



November 18, 2020

Dr. Martha Hübner  
Departamento de Psicologia Experimental, Instituto de Psicologia  
Universidade de São Paulo  
martha@hubner.org.br

Dear Martha:

On behalf of the Society for the Advancement of Behavior Analysis (SABA) Board president, Dr. Peter Killeen, and the entire board of directors, it is my pleasure to inform you of your selection as the recipient of the **2022** SABA Award for Effective Presentation of Behavior Analysis in the Mass Media. Congratulations!

Of course, Martha, your contributions to our field are too numerous to name, but in recognizing your achievements for this particular award, the board noted your decades-long work in effectively and persuasively presenting behavior science concepts to lay audiences, especially in Brazil, in so many different areas—parenting, study habits, compulsive behavior, and others. Indeed, your efforts to disseminate our science widely, via print media, television, social media, and other forums, is a significant reason why Brazil remains one of the most important areas in the world for growth and innovation in behavior analysis.

These efforts over so many years have helped lay the groundwork for all your important work over the past several months in communicating why a behavioral approach to combating the spread of COVID-19 is so essential. All the interviews you have made yourself available for, as well as the videos you have recorded on your own, have no doubt made a difference in helping scientists, journalists, and laypersons understand and also communicate to others the necessary behaviors we should all be engaging in—and those we should be avoiding.

You have also been so effective at disseminating behavior science on many other occasions in Brazil, at all of our international conferences, and on the delegation to India—just to mention a few. We are reminded of the way you handled the press conference in Delhi a few years ago and the grace with which you are able to communicate what behavior science means to the general public. For all of these reasons, and more, you are so deserving of this award.

We hope you will be able to attend the Opening Event and SABA Awards at the **2022** Annual Convention in Boston, Massachusetts, May 26–30. This event will be Saturday morning, May 28, 2022, and, as you know, is typically attended by about 1,500 people.

Sincerely,

A handwritten signature in black ink that reads "Maria E. Malott". The signature is written in a cursive style with a large initial 'M'.

Maria E. Malott, Ph.D.  
Chief Executive Officer

cc: Peter Killeen, Ph.D.  
Current SABA President

Erin Rasmussen, Ph.D.  
2022 SABA President