The Next 50 Years: Setting the Course for SNEB and JNEB

Society of Nutrition Education and Behavior (SNEB) members, we work in a dynamic professional environment. Our members who recently ran for leadership positions

identified challenges facing SNEB, and there were common themes. They recognized the importance of staying relevant in a rapidly changing world by engaging young, creative, energetic members and by retaining long-standing members with the experience and wisdom they bring to SNEB. We must think globally and continue to build an international organization. We must be effective in planning, implementing, and evaluating programs and behavior change strategies to meet the needs of the audiences we serve. We must be leaders in nutrition education research, practice, and policy.

Over this past year, the SNEB Board involved members in working groups to set the course for the next 5 years. The Board and Division leadership set 3 goals, and representatives from divisions, past presidents, the student committee, JNEB, and the board identified actions to accomplish the goals. Here are the purpose, vision, and goals for SNEB for 2019–2023.

PURPOSE

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

A world where nutrition education is accessible to all and is integral to decisions and behavior impacting individual human health, nutrition-related policy, and food systems.

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.

ADVANCING RESEARCH AND PRACTICE

Journal of Nutrition Education and Behavior (JNEB)

The JNEB is extremely important to SNEB in communicating nutrition education and behavior research, practice and policy. If you have not already seen the 50th volume celebration for the journal, please visit: <https://www.jneb.org/50th-Anniversary>. Editor-in-Chief (EIC) Karen Chapman-Novakofski is planning strategically for the next 5 years, as the society is doing. Plans include evaluating the editorial staff for an expanding journal, promoting supplement issues, and publishing papers on SNEB's position on nutrition education and behavior topics. In May, a Position Paper by Hayes et al, "Comprehensive Nutrition Programs and Services in School"¹ was published jointly with the Academy of Nutrition and Dietetics and the School Nutrition Association.

Journal Committee

In the Journal Committee's role of liaison between JNEB and SNEB, they conducted a readership survey, nominated manuscripts for Best Article and Best GEM awards, provided recommendations for themed issues and

invited papers, and developed and implemented marketing strategies for the journal. The EIC has asked for *ad hoc* committees to address transparency in publishing and a 5-year strategic plan.

SNEB Divisions

We have 12 divisions for collaborating and networking on special interests, and 90% of our members are involved in at least 1 division. Two of the 12 divisions were established this year; those are Research and Digital Technology in Nutrition Education and Behavior Change. Here are some division activities over the last year.

1. Nutrition Education for Children Division initiated a poster competition among students presenting at the 2018 annual conference in Minneapolis.
2. Communication Division is focused on sharing resources on media relations and digital communications.
3. Digital Technology in Nutrition Education and Behavior Change Division aims to educate SNEB researchers and practitioners about new technologies, including how to engage with, how to evaluate use, or to recommend using them. This division also aims to promote SNEB members as the go-to resource for technology in nutrition education and behavior change.
4. Food and Nutrition Extension Education (FNEE) has awarded a student scholarship for the first time. They have a preconference session "Building Culturally Inclusive Coalitions" scheduled for July 21.
5. Healthy Aging Division has a goal to increase the number of conference abstracts related to healthy aging.
6. Higher Education Division has been working on a systematic review of online nutrition education. Members have been writing a manuscript to enhance the dissemination of the SNEB Nutrition Education Competencies.

7. International Nutrition Education (DINE) has been working on a food guide and a nutrition education database.
8. Nutrition Educators with Industry (NEWI) worked with International Food Information Council (IFIC) on a webinar (<https://www.sneb.org/products/basic-food-and-nutrition-knowledge/clearing-up-the-confusion-using-the-ingredients-list-as-a-tool-for-nutrition-education/>).
9. Public Health Division published a JNEB editorial on Policy, Systems, and Environment work.²
10. Research Division aims to establish an environment to increase capacity among SNEB members to conduct and disseminate nutrition education and behavior research outcomes by expanding members' research agendas via identification of cutting-edge methodology and pedagogy, providing skill-building events and workshops, enhancing manuscript submissions and reviews to the journal, connecting practitioners and researchers, and providing networking opportunities for faculty and students.
11. Sustainable Food Systems Division has been working on a resource list and material archive.
12. Weight Realities is working to engage their members in the realities of weight and promoting the non-diet approach to weight management.

Advancing Research and Practice Through Professional Development

In 2017, there were more than 2,700 registrations for webinars, including the Journal Club. Webinars are an important way of receiving continuing education, and members enjoy free access to all live webinars and the archive of more than 200 recorded sessions.

Strengthening Student Representation

Over the next year the Student Committee will transition into a Student Division with a chair and co-chair in

keeping with the structure of the other divisions. All students joining SNEB will become members of the Student Division. In addition, students may choose one additional division without charge. Students will continue to be represented on the board through the Student Liaison with no change in the selection process for that position.

ADVANCING ADVOCACY

Advisory Committee on Public Policy (ACPP)

The ACPP is active in advocacy for the SNEB. They participated in the Farm Bill Advocacy Day in conjunction with Academy of Nutrition and Dietetics, American Society for Nutrition, and the Food Trust, and they collected member signatures on the "Standing in Unity for Nutrition" document. They submitted comments to US Department of Agriculture (USDA) on the funding of the Center for Nutrition and Policy Promotion and sent a letter to the Dietary Guidelines Committee. They will be honoring a recipient with a Healthy Promotion Policy Award at the conference. Board members are currently working on strengthening the role of ACPP in the process of bringing resolutions to SNEB.

OUR ANNUAL CONFERENCE: BRINGING TOGETHER RESEARCH, PRACTICE, AND POLICY

The SNEB's annual conference is the highlight of the year for many of us. President-Elect Jennifer McCaffrey has been hard at work to bring her conference theme to life: *Optimizing Impact Supporting Food Systems with Nutrition Education*. With the help of Sheila King and Rachel Daeger, have directed the work of the program, abstracts, and local arrangements committees to provide an environment for presenting, learning, networking, collaborating, and recognizing awardees. There were 253 abstracts accepted for oral or poster sessions. We are indebted to USDA and the work done by Marilyn Townsend and Mical Shilts who are holding the AFRI Childhood Obesity Program Project Directors' meeting as part of the con-

ference which includes presentation of 32 of the accepted abstracts. In addition the Awards Committee will be recognizing excellence of professionals and students. Among the honors given are the reciprocal awards that the Korean Society for Community Nutrition and SNEB give for notable contributions in the field of international nutrition education.

MEMBERSHIP COMMITTEE

The Membership Committee has addressed offering additional membership categories to expand those who may be interested in joining SNEB. They have launched a student liaison program with incentives for student members who recruit fellow students. They are developing a video series to encourage membership.

NOMINATING COMMITTEE

The Nominating Committee completed their important and necessary work of securing prospective officers for the Society to elect new leadership.

SNEB FOUNDATION

The SNEB Foundation sponsors the George M. Briggs Nutrition Science Symposium. This year's topic will be "Sustainable Diets: Current Evidence and Future Challenges." They also sponsor the Bee Marks Communication Symposium "Toward Sustainable Diets: Communicating the Evidence, Addressing the Challenges. They have awarded nine scholarships to support conference attendance by students and community nutrition professionals. They continue to focus on fundraising for student scholarships at different levels of giving, identified by names of gems.

THANK YOU

Thank you, SNEB members for choosing SNEB for the commitment of your time, talents, and resources. Your active engagement is making SNEB what it is today and helping us to envision what it will be in the future. If you are not as involved as you would like to be, let us know. We need you and you can find a place to invest in SNEB.

Thank you, to our organizational members, listed in this issue, whose support we greatly value. Thank you, SNEB staff. It is hard to imagine that our Society would be as productive and financially stable as we are today without our management team, Raybourn Group International (RGI). Leslie Murphy, president, led us in strategic planning this year; Rachel Daeger, executive director, is our tireless advocate and consummate strategic doer; Sheila King, director of

meetings, works out conference details; Nick Estrada, director of membership, creatively thinks of ways to enhance membership benefits; and Kayla Jenkins, communications and coordination, keeps us and others “in the know” and documents happenings for posterity.

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REFERENCES

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2. Savoie-Roskos MR, DeWitt K, Coombs C. Changes in nutrition education: a policy, systems, and environmental approach. *J Nutr Educ Behav*. 2018;50:431.