From SNEB

Honoring Our Past and Embracing Our Present Defines Our Future in Research, Practice, and Policies

The Society of Nutrition Education and Behavior (SNEB) and the Journal of Nutrition Education and Behavior (JNEB) are 50 years old. I pause on the brink of our next 50 years, remembering the theme of our Golden Anniversary annual meeting in Washington, DC — Honor the Past, Embrace the Present, Define the Future. SNEB is a vibrant society of over 1,100 professionals because of the passion and drive of people with vision and the deep desire to be involved in nutrition education and behavior research, practice, and policy. At our annual meeting, we honored George Briggs, our founder; Helen Ullrich, mentor to many of us; Bee Marks, champion of effective communication; our past presidents and JNEB editors; and Jackie Williams, our executive director from 2008-2016, a consummate professional. We are indebted to her for her financial guidance.

It was Ullrich,¹ the first editor, who wrote that, “the journal will survive and thrive on involvement.” Our immediate past president, Mary Murimi,² reinforced that same sentiment when applauding volunteerism as, “a way to have a real and lasting impact on your organization and the world.” Indeed, it is with a grateful heart, that I thank those who have volunteered for Board and Division leadership, JNEB Editorial Board, Journal Committee, other committees and task forces, program and abstract reviewers, and annual meeting on-site planning teams.

We have much to embrace in the present. Special thanks to our amazing management staff, Rachel Daeger, Executive Director; Sheila King, Director of Meetings; Jennifer Miller, Membership and Meetings Coordinator; and Kayla Jenkins, Communications Assistant. Thank you, to Karen Chapman-Novakofski, JNEB Editor-in-Chief since 2007, and to her staff. Through her leadership, we have seen the journal grow in staff, number of issues, and impact.

What we embrace in the present helps to define our future. In this issue, nutrition and behavioral economics are addressed from the perspective of food budgeting, access and intake, and the cost benefit to programs. In 1969, Ullrich¹ noted that while much was unknown about “the effect of food on the body under all conditions, there is a wealth of knowledge that helps to insure the good health of people.” In 2011, Lenior-Wijnkoop et al³ termed “nutrition economics” as the link between health and economic outcomes in nutrition for the benefit of society and suggested that such a discipline may help policymakers encourage individual responsibility for a healthy lifestyle. Wansink⁴ explained behavioral economics as, “the study of how we don’t behave according to logic...how we ignore our education and choose whatever is convenient, seems most normal, or seems most instantaneously rewarding.” Some time ago, he and his colleagues⁵ posited that strategies incorporating behavioral economics might help to improve diet quality among participants of government food and nutrition programs. Leave it to Wansink⁴ to sum it up, highlighting that as members of SNEB, we are skilled and strategically positioned to change behavior through a combination of educational and behavioral tools. We lead, he said, “but our real strength is in realizing that we are pushing the frontier.”⁶ We continue to be a society of tenacity. May your reading about present work in nutrition and behavioral economics provide spark and passion for defining our future in research, practice, and policies.

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REFERENCES