained by SNEB.
- Provided information to SNEB members through the weekly public policy email newsletter.
- Created a public policy resource list online at https://www.sneb.org/blog/2018/01/03/general/sneb-acpp-resources/
- Reviewed nominations and awarded the ACPP Health Promotion Policy Award.
- Presented the inaugural High Impact Authors awards (https://www.jneb.org/content/awards_high_impact)
- Announced the 2017 Platinum, Gold and Silver authors who have published more than 6 papers with JNEB over the past 10 years (https://www.jneb.org/content/awards)
- Wrote 10 press releases and recorded 7 author podcasts
- Published EFNEP article collection (https://www.jneb.org/content/collection_efnep)
- Published “Nutrition Economics” (September 2017) and “Nutrition Education Technology” themed issues (January 2018)

2017-2018 Year in Review
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.

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Acadia Webber, MS, University of South Florida

Undergraduate Scholarship
Anna Smith, Bradley University

Community Scholarships
Laura Held, MS, Foodlink, Inc.
Natalia Santos, MPH, University of Arizona, Department of Nutritional Sciences

Donate online to the annual giving campaign at https://squareup.com/store/SNEB-Foundation or stop by the conference registration desk. Foundation contributions are tax-deductible to the extent allowed by law.
Past Presidents

A special thank you to these visionary leaders who volunteered their time and effort to make SNEB a success!

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George M. Briggs, PhD (dec.) 1968 – 1969

2018 Strategic Plan Update

After the SNEB Board finalized the strategic plan goals, three work groups took on the task of determining strategies and activities to successfully reach these goals over the next three to five years. The work groups were made up of past presidents, Journal representatives, division members and students. Thank you for your service to SNEB!

Goal 1: Build a dynamic society of researchers, practitioners, and policymakers worldwide engaged in nutrition education and behavior activities.

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Krisha Thiagarajah, PhD, RDN
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Goal 2: Increase capacity for effective nutrition education and behavior research, practice and advocacy.

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Jen Zuccheri, PhD, RD
Teresa Zwerner, RD
Nooreem Mena MS, RD
Krisha Thiagarajah, PhD, RDN
Maha Elrakib, BA
Accomplished 83% for 2018

The following Healthy Meeting Guidelines were adopted via resolution by the SNEB membership in September 2014 and by the Board of Directors in October 2015. To the extent that funding and staff resources are available and the item is logistically feasible, SNEB will incorporate these guidelines into its meetings. SNEB’s goal is to fulfill at least 80% of the guidelines for each meeting.

An example of the guidelines achieved at this meeting include:

- Place healthier foods and beverages in prominent positions, where they are most likely to be seen and chosen.
- Offer nutritious food and beverage options.
- Provide reasonable portions of foods and beverages (i.e., avoid large portions).
- Ensure healthier options are attractively presented, appealing, and taste good.
- Prioritize sustainable practices when possible, by minimizing waste, encouraging recycling, and sourcing products from sustainable producers.
- Make water the default beverage.
- Offer low-fat or non-fat milk with coffee and tea service in addition to half and half.
- Offer fruits and/or vegetables every time food is served.
- Offer reasonable portion sizes in buffet lines or self-service, support sensible portions by offering reasonably-sized entrees and appropriately-sized serving utensils and plates.
- Use whole grains whenever possible (100% whole grain or whole grain as the first ingredient).
- Serve healthier condiments and dressings and offer them on the side.
- Make the majority of the meat options poultry, fish, shellfish, or lean (unprocessed) meat.
- Provide a vegetarian option.
- For special occasions and dinner, cut desserts in half or serve small portions. For lunches, breaks, or regular meetings serve fruit as dessert.
- Do not place candy or candy bowls in the meeting space.
- Whenever possible, offer foods prepared in a healthier way (grilled, baked, poached, roasted, braised, or broiled). Avoid fried foods.
- Mention to attendees (through announcements or in written materials) that it is fine to move within the meeting space (standing, stretching); periodically break up sitting time.
- For conference give-aways, consider appeal to meeting attendees, sustainability, and usefulness.
- Provide handouts on a flash drive or make them available online to reduce paper.
- When determining a menu for your meeting or conference, think of the initial menu provided to you by the caterer, restaurant, or hotel as a starting place for customization.
- Modify the soups, salads, entrees, snack, etc. to fit your meeting’s needs.
- Make sure that you, the catering manager, and/or chef are in agreement about portion sizes.

2017 Annual Conference

Grand Hyatt, Washington, DC
- 743 Attendees
- 219 Poster Abstracts plus 54 Oral Abstracts
- 35 NIFA-AFRI posters and 11 Team Nutrition Posters
- 25 Exhibitors
- 78 Speakers
- 24 Past Presidents and 3 former editors of JNEB in attendance
- 37 CEUs
- 32 Programs, tours and pre-conference sessions
<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/11/2017</td>
<td>Breastfeeding (BF) and WIC Update</td>
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<tr>
<td>8/1/2017</td>
<td>Cracking the Code on Breakfast: Research Roundup and Practical Solutions</td>
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<tr>
<td>8/23/2017</td>
<td>Hot Topics Call: Feeding Guidelines for Infants and Young Toddlers: A Responsive Parenting Approach</td>
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<td>8/30/2017</td>
<td>6 Ways to Get the Most of Your SNEB Membership</td>
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<td>9/25/2017</td>
<td>Journal Club 1: A Point-of-Purchase Intervention Using Grocery Store Tour Podcasts About Omega-3s</td>
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<td>10/2/2017</td>
<td>Journal Club 2: Healthier Children’s Meals in Restaurants: An Exploratory Study to Inform Acceptable Approaches</td>
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<td>10/9/2017</td>
<td>Journal Club 3: Staff Workshop Improves Child Care Center Menus in South Central Texas: A Best Food FITS Intervention</td>
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<tr>
<td>10/17/2017</td>
<td>National Farm to School Month: Early Care Education Edition</td>
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<tr>
<td>10/18/2017</td>
<td>Hot Topics Call: From Millennials to Boomers: Digital Communication for Nutrition Educators Across Generations</td>
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<td>10/30/2017</td>
<td>Journal Club 5: Teacher Perceptions of Multilevel Policies and the Influence on Nutrition Education in Preschools</td>
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<tr>
<td>11/6/2017</td>
<td>Journal Club 6: NEEDs for Tots: A Satter Division of Responsibility in Feeding Focused Early Childhood Education Curriculum</td>
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<tr>
<td>11/13/2017</td>
<td>Journal Club 7: Bringing Produce to the People: Implementing a Social Marketing Food Access Intervention</td>
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<td>11/14/2017</td>
<td>Reaching Low-Income Audiences Using Innovative Social Marketing Techniques for Nutrition Education</td>
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<td>11/20/2017</td>
<td>Journal Club 8: Development, Implementation, and Evaluation of Evidence-Based Cooking Videos for Cancer Survivors</td>
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<tr>
<td>11/27/2017</td>
<td>Journal Club 9: Effectiveness of a Parent Health Report in Increasing Fruit and Vegetable Consumption</td>
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<tr>
<td>12/13/2017</td>
<td>December Hot Topics Call: Andy Fisher, author of Big Hunger</td>
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<tr>
<td>1/25/2018</td>
<td>Becoming a Great Reviewer: Increase Your Professional Network and Enhance Research Skills</td>
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<tr>
<td>1/31/2018</td>
<td>Empowered Eaters: A Road Map for Stronger Nutrition Education Policies</td>
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<td>2/5/2018</td>
<td>Journal Club 1: Stretching Food and Being Creative: Caregiver Response to Child Food Insecurity</td>
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<tr>
<td>2/12/2018</td>
<td>Journal Club 2: Breastfeeding is Associated with Reduced Obesity in Hispanic 2- to 5-Year Olds Served by WIC</td>
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<td>2/13/2018</td>
<td>Extension Opportunities in Food Access &amp; Equity, Two Part Series</td>
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<tr>
<td>2/19/2018</td>
<td>Journal Club 3: Together We Inspire Smart Eating: A Preschool Curriculum for Obesity Prevention in Low-Income Families</td>
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<tr>
<td>2/21/2018</td>
<td>Hot Topics Call: The Expiring Farm Bill and the Nutrition Title</td>
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<td>2/26/2018</td>
<td>Journal Club 4: Tu Salud! Si Cuenta! Your Health Matters! A Community-Wide Campaign in a Hispanic Border Community in Texas</td>
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<tr>
<td>2/28/2018</td>
<td>6 Ways to Get the Most of Your SNEB Membership - New Member Orientation</td>
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<td>3/5/2018</td>
<td>Journal Club 5: Previous Gardening Experience and Gardening Enjoyment Is Related to Vegetable Preferences and Consumption Among Low-Income Elementary School Children</td>
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<tr>
<td>3/6/2018</td>
<td>Clearing up the Confusion: Using the Ingredients List as a Tool for Nutrition Education</td>
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<tr>
<td>3/7/2018</td>
<td>Extension Opportunities in Food Access &amp; Equity, Two Part Series</td>
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<tr>
<td>3/12/2018</td>
<td>Journal Club 6: Cooking Matters for Adults Improves Food Resource Management &amp; Self-Confidence Among Low-Income Participants</td>
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<tr>
<td>4/2/2018</td>
<td>Journal Club 8: Securing a Stop to the Summer Setback: Policy Considerations in the Future Expansion of the Summer Electronic Benefit Transfer for Children</td>
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<td>4/4/2018</td>
<td>Equipping Health Care Professionals with Nutrition Content</td>
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<td>4/9/2018</td>
<td>Journal Club 9: Beyond the Melting Pot and Salad Bowl Views of Cultural Diversity: Advancing Cultural Diversity Education of Nutrition Educators</td>
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<tr>
<td>4/13/2018</td>
<td>Farm Bill Advocacy Day</td>
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<tr>
<td>4/16/2018</td>
<td>Journal Club 10: Breastfeeding is Natural but Not the Cultural Norm: A Mixed-Methods Study of First-Time Breastfeeding African American Mothers Participating in WIC</td>
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<tr>
<td>4/19/2018</td>
<td>Developing High Impact Research Poster Presentations</td>
</tr>
<tr>
<td>6/1/2018</td>
<td>Survival Mediterranean Style: A Cluster-Randomized Trial in the US Fire Service</td>
</tr>
<tr>
<td>6/20/2018</td>
<td>Hot Topics Call: Delivery of Nutrition Education via Text Message to Low-Income Groups</td>
</tr>
</tbody>
</table>
SNEB Online

SNEB launched a redesigned website in July 2016. Since that time website traffic has increased 3% and pageviews increased 13%, reversing a 2015 decline in users, sessions and pageviews.

New features added to the website in 2017 include expanded directory profile, profile photos, and the option to auto renew your membership. Over 170 members have already added auto-renewal to their profile.

Looking at website users by age, the greatest percentage of users are 25 - 34. The top five countries visiting the website are: United States, Canada, Japan, India, and Mexico. Traffic from Facebook increased 126% although traffic from Twitter decreased. Visits from www.jneb.org increased 3%. Most users are accessing the website from a desktop.

Some of the most visited pages include upcoming webinars, abstracts, conference programs and the job board. In 2016 members used the login feature less than 2,000 times but in 2017 members logged in over 5,000 times.

Social Media

Facebook:
SNEB - 3,438 likes
JNEB - 3,356 likes

Twitter:
SNEB - 1,177 followers
JNEB - 750 followers

LinkedIn:
3,031 group members

On the Job Board

SNEB launched a new job board in February with some great improvements, including free internship postings, a resume search bank, job alerts, an easy-to-use experience on mobile devices and more!

Members can use code snebmem18 to access the member discount and save 50 percent on all postings. Visit jobs.sneb.org to search for jobs and find the best candidates for your positions today.

Since launching the job board has posted:
• 14 jobs
• 94 job seekers registered
• 14 resumes uploaded

Internship postings are free! Does your organization have an internship to list? Log into the job board and post that for free.

SNEB Institutional Groups

Institutional memberships continue to grow allowing universities/colleges and a variety of other groups to combine memberships in groups of 5 or 10 members. These groups allow for simpler billing and easier transitions of individual memberships throughout the year.

• Arizona Dept of Education, Health and Nutrition Services
• Ascentria Care Alliance
• Auburn University
• DC Department of Health
• Iowa Department of Public Health
• Iowa State University
• Mississippi State University
• Ohio State University
• Oklahoma State University
• Oklahoma Tribal Engagement Partners LLC
• Purdue University
• UConn Health, Center for Public Heath
• University of Arizona
Congratulations to SNEB Award Winners

Helen Denning Ullrich Award for Lifetime Excellence in Nutrition Education
Joanne Ikeda, MA, RD

Mid-Career Professional Achievement Award
Sheila Fleischhacker PhD, JD, RDN

Early Professional Achievement Award
Virginia Carraway Stage, PhD, RDN, LDN

Nutrition Education Research Award
Leslie Cunningham-Sabo, PhD, RDN

SNEB President’s Award
Mary Story, PhD, RD

Advisory Committee on Public Policy Health Promotion Policy Award
National Farm to School Network

Korean Society of Community Nutrition and Society for Nutrition Education and Behavior International Awards Presented at the SNEB conference
- KSCN-SNEB Professional Achievement Award to Mary Murimi, PhD, RD, LDN, Texas Tech University
- KSCN-SNEB Student Award to Ana Florencia Moyeda Carabaza, MS, Texas Tech University

Society for Nutrition Education and Behavior and Korean Society for Community Nutrition International Awards presented at the KSCN conference
- SNEB-KSCN Profession Award to Kisun Nam, PhD, Health and Nutrition Center, Seoul
- SNEB-KSCN Student Award to Won Gyoung Kim, PhD, Seoul National University Hospital

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The Best Article Award will be presented to authors Matthew M. Graziose, MS; Pamela A. Koch, EdD, RD; Y. Claire Wang, MD, ScD; Heewon Lee Gray, PhD, RD; Isobel R. Contento, PhD, CDN for their article “Cost-effectiveness of a Nutrition Education Curriculum Intervention in Elementary Schools,” published in the September 2017 issue of JNEB.

The Best GEM award will be presented to authors Leanne Whiteside-Mansell, EdD and Taren M. Swindle, PhD for their paper “GEM NO. 570: Together We Inspire Smart Eating: A Preschool Curriculum for Obesity Prevention in Low-Income Families,” published in the May 2017 issue of JNEB.

Student Research Awards presented by the Higher Education Division
- Undergraduate
  Anna Smith, Bradley University (P130)
- MS Students
  Sabrina Hafner, BS, University of Rhode Island (P85)
  Ana Florencia Moyeda- Carabaza, BS, Texas Tech University (P93)
- PhD Students
  Abeer Almudalhim, MS, University of Florida (P101)
  Jesse Chiero, MS, University of Connecticut (P7)
- Early Career Researcher
  Chelsea Singleton, PhD, MPH, University of Illinois at Chicago (O4)

Research Awards presented by the Public Health Nutrition Division
- Kristin Rigsbee, University of Tennessee – Student (P53)
- Julia H. Kim, MPH, RD, CLC, University of Illinois at Urbana-Champaign – Student (P80)
- Alisha Farris, PhD, RD, Appalachian State University – Practitioner/Researcher (P94)

Children’s Division Poster Award
To be judged during the poster sessions and announced after conference.