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Symposium
9:00 –10:30 A.M.
Alexandria Room

S.I.G. Meeting
8:30–10:30 A.M.
Vermont Room

S.I.G. Meeting
8:30–10:30 A.M.
Franklin Room

S.I.G. Meeting
8:30–10:30 A.M.
Johnson Room

S.I.G. Meeting
9:00–10:00 A.M.
Truman Room

Poster Session 5
8:45–10:30 A.M.
Exhibit Hall C

Social Marketing in Behavioral Health: Optimizing Service Delivery

Co-Chairpersons: *Richard A. Winett* and *Lee W. Frederiksen*, Virginia Polytechnic Institute and State University

Discussant: *William D. Novelli*, Porter, Novelli & Associates, Washington, DC

Formative Research on Health Risk Appraisal in Current Medical Practices
Kenneth Israel, William Hendricks, Richard A. Winett, Lee W. Frederiksen, Virginia Polytechnic Institute and State University.

Stress Management and the Dual-earner Family: A Social Marketing Approach

Abby C. King, Richard A. Winett, Steven B. Lovett, Virginia Polytechnic Institute and State University.

Development, Organization, and Implementation of an Effective Smoking Cessation Program: The Role of Formative Research

Thomas G. Bowers, Donna E. Chinn, Anne W. Riley, Richard A. Winett, Lee W. Frederiksen, Virginia Polytechnic Institute and State University.

Marketing Health and Fitness Programs at the Jackson V.A. Medical Center

John E. Martin, Patricia M. Dubbert, Mary Lake, Paul Burkett, Eric Morrell, Jackson V.A. Medical Center, University of Mississippi Medical Center, and University of Southern Mississippi.

Behavioral School Psychology

For meeting description see page 19

Behavior Group Therapy

For meeting description see page 19

Obesity and Eating Disorders

For meeting description see page 20

Behavioral Neuropsychology

For meeting description see page 19

Marriage, Sexual Problems, and Psychotherapy

Hosts: *Gayla Margolin*, University of Southern California

Donald H. Baucom, University of North Carolina at Chapel Hill

1. The Treatment of Nonconsummated Marriages

Alfonso Luco and Maria Asuncion Busto, Sociedad Chilena de Psicologia Clinica, Santiago, Chile

2. "But I Thought You Wanted To!"—Sex Differences in How Women and Men Interpret Heterosocial Behaviors and Implications for Sexual Aggression

Charlene L. Muehlenhard, Texas A&M University

3. Traditional and Nontraditional Men's Responses to Women's Dating Initiation

Charlene L. Muehlenhard, Texas A&M University