

Dong-Chul Seo, PhD, FAAHB

President, AAHB

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Bloomington, Indiana 47405

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Dear Academy Members and Colleagues:

As President of the American Academy of Health Behavior, I am pleased to welcome you to our 15th annual scientific meeting – *Digital Media & Behavior Change*. The meeting will provide attendees with the chance to interact directly with the field's best researchers who conduct cutting-edge, innovative research using digital media to make changes in health behavior. Internet technology has significantly changed the landscape of health surveillance, data collection, social networking, sharing information, and sources of information and health behavior researchers need to be on the forefront of utilizing these technologies for intervention, evaluation and dissemination research. Digital media are changing the way people learn, play, socialize and participate in daily activities.

We have a very strong slate of nationally known speakers and an exciting meeting agenda. Additionally, this year's meeting includes two exceptional workshops on "Analyzing and visualizing social media networks with NodeXL" and "Using technology for community-based advocacy and environmental change: The Community Park Audit Tool App (eCPAT)," as well as breakfast roundtables, AAHB Fellow-sponsored professional development luncheons, peer-reviewed poster sessions, un-plug events, and evening social events. Also, I would like to personally invite all AAHB members to attend the third annual AAHB Business Meeting on Tuesday at 4:30 pm. Please refer to the eProgram at http://www.aahb.org/2015_Electronic_Program for details regarding days, times, rooms, and descriptions.

Most notably, at the opening session on Sunday evening we will proudly recognize Dr. Gary L. Kreps as the 2015 AAHB Research Laureate, Dr. Ruopeng An as the 2015 Judy K. Black Early Career Research Award winner, and Drs. David Seal, Matthew Smith, and Jennifer Unger as the 2014 AAHB Fellows. On Wednesday morning, Dr. Jeff Hallam will be inaugurated as the 15th President of The Academy.

The planning for our annual meeting is a task requiring considerable effort and time. The Board of Directors and the Conference Planning Committee (see back of this page) has worked for over a year to bring this program to all of us. I want to thank Dr. Lara McKenzie and Dr. Jessica Rath for their leadership in developing the conference program and Dr. Anna Greer for directing this year's poster abstract and award review process. All of them have dedicated countless hours to bring us a top-notch slate of speakers and poster presentations. Room does not permit thanking each committee member, but they each deserve high kudos for all their work in developing the activities that wrap around each morning's program. And we would all agree that the person who holds us all together is Joanne Sommers, our Executive Director, who ensures that the day-to-day operations of the Academy run smoothly and efficiently!

You will be receiving an email shortly after the meeting to complete our online meeting evaluation. We look forward to your feedback regarding this year's meeting — we take your comments very seriously and each year we make changes to our program based on participant comments.

Best wishes for an enjoyable conference experience!

Sincerely,



Dong-Chul Seo, PhD, FAAHB
2014-2015 AAHB President



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Poster Award Judges:

Adam Barry, PhD
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Elbert Glover, PhD, FAAHB
Carolyn Johnson, PhD, FAAHB
Adam Knowlden, PhD
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2015 Abstract Reviewers:

Ruopeng An	Adam Barry	Jennifer Cantrell
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