



Society for Nutrition Education and Behavior

SNEB 2016 ANNUAL REPORT



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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

Affiliates

Delaware Valley Chapter – SNE

<http://www.sneb.org/about/dvcsne.html>

Indiana Nutrition Council

<https://www.facebook.com/Indiana-Nutrition-Council-349638635145449/>

Kansas Nutrition Council

<http://www.sneb.org/about/knc.html>

Need for Nutrition Education Programme (NNedPro)

<http://www.nnedpro.org.uk/>

NutritionLink Services Society

<http://www.nutritionlink.org/>

Organizational Members

Canned Food Alliance

Dairy Council of California

Laurie M. Tisch Center for Food, Education & Policy,
Teachers College Columbia University

Organic Valley

Share Our Strength's Cooking Matters

The University of New England

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Nicole Turner-Ravana, MS,
SNEB Foundation President

Jackie Williams, CPA, *Executive Director*

Report from the Divisions

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

Communications Division

- Creating marketing templates for all divisions to use to ensure SNEB brand consistency
- Planning webinar and division newsletter

Food & Nutrition Extension Education Division

- Developed position descriptions for division volunteers
- Continued quarterly newsletter to feature FNEE members' nutrition education programs/resources. It is provided to all SNEB members.
- Welcomed new division members monthly
- Planned full-day pre-conference with poster abstract presentations

Healthy Aging Division

- Sponsored webinar on protein and muscle function
- Prepared quarterly newsletter

Higher Education Division

- Increasing communication with division members
- Promoted scholarship of teaching and learning through program sessions, abstracts, and award
- Increase engagements with students and early career researchers

Division of International Nutrition Education (DINE)

- Prepared quarterly newsletters
- Coordinated conference sessions, food guide parade and business meeting
- Preparing division brochure

Nutrition Education for Children Division

- Created a division Facebook page
- Hosted a hot topics call with USDA on school meals
- Proposed an annual conference session

Nutrition Education with Industry Division (NEWI)

- Participated in External Fund Raising Policy Task Force
- Contributed to nutrition education competencies
- Planning fall webinar on nutrition education opportunities with industry

Public Health Nutrition Division

- Collaborated with two different divisions on conference sessions
- Sponsored two webinars - "Why We Buy What We Buy" and "Hunger Issues"
- Completing division manual with position descriptions and a communications plan
- Planning for member spotlights in upcoming newsletter

Sustainable Food Systems Division

- Sponsor a session at the 2016 Annual Conference.
- Continue dialogue surrounding corporate / industry sponsorship of SNEB activities.

Weight Realities Division

- Continued recruitment of new members and students
- Continue support for members of the Division

Advisory Committee on Public Policy

The SNEB Advisory Committee on Public Policy (ACPP) is a very active committee that focuses their efforts on the established public policy priority issues of the Society. ACPP advises the SNEB Board of Directors on public policy issues in which SNEB should participate. To that end, SNEB has taken the following actions in 2015 – 2016:

Sign-On Support

- Opposition for House version of the Child Nutrition Reauthorization Act
- FDA Food Safety Modernization Act
- SNAP Acceptance at Farmers Markets
- School Food Modernization Act
- Older Americans Act
- Dietary Reference Intake values

SNEB Actions

- Comments on Enhancing Retailer Standards in SNAP
- Comments on Sustainability Guidelines for Concessions and Vending
- Comments on Nutrition Facts Label

Other Activities

- Press release recognizing the SNEB members who testified at House Agriculture Committee Hearing on the importance of SNAP-ed
- Weekly Policy Update email
- Evaluated Health Promotion Policy Award

Treasurer's Report

FINANCIAL HEALTH

SNEB continued strengthening its financial position for fiscal year end July 31, 2015 with a gain in net assets of nearly \$46,000, which is detailed below. The 2015 gain pushed net assets to over \$597,000, as can be seen in Table A. The results for the 2016 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 budget of approximately \$3,300.

The fiscal year 2015 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 near \$200,000 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 2015 fiscal year end results and recent statement of financial position can be seen on the following page.

NET ASSETS

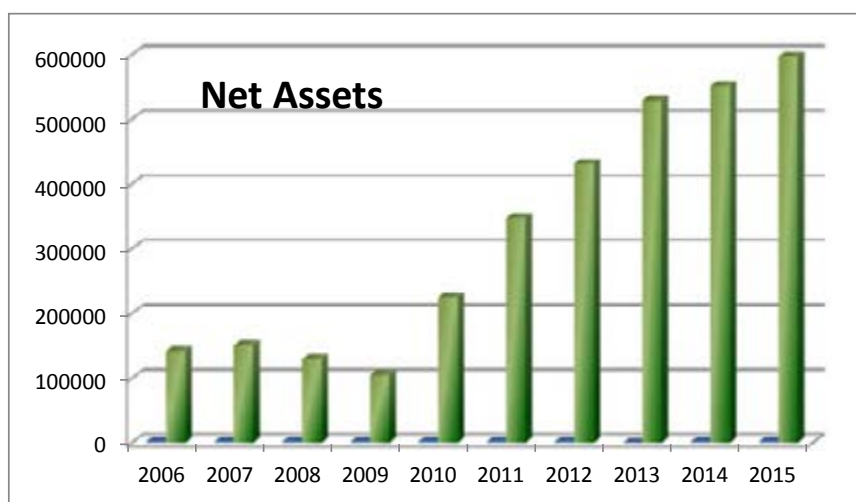
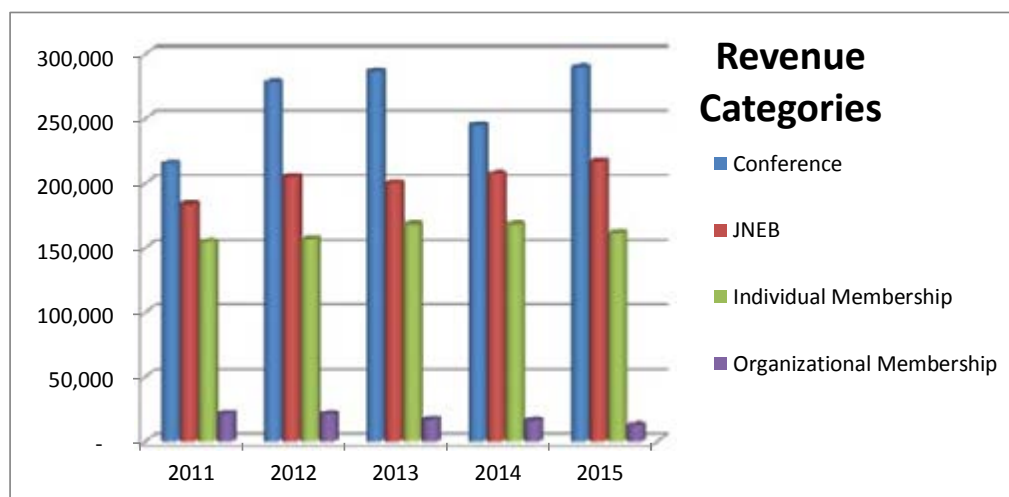


Table A: SNEB Net Assets

* - short fiscal year.

Table B: Revenue by Category



Treasurer's Report

SNEB SUMMARIZED STATEMENT OF ACTIVITIES – FISCAL YEAR END JULY 31, 2015

Revenue and Other Support	
Administrative	\$1,202
Annual Meeting.....	\$289,402
Membership	\$178,151
JNEB	\$216,880
Webinars	\$11,050
Public Policy.....	\$901
Total Revenue and Other Support	\$697,586
Expenses	
Administrative.....	\$52,172
Annual Meeting	\$276,941
Governance	\$38,332
Membership	\$88,665
JNEB	\$142,868
Divisions	\$2,612
Communications.....	\$8,852
Webinars	\$11,115
Public Policy	\$30,042
Strategic Development	\$127
Total Expenses	\$651,726
CHANGE IN NET ASSETS	\$45,860

SNEB STATEMENT OF FINANCIAL POSITION (6/30/16)

ASSETS	
General Fund Checking	\$72,227
Reserve.....	\$300,000
General Fund Savings	\$391,475
Accounts Receivable Invoices	\$10,750
Amount Due To/From Foundation.....	(\$1,490)
TOTAL ASSETS	\$772,962
LIABILITIES	
Deferred Annual Meeting Fees.....	\$950
Deferred Corporate Dues.....	\$2,833
Deferred Institutional Dues	\$3,598
Deferred Individual Dues.....	\$104,535
TOTAL LIABILITIES	\$111,916
CHANGE IN NET ASSETS	
Unrestricted	
Prior Years	\$597,157
Current Year.....	\$ 63,889
TOTAL NET ASSETS	\$661,046
TOTAL LIABILITIES AND NET ASSETS.....	\$772,962

Membership Report

As of June 15, 2016, SNEB had 1,130 members, including six organizational members. Table C provides a breakout by category of membership. Additionally 10 organizations have taken advantage of the new Institutional membership category allowing teams of nutrition educators to join in groups of 5 or 10 members.

Over the last year, the Committee took on several goals outlined in the SNEB Strategic Plan including increasing membership to 1,250, identifying ambassadors to engage members at the local level and to engage postdoctoral students. The committee continued membership outreach and while the 1,250 goal was not reached the membership was at a high of 1,164 in July 2016. Trends in membership is shown in Table D.

Other efforts towards these goals included financial support of two additional Higher Education Division student research awards specifically for postdoctoral students and the beginning of efforts to recruit membership ambassadors with the goal of identifying at least one member in each state, province and country to serve as a point of welcome for new members and contact for prospective members. With a handful of locations needing volunteers, this outreach will begin in the fall of 2016.

Also in 2016 the Membership Committee wrote and conducted a survey of the SNEB membership since it had been over six years since members had directly been asked their satisfaction level with the society. With a 35% open rate, 91% of members ranked their satisfaction with SNEB membership as very satisfied (65%) and somewhat satisfied (26%). Comments included positive remarks regarding webinars, Journal Club, JNEB, networking with new colleagues, diverse groups, e-mail communications (policy update, weekly update, newsletter, SNEEZE etc.), continuing education, friendly members, etc.

In regards to value, 94% listed SNEB membership as very valuable (58%) and somewhat valuable (36%) with value derived from networking, webinars, JNEB, e-mail communications, and CEUs.

MEMBERSHIP BY CATEGORY
JUNE 15, 2016

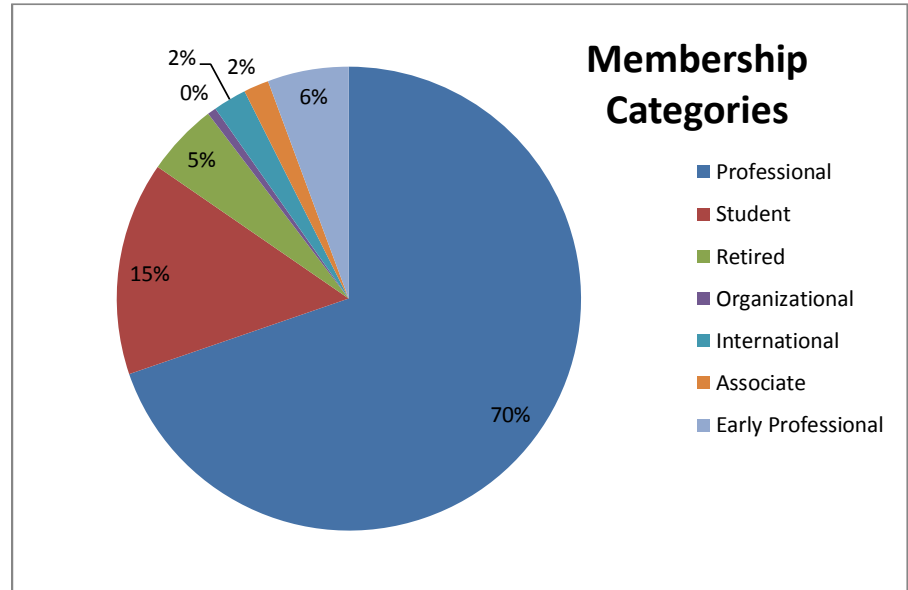


Table C: Membership by category



Table D
Membership Trends

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

- 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
- 2010 Impact Factor 1.471
- 2009 Impact Factor 1.356

Submission Averages

*Percentage of manuscripts accepted for publication**

Year	Accept rate, %	Submitted	Accepted	Prejected
2015	16	462	75	202
2014	16	486	80	165
2013	24	426	101	89
2012	18	358	65	72
2011	23	360	83	108

*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

2015	28
2014	34.1
2013	45.6

Activity on www.jneb.org

	Page views	Total Visits
2015	417,929 (up 12.8%)	153,151 (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 2015, 466,570 individual requests for full-text articles (an average of 38,880 per month) were made via the ScienceDirect institutional database, an increase of 7.9% over 2014.

Manuscripts Received, Accepted, and Published

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

¹ New manuscripts received, all manuscript types, except LTE and commentary

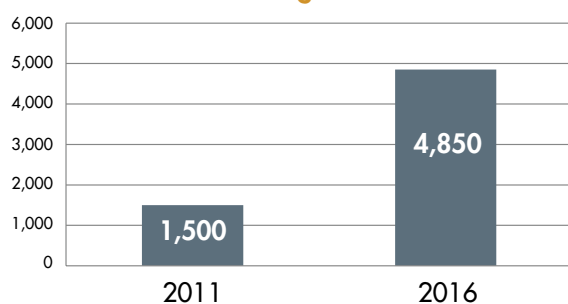
Article type and year	Manuscripts received	Revisions requested	Manuscripts accepted
Research Articles			
2015.....	327.....	159.....	39
2014	322.....	115.....	36
2013.....	239.....	121.....	46
Research Briefs			
2015.....	114.....	111.....	26
2014	134.....	70.....	35
2013.....	152.....	107.....	40
Research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

Several years ago, SNEB developed a strategic plan with input from members of key committees, such as Membership and the Advisory Committee on Public Policy, as well as leaders from SNEB's special interest divisions. The five goals of that plan continue to be areas of focus for SNEB. While not an all-inclusive picture of the efforts and accomplishments, here's a look at some key achievements over the last 5 years, towards reaching those goals.

I. Grow and maintain a dynamic Society serving the field of nutrition education around the world.

The overall goal for membership is to reach 1,250 members. SNEB is fewer than 75 members from that goal. Registrations from webinar program provide an excellent source of prospective members.

Webinar Registrations



Annual Conference – While conference attendance sees ups and downs in any given year, there has been overall growth in the last 5 years.

Conference Growth since 2011

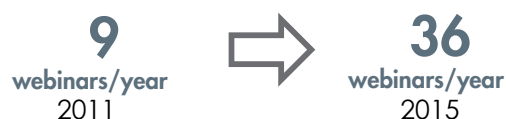


2. Support effective nutrition education

Nutrition Educator Competencies – 2016 saw publication of the SNEB Nutrition Educator Competencies that had been under development for several years.

Webinars – There has been tremendous growth in SNEB's popular webinar program. Included in the 36 webinars each year, are Hot Topic webinars, which provide critical year-round networking and educational opportunities for members.

Number of Webinars Offered



Awards Program – several new award programs have been implemented to recognize members' work, including Early Professional Career Achievement, Program Impact Award, Nutrition Education Research Award, Health Policy Promotion Award and Scholarship of Teaching and Learning Award.

3. Advocate for policies that support healthy communities, food systems and behavior

The Advisory Committee on Public Policy meets regularly to ensure SNEB's voice is heard on legislation and regulations of importance to SNEB members. In the last five years, other key initiatives include:

- **Public Policy Updates** – In 2011, SNEB began publishing weekly public policy updates. In a recent membership survey, one person said "It is my first source of policy information."
- **Health Policy Promotion Award** – The award recognizes the efforts of people outside of SNEB who are making a difference in the health of communities by shaping and promoting policies that promote health. The inaugural award was presented to Senator Tom Harkin, in 2012, for his contribution to policies supporting food and physical activity behavior and environments.

4. Promote research related to effective nutrition education and behavior change at the individual, community and policy levels

Journal of Nutrition Education and Behavior

- In 2016, JNEB started publishing 10 issues each year, up from 6 issues in previous years.
- The impact factor increased from 1.773 in 2014 to 2.253 in 2015.

Journal club – Now in its eight semester, the Journal Club originally began based on member demand. This webinar series allows SNEB members to hear directly from leading nutrition education and health behavior experts about the latest hot topics in the field.

Position Papers – in 2015, SNEB implemented a new process for development of position papers, the first of which will be on the topic of Sustainability.

Number of Abstracts Published



5. Build collaborations with organizations, industries and government to promote healthy communities, food systems, and behaviors

- SNEB is partnering with AND and ASN to develop a position paper regarding older adults.
- USDA-NIFA and USDA-FNS researchers present research via poster abstracts at SNEB's annual conference.
- SNEB has representatives serving on the following projects: Dietary Guidelines Alliance; FCS Alliance – The Next Generation; Nutrition Education Labeling Consortium; and USDA-CNPP National Strategic Partnership for MyPlate
- SNEB is building relationship internationally through the Korean Society for Community Nutrition, the International Foundation for the Mediterranean Diet, the International Federation of Home Economics and an application to the United Nations for consultative status.

What's Ahead?

In March 2016, the SNEB Board of Directors spent one and half days discussing two key areas that will be the focus in the upcoming year: membership and fund raising.

While membership has seen growth over the last five years, it is crucial to continue that trend. Outcomes from the March meeting include:

- Outreach to key sectors: public health & community nutrition; sustainable food systems; food industry; teachers in schools
- Outreach by membership to highlight SNEB via social media outlet and company websites
- Regional outreach through state, country and university representatives
- Increasing student engagement
- Promotion of the Nutrition Educator Competencies

The goal of SNEB is to raise funds to help sustain the organization, while retaining SNEB's independence, maintaining objectivity, promoting trust, avoiding conflicts of interest, and safeguarding the Society's professional values. In 2014, SNEB adopted the External Fund Raising Policy that provides additional details on the process. Outcomes from the March Board of Directors dialogue include:

- Outreach to current and past organizational members and prospects for feedback on the value of partnering with SNEB.
- Development of a communications plan to build relationships with potential collaborating organizations.
- Identification of key sectors to which outreach efforts should be made.

There is much to be done in the days and weeks ahead.
If you want to be involved in SNEB's success, contact a member of the SNEB leadership or staff.

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 proceeds from a silent auction.

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Isobel Contento, PhD

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Ex Officio

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Karen Ensle, EdD, RDN, FAND, CFCS,

SNEB Treasurer

Jackie Williams, CPA,

SNEB Executive Director

Advisors

Beatrice Marks

SNEB Foundation Student Scholarships

The SNEB Foundation is pleased to once again offer the SNEB Foundation Student Scholarship Program. Each scholarship provides funding toward attending the SNEB 2016 Annual Conference in addition to complimentary conference registration.

- Jennie Davis, University of Idaho
- Colleen Delaney, Rutgers University

- Jessica McKinley, RDN Rutgers University
- Kristin Riggsbee, University of Tennessee at Knoxville

Undergraduate Scholarship

- D. Rose Ewald, BS, University of North Carolina at Greensboro

Robin Orr Memorial International Student Scholarship Recipient

- Elise Jalbert-Arsenault, RD, Université de Montréal

SNEB Foundation Community Scholarships

The goal of the SNEB Foundation’s Community Scholarship Program is to provide financial assistance to those who offer community-based nutrition education programs to attend the SNEB Annual Conference.

- Whitney Fung, Family and Consumer Sciences Agent, UF/IFAS Extension Polk County
- Jalisa Holifield, AmeriCorps VISTA Nutrition Education Program Specialist, Freestore Foodbank

Support the Next Generation of Nutrition Educators!

The SNEB Foundation needs your help to provide educational content and scholarships that support nutrition educators. Your donation provides funding for:

- Student and Community Scholarship recipients to attend the annual conference
- Research presented at the George M. Briggs Nutrition Science Symposium
- Communication strategies presented at the Bee Marks Communication Symposium

Annual Levels of Giving

While we appreciate any level of contribution, those that give at the following levels will be recognized in a number of ways, including at the SNEB annual meeting and in JNEB.

- Diamond – \$1,000 minimum
- Emerald – \$500 minimum
- Ruby – \$250 minimum
- Jade – \$100 minimum

Donate online at
<https://squareup.com/store/SNEB-Foundation>
or stop by the conference registration desk.



SNEB Membership Milestones

40 years of membership

Sharon L. Hoerr, RD, PhD
Michigan State University

30 years of membership

Danielle Torisky PhD, RD
James Madison University

Joanne Guthrie PhD, MPH, RD
USDA - Economic Research Service

Ella Haddad DrPH
Loma Linda University

Rebecca Benedict MS

J. Lynne Brown PhD, RD
Penn State University

Elizabeth Crockett PhD, RD, CDN, CLC
REACH CNY, Inc.

Jennifer Wilkins PhD, RD
Syracuse University

Wells Willis MS, RD

25 years of membership

Victoria Getty MEd, RD
Indiana University

Laura Bellows MPH, RD, PhD
Colorado State University

Jeanne Baranek BS, MA, CFCS
University of Massachusetts Extension NEP

Sarah Ash PhD
North Carolina State University

Karen Chapman-Novakofski PhD, RD, LDN
University of Illinois

Pamela Meyers PhD

15 years of membership

Katsura Omori PhD
Yamagata University

Sheila Fleischhacker PhD, JD
National Institutes of Health

Lori Sachau MPA, PhD, RDN

Beth Hartell MS
Peartree Nutrition

Jennifer McCaffrey PhD, MPH, RD
University of Illinois

Mildred Horodynski PhD

Mary Kay Wardlaw PhD
University of Wyoming

Anna Martin MA
University of California Cooperative Extension

Laura Dick MA, RD, PhD VA
HealthSystem Southern Nevada

Rhea Lanting MS
University of Idaho

Cammie Jayo
University of Idaho Extension

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Washington State University

Julie Garden-Robinson PhD, LRD
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Judy Huffaker RD, BS, MA
Alhambra School District

Heather Hartline-Grafton DrPH, RD, MPH
Food Research and Action Center

Sharon Sugerman MS, RD, FADA
Public Health Institute

Pamela Rothpletz-Puglia EdD, RD
Rutgers University

Yukiko Hasebe, MS, RD, PhD
Nayoro City University

Teresa Drake PhD, RD, CHES

Margaret Woods
FeedMore

Noel Chavez PhD, RD, LDN
UIC School of Public Health

Shanthy Bowman PhD
USDA Agricultural Research Service

10 Years of Membership

Carol Nurse MS, MSLS

Julie Plasencia MS, RD
Michigan State University

Tsun-Min Wu MS, RD
USDA

Laura Sant MS, RD
University of Idaho Extension

Melissa Maulding, MS, RD
Purdue University

Karla Shelnuttt PhD, RD
University of Florida

Rebecca Davis MS
Virginia Tech

Tandalayo Kidd PhD, RD, LPN
Kansas State University

Amy McClelland
University of Arkansas Cooperative Extension

Karen Sherbondy MEd, RD, LD
University of Missouri Extension

Michelle Vineyard PhD, RD, LDN
University of Tennessee Extension

Siew Sun Wong, PhD
Oregon State University

Patricia Brinkman
Ohio State University Extension

Ahlam Shikieri PhD
Taibah University

Every effort is made to keep SNEB's membership records accurate but if your name is missing from this list, please accept our apology and contact the office at 317-328-4627 or info@sneb.org.

Nutrition Educator Competencies for Promoting Healthy Individuals, Communities, and Food Systems

Use this checklist to assess your current knowledge and skills, identify areas for professional growth and create a plan for developing as a nutrition education professional. This can also be used to create position descriptions and staff evaluation tools, plan training and education opportunities in addition to designing, refining and evaluating course content. Address questions about the SNEB Nutrition Educator Competencies to info@sneb.org, 800-235-6690 or 317-328-4627.



Basic Food and Nutrition Knowledge

- Describe the basic structures and functions of the essential nutrients and identify examples of significant foods and food group sources for each.
- Explain the background, purpose, and components of the appropriate national or international nutrient references (e.g., US Dietary Reference Intakes).
- Explain the background, purpose, and components of the appropriate national or international dietary guidelines, including the associated food guidance systems (e.g., the US Dietary Guidelines and MyPlate).
- Explain how to use food labeling to evaluate the appropriateness of a food.
- Explain the dietary prevention of, and management approaches associated with, the major diet-related public health issues.
- Describe the basic types of approaches used by researchers to study diet-health relationships and describe their advantages and limitations.
- Critically evaluate the claims associated with a research study finding, food product, dietary supplement or eating style based on the nutrition educator's knowledge of nutrition and the approaches used to study diet-health relationships.
- Critically evaluate the source of materials that provide nutrition information.



Food Science

- Describe the functions of food ingredients and food processing techniques and their effects on the nutrient content of foods.
- Describe the basic types of culinary practices, including the scientific basis for how flavor, texture, and appearance of foods are created or maintained during food preparation.
- Describe the potential sources of food contamination and the best practices associated with the safe handling of food.
- Explain how to plan, select, prepare, and manage foods to enhance the well-being of individuals, families, communities, and the food system.



Nutrition across the Life Cycle

- Identify the primary dietary issues for each phase of the life cycle.
- Use information from the appropriate national or international nutrient references and dietary guidelines to make dietary recommendations for each phase of the life cycle.



Physical Activity

- Describe the background, purpose, and appropriate national or international physical activity guidelines (e.g., the US Physical Activity Guidelines).
- Describe the benefits of regular physical activity as a means of prevention and management of public health issues including chronic diseases.
- Identify physical activity opportunities in daily living.



Food and Nutrition Policy

- Describe the roles of government agencies in regulating the manufacturing, labeling and advertising of individual foods and dietary supplements.
- Describe the roles of government agencies in regulating food systems and the food supply.
- Describe the history, purpose and funding of key pieces of legislation that authorize programs supporting nutrition education, research, and food assistance to address malnutrition and food security and to promote health.
- Describe the history and current roles of governmental and nongovernmental organizations that develop and implement nutrition education programs and related health promotion or food security activities.
- Describe ways to collaborate with community members and other professionals to create communities and settings in which healthy food options are easy, affordable, and desired and unhealthy foods are less prominent and less desired.



Agricultural Production and Food Systems

- Describe differences in agricultural practices and their potential effects on food choices and food availability.
- Explain the effects of various food processing, packaging, distribution, and marketing practices on food availability, food choices, and nutritional value as well as the amount and types of additives, contaminants, and pathogens in foods.
- Explain the relationships between natural resources (e.g. soil, water, biodiversity) and the quantity and quality of the food and water supply.
- Describe ways to collaborate with other stakeholders to promote policies supporting systems that produce healthy food.



Written, Oral, and Social Media Communication

- Communicate effectively in written, visual, and oral form, with individuals, the media, and other groups, in ways that are appropriate for diverse audiences.
- Facilitate communication from and between clients so they can express their beliefs and attitudes, define needs, and share experiences.
- Engage and educate through simple, clear, and motivational language appropriate for diverse audiences.
- Advocate effectively for action-oriented nutrition education and healthy diets in various sectors and settings.



Behavior and Education Theory

- Describe the biological, psychological, social, cultural, political, and economic determinants of eating behavior, and the associated opportunities and barriers to achieving optimal health and quality of life.
- Describe the major psychosocial theories of behavior and behavior change and apply them to eating behavior, and behavior change.
- Describe the major theories of teaching and learning and apply them to nutrition education.



Nutrition Education Program Design, Implementation, and Evaluation

- Assess the nutritional and behavioral needs of the population (to establish behavior change goals).
- Determine the behavior change goals of the program.
- Identify the theory-based mediators and facilitators of behavior change, using a participatory approach, including social and environmental influences.
- Select the appropriate theoretical models or frameworks.
- Develop educational objectives based on the identified theory-based mediators of change from a theoretical model or framework.
- Design or select theory-based behavior change strategies or techniques that would be effective in achieving the objectives and are appropriate for diverse audiences.
- Design or select strategies, activities, and materials that match the objectives and are appropriate for diverse audiences.
- Apply inclusive participatory approaches that enable the target population to effectively communicate, share experiences, identify personal needs, and manage personal food behaviors.
- Develop a timeline and budget for program development, implementation, and evaluation, including personnel, supplies, and overhead costs.
- Design process and outcome evaluation plans, based on behavior change mediators and program objectives, using appropriate data collection methods.
- Revise the program based on process and outcome evaluation findings, as appropriate.



Nutrition Education Research Methods

- Analyze, evaluate, and interpret nutrition education research and apply it to practice.

2015-2016 Recorded Webinars

SNEB members attend all live webinars and access the SNEB library of over 200 recordings at no cost as a benefit of membership. Since SNEB is a CPE Accredited Provider from the Commission on Dietetic Registration continuing education credit is available. Webinars are online at <http://www/sneb.org>

- Aging Well: Understanding the Role of Protein to Maintain Muscle Mass and Function (June 21, 2016)
- Can modifying dietary behaviors modify brain health? (August 21, 2015)
- Effect of Nutritional Intervention on Food Choices of French Students in Middle School Cafeterias, Using an Interactive Educational Software Program (Nutri-Advice) (March 7, 2016)
- Get Your Paper Noticed (August 28, 2015)
- Hunger Issues: Engaging Participants for Lifelong Change (May 17, 2016)
- Journal Club 1: Reducing Food Insecurity and Improving Fruit and Vegetable Intake Among Farmers' Market Incentive Program Participants (February 1, 2016)
- Journal Club 1: Face and Content Validity, Cognitive Interviews with Children, and Measurement Sensitivity (September 28, 2015)
- Journal Club 2: Families' Perceptions of and Experiences Related to a Pediatric Weight Management Intervention: A Qualitative Study (February 8, 2016)
- Journal Club 2: Test-retest Correlations; Construct Validity (October 5, 2015)
- Journal Club 3: Item Analysis; Structural Equation Modeling; Incorporating Behavioral Theory (October 12, 2015)
- Journal Club 3: Rationale, Design, and Methods for Process Evaluation in the Childhood Obesity Research Demonstration Project (February 15, 2016)
- Journal Club 4: Test-retest reliability; internal consistency (October 19, 2015)
- Journal Club 4: Effects of Group Counseling Transmitted Through Videoconferencing on Changes in Eating Behaviors (February 22, 2016)
- Journal Club 5: A Mixed Methods Evaluation of a SNAP-Ed Farmers' Market-Based Nutrition Education Program (February 29, 2016)
- Journal Club 5: Content Validity; Cognitive Interviews (October 26, 2015)
- Journal Club 6: Construct validity; incorporate behavior theory (November 2, 2015)
- Journal Club 7: Using a Systematic Approach and Theoretical Framework to Design a Healthy Eating Curriculum (March 21, 2016)
- Journal Club 7: Construct validity (November 9, 2015)
- Journal Club 8: LA Sprouts: A 12-Week Gardening, Nutrition, and Cooking Randomized Control Trial Improves Determinants of Dietary Behaviors (April 4, 2016)
- Journal Club 8: Face, content and criterion validity; inter-rater reliability (November 16, 2015)
- Journal Club 9: About Eating: An Online Program with Evidence of Increased Food Resource Management Skills (April 11, 2016)
- Journal Club 10: Using Teach-Back to Understand Participant Behavioral Self-Monitoring Skills (April 25, 2016)
- Lessons Learned from Incorporating a Text Message Based Program in Elementary Schools (January 28, 2016)
- Love of Eating... Fear of Food: How to Empower Consumers in an Age of Mistrust (May 11 2016)
- Rethink Your Drink (August 18, 2015)
- There are Thousands of Apps for That: Navigating Mobile Technology for Nutrition Education and Behavior (March 2, 2016)
- Understanding Protein in a Healthy Diet (December 3, 2015)
- Weighing In: High Quality Protein for Weight Management (September 23, 2015)
- What's In a Name (April 27, 2016)
- What's Shaking: Creative Ways to Boost Flavor with Less Sodium (October 22, 2015)
- Why We Buy What We Buy: Anatomy of a Supermarket Purchase (April 13, 2016)
- Writing and Reviewing Research Methods Papers for JNEB (April 26, 2016)

Social Media Growth Since 2011


13,869%


10,367%


295%

Facebook

2011 - 2016

- 80 to 2,339 likes

LinkedIn

2011 - 2016

- 44 to 2,908 members

Twitter

2011 - 2016

- 212 to 780 followers

The SNEB eCommunicator is sent biweekly to all members through Multiview.

Open Rate

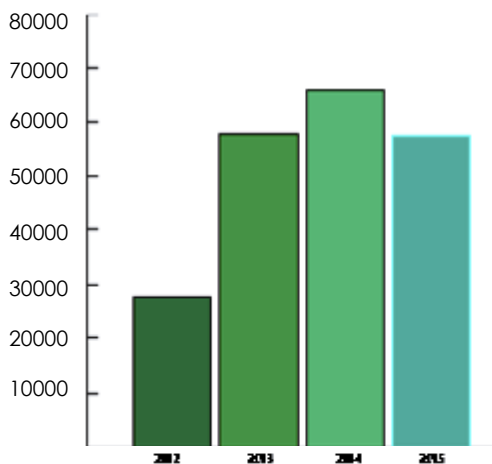
84.2% vs.
Multiview Average of 32%

Clicks to Opens Rate

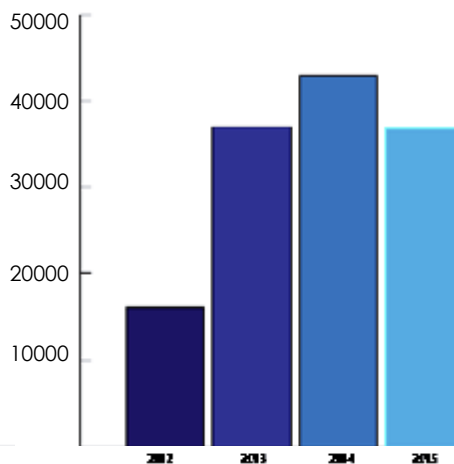
31.5% vs.
Multiview Average of 12%

SNEB Website Usage

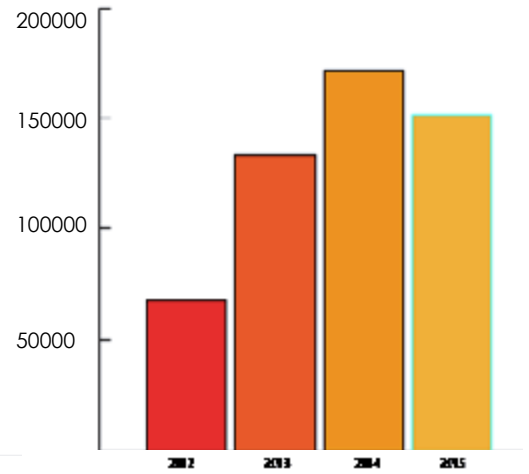
Sessions



Users



Pageviews



**Creativity & Innovation
in Nutrition Education**

SNEB 2015 Annual Conference - by the numbers

Wyndham Grand in Pittsburgh, PA

- 636 Attendees
- 290 Abstracts presented including USDA NIFA and Team Nutrition posters
- 14 Exhibitors
- 67 Speakers
- 28 Sessions audio recorded
- 37 CEUs
- 32 Programs, tours and pre-conference sessions



Society for Nutrition Education and Behavior



Celebrate SNEB's 50th annual conference at the 2017 Annual Conference held July 19 - 23 at the Grand Hyatt Washington in Washington, DC. The Society for Nutrition Education was founded in June 1968 as a non-profit organization to publish the *Journal of Nutrition Education*. Once the Journal was established the Society expanded its purposes to include education, communication and research activities. The first issue of the Journal was published as Summer in 1969.

The SNEB Annual Conference is the premier event for nutrition education professionals from around the world. Attendees have the opportunity to interface with influential nutritionists from extension, public health, government, academia, industry, and community settings. Throughout the conference, attendees will be able to experience education sessions featuring the latest information on dietary guidelines, educational strategies, nutrition policy, technology advances, and wellness initiatives with a focus on putting research into practice.

Key Dates:

Call for Programs Due: Friday, October 7, 2016 Abstract

Submissions Accepted: November 1, 2016

First Deadline for Abstract Submissions:

Monday, January 23, 2017

Late Breaking Research Abstract Deadline: March 1, 2017

Details at <http://www.sneb.org>



Conference Hotel | Grand Hyatt Washington
100 H Street NW, Washington, DC 20001