Society for Nutrition Education renamed the Society for Nutrition Education and Behavior

Indianapolis, IN | January 9, 2012 – Founded in 1968 during a decade of significant social change, the Society for Nutrition Education is the premier organization representing the professional interest of nutrition educators. After 40 plus years of advancing nutrition education and advocating for healthful national policies, the Society has made its own change adding the words ‘and Behavior’ to its name. The new name, the Society for Nutrition Education and Behavior (SNEB), was officially implemented on January 1, 2012.

The name change resolution was made by the Society Board of Directors based on a recommendation from the Future Strategies Task Force. Following a period of comment by the membership, a vote showed overwhelming support for the name change. “The two words ‘and Behavior’ are small,” considered Society President Brian Wansink, PhD, Cornell University, “but I believe they will prove historic for our Society.”

The change aligns the name of the 44-year-old organization with the society’s scholarly publication, the Journal of Nutrition Education and Behavior, published by Elsevier. The change will also spotlight SNEB’s commitment to linking its rich research base with on-the-ground practitioners to support their efforts to change behavior. In addition to implementing the name change, the Board will identify areas to promote greater recognition of nutrition researchers, strengthen engagement with the international members to ensure a more global perspective, and expand interactive education and cutting edge research sessions during the annual conference.

The Society’s charitable foundation has also adjusted its name to the Society for Nutrition Education and Behavior Foundation. The SNEB Foundation provides scholarships to nutrition education students, supports nutrition symposia and seminars, and funds awards recognizing members for outstanding achievement in nutrition education.

“These changes came about because SNEB is not the society that tells people what they ought to eat, but rather the Society that changes behavior—we change how people eat,” emphasized Wansink. “We focus on actions and not just messages.”

The Society for Nutrition Education and Behavior is an international organization of nutrition education professionals who are dedicated to promoting effective nutrition education and communication to support and improve healthful behaviors with a vision of healthy communities through nutrition education and advocacy. Visit the Society for Nutrition Education and Behavior at www.sneb.org. SNEB is a USDA/Center for Nutrition Policy and Promotion National Strategic Partner.