The Neuroscience, Behavior and Health (NBH) Initiative focuses on understanding the development and fundamental basis of human behaviors that are linked to health and disease: a research challenge that spans fields from molecular biology and genetics to behavior, rehabilitation and education. Research in NBH is directed towards studying preventable diseases and disabilities, informing policies, and strategic investments that create healthier communities and decrease costs of treatment and mitigation. The NBH Initiative was inspired in part by an NIH facilitated discussion about “The Science of Behavior Change”. For more information visit http://commonfund.nih.gov/behaviorchange/meetings/sobc061509/