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## *Research Report Series*

### **A COMPARATIVE ANALYSIS OF 19 INTERNATIONAL JOURNALS IN AND NEAR THE FIELD OF HEALTH PROMOTION/EDUCATION – TYPES OF CONTENT AND HOW CONTENTS ARE ORGANISED AND PRESENTED<sup>1</sup>**

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**IUHPE Research Report Series  
Volume 3, Number 2, 2008<sup>1</sup>  
ISSN-1992-433X**

*Published by the International Union for Health Promotion and Education*

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<sup>1</sup> This report was commissioned by the Vice President for Communications to assist in developing the Communications Work Plan for the period 2007 – 2010.

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## **1. INTRODUCTION**

### **1.1 Background to project**

Due to rapid developments in internet technology, particularly during the last decade, scholarly journals have undergone considerable change. This is no less the case for international journals that have a prime focus on health promotion/education. While printed health promotion/education journals continue to be published, many are now also accessible on-line. In addition, a number of “on-line only” journals that primarily publish health promotion/education content have entered the arena and introduce a new dimension to knowledge dissemination.

The International Union for Health Promotion and Education’s (IUHPE) journal *Promotion & Education* has an important role to play in health promotion communications. It is not only a scholarly journal, but also a main means of communication with IUHPE members regarding the practical management of the organisation. It is necessary, therefore, that *Promotion & Education* is at the forefront of international health journals, not only in relation to its published content, but also concerning its accessibility and reader-oriented services, the way in which the journal presents itself, and its range of “user-friendly” guidelines and tools for authors who wish to publish manuscripts in the journal.

### **1.2 Aim of project**

This document is the final report of a project commissioned by the IUHPE Vice-President for Communications, Professor Maurice Mittelmark, which aimed to investigate the features of leading international health promotion/education journals in order to provide a benchmark for the further development of *Promotion & Education* as a leading international journal promoting health worldwide.

## **2. METHOD**

### **2.1 Sample**

In seeking out international journals that primarily publish health promotion/education content, two approaches were employed. First, seven researchers working at the Research Centre for Health Promotion at the University of Bergen, Norway, were asked in brief interviews to name the journals they turned to when searching for information within health promotion and health education. Second, several websites providing an overview of international health journals were examined. These websites include the ISI Web of Science, the Directory of Open Access Journals, The National Library of Medicine (USA) List of Serials Indexed for 2007, The Health Communication Unit – List of Health Promotion Journals, and Google. Searches for relevant journals were made on these websites under the key words “health”, “public health”, “health promotion” and “health education”. The research was restricted to sources in English. Using these sources, 19 journals were identified that include the words “health promotion” or “health education” in the title. Thirteen are print journals and seven are on-line journals.

### 2.1.1 International journals in the sample:

Print with some access online:

1. Health Promotion International
2. Health Promotion Practice
3. Health Promotion Journal of Australia
4. American Journal of Health Promotion
5. International Journal of Mental Health Promotion
6. Journal of the Royal Society for the Promotion of Health
7. Health Education
8. Health Education Research
9. Health Education and Behavior
10. Health Education Journal
11. International Quarterly of Community Health Education
12. The Journal of Health Communication
13. Journal of Health and Social Policy

Online only:

14. The International Electronic Journal of Health Education
15. Globalization and Health
16. International Journal for Equity in Health
17. American Journal of Health Behavior
18. The Internet Journal of Public Health Education
19. Californian Journal of Health Promotion

## 2.2 Analysis

An analysis of types of content and how the journals' contents are organised was based on information contained on the journals' websites. The first step in the analysis involved a detailed examination and listing of the features of each journal that were considered to be relevant to the aims of this study. This process generated a list of thirty-eight features. These

features are presented in this report as headings, in alphabetical order. The second step in the analysis involved a cross-examination of the journals in the light of the list of features (headings) compiled during step one. A description of the ways in which the journals present the various features is provided under each heading.

The findings from the analysis of the journals are presented as descriptions of each feature, showing similarities and dissimilarities between the journals where comparisons have been made. Some of the features are peculiar to specific journals, and are presented as such. Some of the features of the journals also include a description of sub-features.

Submissions/guidelines and tools for authors is the most comprehensive feature and consists of several sub-features. A discussion of the findings of this project follows the presentation of the features of the journals. Where sections have been copied from journals in order to show details of their features, the section copied is presented in its original format, and the journal the section has been copied from has been acknowledged.

The project was commenced in September 2007 and was completed in November 2007.

## 3. FINDINGS

### 3.1 About the journal

All of the printed journals investigated in this project devote some space to a description of themselves, although the ways in which the journals do this differs considerably in some aspects. While some journals use a few lines to present themselves, others use several paragraphs. Common to the way in which the journals present themselves are the aims and purpose of the journal, the fact that articles are peer-reviewed/refereed, the frequency of the journal's publication, the topics of focus, and a description of the journal's

target audience. Some of the journals, however, are more specific in describing themselves. The American Journal of Health Promotion, for example, presents a brief account of the journal's history and philosophy, followed by a definition of health promotion (which includes a diagram showing health promotion's holistic nature) while The Journal of the Royal Society for the Promotion of Health and the Journal of Health and Social Policy both present supportive statements by readers/colleagues declaring these journal's relevance and strengths. Health Promotion Practice includes a description of seven special "departments" that are designed to highlight *state-of-the-art* topics in the application of health promotion/education:

- Evaluation in Practice
- Health Promotion Policy and Politics
- Health Promotion and Education in Health Care Settings
- The Circle of Research and Practice
- Tools of the Trade
- Career Developments
- Closing the Gap: Eliminating Racial and Ethical Disparities in Health

(Health Promotion Practice,  
<http://www.sagepub.com/journalsProdDesc.nav?prodId=Journal201271>)

Health Education, on the other hand, provides an overview of the journal under the heading:

- Unique Attributes
- Topicality,
- Key Benefits
- Key Journal Audiences.

(Health Education;  
<http://www.emeraldinsight.com/info/journals/he/jourinfo.jsp>)

In order to ensure that readers fully understand the aims and focus of the Journal of Health and Social Policy, the

description of the journal is included at the beginning of each section that details the different features of the journal. Further, four of the journals include a brief statement concerning the organization/society with which they are affiliated.

The online journals differ somewhat from the printed ones in that they have more uniformly concise descriptions of themselves, with the exception of *Globalization and Health*, which provides the reader with some background information concerning "globalization", and *The International Electronic Journal of Health Education* which presents the history of the journal's development. The *International Electronic Journal of Health Education* also boasts the presentation of "a series of interviews with legends in the field of health education, promotion, and behaviour." The *Californian Journal of Health Promotion* encourages readers to submit articles describing their experiences in the field. This journal has a section called "*The Health Educator Experience*" where manuscripts presenting case studies of the experiences of "health educator, retired health educator, and health education student are published. Of great interest are articles about what health educators may experience as they contemplate retirement, and what they may experience after retirement. The journal also provides a service called "*Professional updates*", which contains "news and columns from established health education and health promotion professional associations, announcements for health fairs, grants, calls for manuscripts/abstracts, professional conferences, and so on" (*Californian Journal of Health Promotion*, <http://www.cjhp.org/about.htm>)

### 3.2 Access

Seven of the printed journals provide archive access to all issues, while four of the online journals have open access to all articles.

### **3.3 Advertising information/specifications/rates**

Nine of the printed journals and two of the online journals offer the possibility of advertising rights in their journal. In addition to advertising rights, the two online journals, Globalization and Health and the International Journal for Equity in Health also offer a sponsorship package whereby sponsoring for a set period of time guarantees exclusive advertising rights for that period. All of these journals provide information concerning advertising and sponsorship rights/rates.

### **3.4 Alerting services**

Journals such as Health Promotion International and Health Education Research offer CiteTrack alerts that notify readers by email of topics, authors or articles published in the journals that match criteria that readers have specified as being of interest.

Journals published by Sage, such as Health Promotion Practice, offer email alerts for Table of Contents, announcements, keywords, author and citation alerts. These journals also offer an online service entitled “My Favourite Journal”, which is a filing system for favourite journals.

Two of the online journals, Globalization and Health and International Journal for Equity in Health, also offer email alerts of the latest articles.

### **3.5 Announcements**

Health Promotion Practice and Health Education and Behavior both have a section for announcements, such as calls for papers on a special theme, press releases and information concerning up-and-coming programmes.

### **3.6 Book reviews**

Health Promotion International, Health Education Research and The Journal of

Health Communication include book review sections.

### **3.7 Career services**

The American Journal of Health Promotion offers its reader “Career Services”. This section allows for employers and academic institutions to place advertisements for the recruiting of health promotion professionals / students, and also for those seeking employment or study opportunities to view postings. The Journal of Health Communication also has a section for vacant positions within the health field.

### **3.8 Conferences**

Journals such as the American Journal of Health Promotion and Health Education Journal provide information concerning up- and- coming conferences.

### **3.9 Contact information**

Most of the journals provide contact information and/ or customer service, such as Health Promotion International that provides space on its website for the sending of enquiries.

### **3.10 Dispatch date for next issue**

Health Promotion International and Health Education Research provide an overview of dispatch dates for upcoming issues.

### **3.11 Editorial Board**

All of the journals examined in this project, both printed and online, include the names of the Editor in Chief and those on the editorial board. Some journals have co-editors, associate editors, assistant editors, regional editors, honorary editors, managing editors, an internet editor, a book reviews editor and guest editors. The American Journal of Health Promotion includes “Section Editors”, ie editors who are responsible for different areas such as *Interventions, Strategies, Applications and Research Methods*. Three of the printed journals provide the names of the Editor in

Chief or co-editors at the beginning of each section detailing the features of the journal. The Journal of Health Communication includes a short presentation of each member of the editorial board, while The Internet Journal of Public Health Education includes an overview of the duties of the editorial and review committee as well as presenting the management committee and their duties. The journal's editorial policy is also outlined. Two of the printed journals provide editorial reports in each edition in each edition, while one of the online journals provides an editorial in each addition and another online journal provides a yearly editor's report. The printed journal, The American Journal of Health Promotion, provides back issues of the editor's notes.

### **3.12 E-letters (electronic letters to the editor)**

Health Education Research encourages readers to provide comments/feedback on articles in the journal by writing E-letters to the editor. The aim of E-letters to the editor is to encourage debate and the promotion of ideas for future articles.

### **3.13 Email articles to a friend**

Globalization and Health and the International Journal for Equity in Health have a function for sending articles to a friend via email, however the link to this service is missing on these websites.

### **3.14 FAQ's**

Globalization and Health and the International Journal for Equity in Health both present examples of "frequently asked questions".

### **3.15 Feedback**

Several of the journals offer the possibility of providing feedback from readers. The International Journal of Mental Health Promotion has a "Guest Book" where readers may write comments concerning the journal or the journal's website.

### **3.16 Impact factor**

Two of the printed journals, Health Promotion International and Health Education Research state the journal's impact factor.

### **3.17 Indexing/abstracting services**

Seven of the printed journals and 3 of the online journals provide the names of the indexing/abstracting services that they are covered by.

### **3.18 Internet forum**

Health Education Journal provides a free internet meeting place for the exchange of ideas among those interested in the area of coaching. The journal also provides access to a chat room, as well as links and articles that may be of interest.

### **3.19 Letters and comments**

Globalization and Health and the International Journal for Equity in Health both have a "discussion system" for commenting on published articles. Unfortunately, it was unclear as to how to access this discussion system.

### **3.20 Links**

Globalization and Health and the International Journal for Equity in Health provide links to websites, and other sources of information relevant to their journals. Globalization and Health, for example, have links to education resources, institutes and research centres and tools for authors, while the International Journal for Equity in Health has a link to general resources. The Californian Journal of Health Promotion has "professional links" to, for example, the IUHPE, to other "peer-reviewed professional journals" and to "peer-reviewed full text journal articles".

### **3.21 Most read/cited articles**

The Journal of Health and Social Policy presents the 10 top articles online while



Globalization and Health and the International Journal for Equity in Health provide the 10 most accessed articles. Health Promotion International, Health Promotion Research, Health promotion Practice and Health Education and Behavior, on the other hand, present the 50 most-frequently read, and the 50 most-frequently cited, articles. This service is updated monthly.

### 3.22 News

Both Globalization and Health and the International Journal for Equity in Health provide the “latest news” items on their front page.

### 3.23 Policies/permissions

Several of the journals present policy and/or permission statements. Health Promotion International and Health Education Research provide a detailed overview of their policy concerning publication and translation rights, as well as permission guidelines, while Health Education provides details of permission rights concerning republishing, copying, distributing and translating. Four of the journals have “Journal Permissions” which cover the use of images, tables and figures, and authors’ re-use of their own work. Some of the journals, such as the American Journal of Health Promotion provide their peer review policy, while the International Journal of Mental Health Promotion presents its editorial policy.

The American Journal of Health Behaviour has an Embargo Policy that regulates the release of information concerning a scientific manuscript to the media prior to the date of publication in the journal. According to the embargo policy, the American Journal of Health Behavior has the right to determine when information concerning a submitted scientific manuscript may be covered by the news media. This policy ensures that readers will have full access to the manuscript when it is reported on in the media. The aim of the

embargo policy is also to ensure that the information disseminated to the wider public is both reliable and well presented.

### 3.24 Publications/books

The American Journal of Health Promotion includes publications that are relevant to the field of health promotion. These include a list of “books, work books and special issues”, and a newsletter entitled “*The Art of Health Promotion*”, designed to provide health promotion practitioners with “*in-depth information for effective programming*” An example of the kind of information this newsletter contains is the reported results of “*the first ever comprehensive benchmarking study of workplace health promotion programs.*” (The American Journal of Health Promotion, <http://www.healthpromotionjournal.com/publications/art.htm>). The Art of Health Promotion newsletter is included in each issue of the journal.

### 3.25 Recommend this journal

The Journal of Health and Social Policy allows for the recommending of the journal to others online, by filling out a recommendation form and sending it to other people who may be interested.

### 3.26 Registration

Although Globalization and Health and the International Journal for Equity in Health are open-access journals, they offer the option of registration. Registration with these journals provides the advantages of a personalized page for checking the status of submitted manuscripts, the making of advanced searches and their storage, the receiving of email alerts of the latest published articles, direct manuscript submission, the posting of comments on articles published in the journals and open access to the complete text of all journal articles.

### 3.27 Related journals

Some of the journals, for example Health Promotion International and Health Education, provide a list of related health journals such as *Age and Aging* and the *International Journal for Quality in Health Care*, while The International Quarterly of Community Health Education provides links to books on health-related themes such as *Political and Economical Determinants of Population Health and Well-Being: Controversies and Developments* and *The Struggle for Worker's Health*.

### **3.28 Reprints**

Nine of the printed journals offer the purchasing of reprints of articles for educational/ marketing purposes. Health Education devotes a whole page to detailing its reprints service.

### **3.29 RSS feeds**

Six of the printed journals and two of the online journals provide a service called RSS feeds. Health Promotion International and Health Education Research, which provide RSS feeds both provide an RSS information page. RSS stands for “RDF Site Summary” or “Really Simple Syndication”, and allows for subscribing to “headlines” from a website. According to these journals, “RSS can be used as an alternative to electronic tables of contents for receipt of up-to-date TOC and Abstract information, or as a way of syndicating information from (one) website to another.”

### **3.30 Sample articles/issues**

Several of the printed journals offer sample articles/issues. Health Education offers two

sample articles, while journals such as Health Promotion International and the International Quarterly of Community Health Education offer sample issues. Health Education Journal offers a free sample online, while The Journal of Health and Social Policy allows for the on-line ordering of a free issue of the journal.

### **3.31 Search for articles/key words**

Eight of the printed journals and two of the on-line journals provide a search function for articles and key words.

### **3.32 SFX – linking service for libraries**

Globalization and Health and the International Journal for Equity in Health offer access to an electronic linking tool, SFX, which provides libraries with links to a wide range of services, including the full text of published articles. The SFX is unique in that it is compatible with a wide range of databases.

### **3.33 Submission/guidelines and tools for authors**

All of the journals provide a section with information for authors. However, while journal guidelines for article submissions are similar in many respects, they also differ in several respects. Here, the information for authors is presented under subheadings showing similarities and differences. Subheadings are also used to show what is unique to the various journals concerning their author guidelines.

### 3.33.1 Abstract, key words and manuscript length

	Journals	Abstract - words	Key words	Manuscript length
1	Health Promotion International	300	4	4000 words
2	Health Promotion Practice	150	----	20 pages, including references, tables, figures; excluding abstract & cover
3	Health Promotion Journal of Australia	200-250	----	2000-3500 words, including abstract; excluding references; maximum 6 tables and/ or illustrations; maximum 40 references
4	American Journal of Health Promotion	220	4-6	3000-4500 words
5	International Journal of Mental Health Promotion	100-150	----	5000 words
6	Journal of Royal Society for Promotion of Health	400	----	2000-4000 words
7	Health Education	250	6	4000-8000 words; maximum 8 words in title
8	Health Education Research	200	----	4000 excluding abstract, tables, figures and references; qualitative study may have 5500 words for quotations
9	Health Education and Behavior	100-150	3 or more	20-30 pages
10	Health Education Journal	250	5	3000 words, open to discussion for longer articles
11	International Quarterly of Community Health Education	100-150	----	----
12	The Journal of Health Communication	200	----	5000 words, excluding charts, tables, references
13	Journal of Health Communication	100	3-10	15-20 pages
14	The International Electronic Journal of Health Education	200	5	16 pages
15	Globalization and Health	350	----	----
16	International Journal for Equity in Health	350	----	----
17	American Journal of Health Behavior	100	5	4500
18	The Internet Journal of Public Health Education	200	----	3000 characters, may be exceeded if justified
19	Californian Journal of Health Promotion	----	4	----

Fig.1. Overview of abstract, key words and manuscript length for all journals

Some journals, for example, the Health Promotion Journal of Australia, request

“structured abstracts” using the headings “*Issue Addressed*”, “*Methods*”, “*Results*”,

“Conclusions” and “So What?” (Health Promotion Journal of Australia, <http://www.healthpromotion.org.au/journal/guidelines.php>)

### 3.33.2 Charges

Globalization and Health and the International Journal for Equity in Health have an “article-processing charge”. However, institutions that are a member of BioMed Central are exempt from this charge. The necessity of charging for the processing of articles is accounted for by the fact that these journals are open-access journals and therefore subscription free. A policy of open –access is seen as being of benefit to the scientific community as it allows for immediate and world-wide access to all full text research articles.

The American Journal of Health Behavior charges \$20 for each table, figure and appendix for all accepted manuscripts.

See sections on Online first and Open access options for a description of other charges.

### 3.33.3 Check lists

Several of the journals provide checklists to guide authors when preparing manuscripts for submission. The American Journal of Health Promotion provides a checklist that they require to be filled out and submitted together with the manuscript and the cover letter. The contents of the checklist include the type of manuscript, details of the cover letter, title page of the manuscript, abstract, key words, the manuscript itself, tables, figures, references and copyright.

Other kinds of checklists include a “*Health promotion intervention studies critical appraisal checklist*” for the writing of scientific articles provided by the Health Promotion Journal of Australia. This checklist covers the “*Health issue*” being presented, the “*Intervention*”, “*Evaluation*”, “*Impact evaluation*”,

“*Discussion*” and “*So what?*” (Health Promotion Journal of Australia, <http://www.healthpromotion.org.au/journal.php>).

Globalization and Health and the International Journal for Equity in Health provide three different types of checklists. These include:

i.. “Consort statement” an “evidence-based, minimum set of recommendations for reporting RCT...(and offers) a standard way for authors to prepare reports of trial findings, facilitating their complete and transparent reporting, and aiding their critical appraisal and interpretation.” (Globalization and Health <http://www.globalizationandhealth.com/info/instructions>; International Journal for Equity in Health <http://www.equityhealthj.com/info/instructions/>).

ii. “Cochrane reviewer’s handbook submission checklist” that provides author of systematic reviews with information on how to present a search strategy.

iii. “Qualitative research review guidelines”, that provides a list of questions that may be asked of a submitted manuscript such as:

- “Relevance of study question”
- “Appropriateness of qualitative method”
- “Transparency of procedures”
- “Soundness of interpretive approach”

(Globalization and Health <http://www.globalizationandhealth.com/info/instructions>; International Journal for Equity in Health <http://www.equityhealthj.com/info/instructions/>).

This checklist also provides an overview of what the manuscript should contain when reporting a qualitative research study.

### 3.33.4 Competing interests – financial and non-financial

Authors of *Globalization and Health* and the *International Journal for Equity in Health* are requested to complete a “*Declaration of Competing Interests*” form in addition to the manuscript. Further, the journal refers readers to four articles concerning the theme of competing interests.

### 3.33.5 Cover letter

Many of the journals require a cover letter from the author. An example of the requirements of a cover letter is taken from the *American Journal of Health Promotion* and should include:

- a statement concerning the importance of the manuscript
- an overview of any relevant articles by the authors that are under review, in press or recently published
- a statement showing that all authors have contributed substantially to the manuscript
- a statement showing no conflict of financial or other competing interests
  - a statement that permission has been obtained in writing from any persons cited in the Acknowledgements (written permissions should be attached to the cover letter)
  - a statement that written permission has been obtained for the citing of any personal communication in the manuscript (and attached to the cover letter) (*American Journal of Health Promotion*, <http://www.healthpromotionjournal.com/resource/instruct.htm>)

### 3.33.6 Ethical requirements

Some journals, such as the *American Journal of Health Promotion*, require that manuscripts describing experimental studies on human subjects include a statement in the methods section that the study has been approved by an ethical/institutional review committee or failing this, that the principles of the Declaration of Helsinki have been followed. *Globalization and Health*, on the other hand, presents the Helsinki Declaration in its entire form. More specifically, the *American Journal of Health Promotion* requests that the way in which informed consent has been obtained from a study’s participants is documented in the methods section of a research report. The *American Journal of Health Behaviour*, on the other hand, includes an article entitled “*Publication Ethics: An Examination of Authorship Practices.*” (*The American Journal of Health Behaviour*, <http://www.ajhb.org/>)

### 3.33.7 Help and Advice on Scientific Writing

*Globalization and Health*, the *International Journal for Equity in Health* and the *Australian Journal of Health Promotion* provide links to articles that give valuable information to authors concerning the preparing and the writing of scientific manuscripts for publication. More specifically, *Globalization and Health* and the *International Journal for Equity in Health* include an article describing how to write titles and abstracts for the submission of manuscripts, while *The American Journal of Health Promotion and Health Education* both provide detailed information on how to write a structured abstract.

Some journals also offer guidelines for the writing of various types of manuscripts, such as literature reviews, policy analyses, commentaries and brief reports.

### 3.33.8 Journal Article Record Form

Health Education requires the signing and submission of a Journal Article Record Form before an article can be published in the journal. This form allows for the transferring of copyright to the journals' publisher.

### 3.33.9 Manuscript

#### i. Formatting of text/references

Several journals require formatting of the text/references following the *American Medical Association Manual Style*, the *American Psychologist Association Manual Style* or the *Harvard System*, while the Health Promotion Journal of Australia requires formatting of the manuscript following the *Style Manual for Editor's and printers, 5<sup>th</sup> edition, Aussieinfo, Australian Gov't Publishing Service*. Two journals require references to follow the *Vancouver Style*. Further, some of the journals require that references be cited in the text with name of author and year of publication, while other journals want references in the text to be numbered consecutively. Several of the journals provide examples of how they want references to be cited/listed. Globalization and Health provides a detailed guide concerning technical problems that may arise when extracting references for authors using EndNote.

#### ii. Reference linking

The Journal of Health and Social Policy provides a link to a reference linking service that enables publishers to link to referenced articles. One such linking service is CrossRef's, which makes it possible for publishers to work together. CrossRef's allow a researcher to have "across" access to the citation of references on the platforms of different publishers.

#### iii. Footnotes

Some of the journals allow footnotes, while other journals prefer no footnotes, asking instead that footnotes be included in the main text.

#### iv. Templates

Two of the online journals, Globalization and Health and the International Journal for Equity in Health prefer the use of a template that they provide for the formatting of manuscript texts, while the Californian Journal of Health Promotion provides a template for tables.

### 3.33.10 Means of submission

The journals differ somewhat in their submission requirements. Most of the printed journals and all of the online journals request online submission, either in the form of an email attachment and/or a CD disc. One of the printed journals requires 2 copies, 2 require 3 copies and 1 requires 4 copies.

### 3.33.11 On-line first

Health Promotion Practice offers an "Online First; a Sage Journal's Online Feature" where completed manuscripts are published online before being included in a printed edition. The aim of this feature is to make research available to readers and the public alike at the earliest possible point in time. The American Journal of Health Behavior offers the same service, but calls it "*EOA, Early Online Access*". On payment of US \$180, the author receives a PDF copy of the manuscript which may be used immediately for professional purposes, and which will also be available online for journal subscribers who have free online access (non subscribers are required to pay a small fee for access to manuscripts). From January 2008, the American Journal of Health Behavior will also offer authors a UOA service, an "*Unlock Online Access*" whereby, upon the payment of US\$140, manuscripts will be "unlocked" so that anyone may have online access to them free of charge. The International Electronic Journal of Health Education describes itself as an "*open volume*" which means that "*once a manuscript is accepted it will appear online within two weeks. No other health*

*education journal in the world can boast this type of turnaround from submission to publication.”*

(The International Electronic Journal of Health Education,  
<http://member.aahperd.org/iejhe/template.cfm?template=about.html>)

### **3.33.12 Open access options**

Authors of manuscripts published in Health Promotion International and Health Education Research, (both published by Oxford Journals) have the opportunity of paying a fee to have their manuscript available online:

“The charge will depend on whether the Corresponding author is based in an institution with an online subscription to the journal.... Special charges will apply to authors in developing countries, and individual journals may offer variable charges depending on the paper type. It is recommended that authors refer to the specific author instructions for participating journals for details of charges.”  
(Health Promotion International,  
<http://heapro.oxfordjournals.org/>)

### **3.33.13 Plagiarism**

Health Education includes information concerning plagiarism and republication under the following headings:

- “Verbatim copying”
- “Paraphrasing”
- “Re-using parts of a work without attribution”
- “Self-plagiarism”
- “Republication of original work”
- “Attribution”
- “Handling allegations of misconduct”

(Health Education,  
[http://www.emeraldinsight.com/info/copyright/plagiarism\\_full.jsp](http://www.emeraldinsight.com/info/copyright/plagiarism_full.jsp))

### **3.33.14 Presubmission Inquiry**

The American Journal of Health Promotion requires that authors submit a “*Presubmission Inquiry*” in the form of a structured abstract to the editor who will decide whether the manuscript complies with the editorial scope of the journal.

### **3.33.15 Proof reading**

Health Education provides a link to “The Literati Club” where copy editors offer an editing service for authors who wish to have their English papers proof read prior to submission to the journal. This service is particularly valuable for authors whose first language is not English.

### **3.33.16 Self-archiving/public access**

Health Promotion International and Health Education Research also offer their authors a “self-archiving feature”:

*“Authors who choose to participate in the Oxford Open initiative and pay to have their paper freely available online are also entitled to deposit a post-print of their accepted manuscript and/or the finally published version of the article into an institutional or centrally organized subject repository, immediately upon publication. This is provided that they include a link to the published version of the article on the journal's web site, and that the journal and OUP are attributed as the original place of publication, with correct citations given.”*  
(Health Promotion International and Health Education Research,  
<http://heapro.oxfordjournals.org/>)

### **3.33.17 Scholarly review process**

Several of the journals, such as The Californian Journal of Health Promotion, provide a detailed overview of the

scholarly review process, while others give a short description only.

### 3.33.18 Tools for Authors

Globalization and Health and the International Journal for Equity in Health provide a list of tools and software designed to assist authors when formatting manuscripts for submission. These include:

i. “Graphics Conversion Tools”

This section in “*Tools for Authors*”, Globalization and Health and the International Journal for Equity in Health include links to software tools such as Graphic Converter and ImageMagick for the formatting of figures. There is also a link to a page for “Guidelines for the cropping of figures” (Globalization and Health/International Journal for Equity in Health <http://www.biomedcentral.com/info/authors/authortools>)

ii. “Proofing Tools”

Globalization and Health and the International Journal for Equity in Health provide a link to SciPROOF, a software tool for use in “scientific proofing, spell-checking and style checking.” (Globalization and Health/ International Journal for Equity in Health, <http://www.biomedcentral.com/info/authors/authortools>). SciPROOF is at present available for Microsoft Word, while a version for Macintosh is in the process of being developed.

iii. “Reference Management Software”

This section includes a detailed description of EndNote, Reference Manager and Refworks, which may be used for the correct formatting of references. BioMed Central offers a discount on the cost of article processing to authors who use EndNote or Reference Manager.

iv. “Statistics Tools”

A section for “Statistics Tools” in Globalization and Health and the International Journal for Equity in Health” provide a link to “Graphpad software (that offers a selection of [free online calculators](#) for doing quick statistical calculations.” (Globalization and Health/International Journal for Equity in Health, <http://www.biomedcentral.com/info/authors/authortools>).

### 3.34 Subscriptions

Twelve of the thirteen printed journals require subscriptions. These journals offer subscriptions to individuals and to institutions for both printed and electronic versions, and several allow the buying of single articles and back issues. Some journals also offer bulk subscriptions. The International Journal of Mental Health Promotion provides a brochure about the journal together with their subscription form. Health Promotion International and Health Education Research offer potential readers *Subscriber Help* and *Services*. These journals are also available online at reduced prices or are free for readers in low income countries. Under the heading “General Subscription Features” Health Education provides information concerning ordering, dispatch, missing issues, pricelist, terms and conditions, customer service and frequently asked questions. Three of the printed journals include a *Journal Library Recommendation Form* that can be used for library subscriptions.

Of the online journals, only The American Journal of Health Behavior offers a one, two or three year subscription for the print and electronic versions, or a yearly subscription for the electronic version only.

### 3.35 Supplements

Oxford Journals, the publisher of Health Promotion International and Health Education Research, offers supplements in



some of their journals, but it is unclear as to whether this includes Health Promotion International and Health Education Research. None of the other journals appear to offer supplements.

### **3.36 Table of contents**

The way in which the journals present their contents differs. Some of the printed journals present a table of contents for each issue and in addition have an archive for previous issues, while other journals present their table of contents and their previous issues in one listing.

Health Education Journal presents two sample articles in addition to a table of contents, while the Journal of Health and Social Policy includes a sample article as well as “highlight” articles from past issues. Several of the printed journals also provide an alerting service for “table of contents”, and this will be included in the section “alerting services”.

Five of the six online journals include the latest articles, and three of them include previous issues. One of these journals, the Journal of Health and Social Policy, also provides a “20 year subject index” and a “20 year author index”. Three of the journals also allow for an electronic “search” for previous articles.

### **3.37 Upfront**

The Journal of Health Communication has includes a section entitled “Up Front” which aims to provide specialized information to academics and practitioners.

### **3.38 What’s new?**

The Californian Journal of Health Promotion has a page devoted to news of interest, such as the dates of publication of special themes or issues, informing on available space for the placing of advertisements, and matters of importance concerning members of the editorial board.

## **4. DISCUSSION**

The analysis presented above has generated a wealth of information concerning a broad range of features that characterise the international journals investigated in this study. At opposing ends lie, on the one hand, The Journal of Health Communication and The Internet Journal of Public Health Education, which provide minimal information concerning themselves, and on the other hand, journals such as the American Journal of Health Promotion, Health Promotion International, Health Education Research and several of the online-journals that provide detailed descriptions of themselves. The remaining journals fall somewhere between these two extremes.

Particularly detailed is the American Journal of Health Promotion, which emphasises its anchoring within and commitment to the health promotion field by presenting a definition of health promotion together with a diagram depicting health promotion’s holistic nature. Although the journal’s definition of health promotion is open to dispute, the journal makes a serious attempt to position itself as a prominent health promotion journal by allowing this definition to guide the editorial content in all publications. Further, the American Journal of Health Promotion has as its aim to “raise the standard of health promotion research and practice through publications, meetings and public service.” To this end, the journal presents a section on The Art of Health Promotion in each issues of the journal, which provides “in-depth information for effective programming” as well as career services for both employers and for those searching for employment.

Health Promotion Practice is another journal that demonstrates strongly its health promotion foundation. In a well-structured way, the journal has a sevenfold-division of special

“departments” that aim to highlight *state-of-the-art* health promotion/education topics. In addition to its focus on theory, research and practice, the Californian Journal of Health Promotion is interested in the experiences of health educators: students, those currently employed, those facing retirement and those having retired. Descriptions of the experiences of health educators “in the field” represent a valuable supplement to articles presenting theory, research and other forms of practice. Although not profiling itself primarily as a health promotion/education journal, the Journal of Health and Social Policy ensures that its readers are constantly reminded of the aims and focus of the journal by presenting these as a summary at the beginning of each section that details the various features of the journal.

Some of the features of the journals, such as contents, advertising information, alerting services, contact information, the editorial board, indexing/abstracting services, policies/permissions and RSS feeds are more or less uniformly presented in the journals. The more distinct features among the journals include “E-letters” to the editor providing feedback on articles in the journal, an Internet Forum for the exchange of ideas, the presentation of book publications relevant to the health promotion field, the details of up-and-coming conferences and a “Guest Book” for readers to provide feedback concerning the journal and/or the journal’s website.

As mentioned at the beginning of the report, the section on “submissions/guidelines and tools for authors” is the most comprehensive. The majority of the journals present detailed guidelines for the preparation and submission of manuscripts by authors, although the amount of information provided varies from journal to journal. Most, though not all of the journals state the required length of abstracts, key words and of the manuscript.

Some of the journals specify the required style of formatting for text and for references. Formatting styles vary from the American Medical Association Manual Style to the American Psychologist Association Manual Style, the Harvard System and the Vancouver Style. Globalization and Health and the Health Promotion Journal of Australia both provide articles on the writing of scientific articles for publication, while the latter also includes a “health promotion intervention studies critical appraisal checklist”. Some of the other journals provide guidelines for the writing of literature reviews, policy analyses, commentaries and brief reports.

Further, both Globalization and Health and the International Journal for Equity in Health include a list of five different kinds of “tools” and software to assist authors in formatting manuscripts for submission. Several of the journals refer to ethical requirements. The American Journal of Health Promotion includes an article on “publication ethics”, while Health Education includes a detailed section dealing with seven different forms of plagiarism and republication. The journals that appear most impressive are those that demonstrate their health promotion/education foundation and commitment, as well as those that provide a comprehensive presentation of their features online. Also of importance for authors are the journals that provide a wide range of author guidelines, tools and checklists for the writing/submission of manuscripts, as well as a comprehensive overview of ethical guidelines.

#### **4.1 Promotion & Education**

In considering the position of Promotion and Education in the field of international journals, three prominent areas of importance concerning the delivery of the mission, aims and the strategic plan of the IUHPE to a worldwide audience have crystallised. These three areas include the way in which Promotion & Education is

presented on the website, the visual layout of the journal itself, and the content of the manuscripts published in the journal.

#### **4.1.1 The website**

In today's technological world, it does not seem possible to divorce an international health journal from its website. It has become clear that the websites of the printed journals in this study function as a "show-case" for the journal, simply by having the space to do so. In this way, the most important features of a printed journal can be elaborated on in detail, and in ways that can be made appealing and of interest to potential readers and authors worldwide. In other words, a journal's website allows for the immediate and direct marketing of the journal to a worldwide audience. This having been said, it must be noted that the journals published by companies such as Oxford Journals and Sage Publications, while being presented in detail on the website, are presented in a uniform way, whereas a journal like the American Journal of Health Promotion appears to have the leeway to present itself in a unique way. Following the recent publishing agreement with Sage Publications, it will be up to Promotion & Education to find an innovative way of capitalising on the inherent potential the website has to deliver and market the mission, aims and the strategic plan of the IUHPE.

Further, the more Promotion & Education presents itself as a "service-minded" and "user-friendly" journal, the more the journal will have appeal to readers and authors alike.

#### **4.1.2 The visual layout**

The journals in this study are theoretically and scientifically based. However, the visual appearance of a printed journal can be equally as powerful as its written message. The front covers of the printed journals vary somewhat in colour and style. Several are rather bland in

appearance, while others are more distinctive, such as the International Journal of Mental Health Promotion, which is bright yellow. Communicating the mission, aims and the strategic plan of the IUHPE may be well served by a journal that is visually dynamic, eye-catching and engaging. Important health promotion themes, such as empowerment, partnerships and equity portrayed visually on the cover of Promotion & Education<sup>2</sup> may enhance the capturing of public attention and spark added interest in the journal.

#### **4.1.3 Manuscript content**

A third way for Promotion & Education to be used strategically is the extent to which the published content of the journal reflects the mission, aims and the strategic plan of the IUHPE. This is an ongoing process, but it should not be seen as separate from 1 and 2 above.

In summing up, the "show-casing" of Promotion & Education as a visually dynamic, "service-minded" and "user friendly" journal that publishes manuscripts representing the broad scope of health promotion theory, research, practice and experience will make a solid contribution to the positioning of Promotion & Education as a leading international health promotion journal.

Finally, important questions concerning the holistic nature of health promotion have emerged from the above analysis. While a holistic approach to health is fundamental to the philosophy of health promotion, the American Journal of Health Promotion appears, by the use of a diagram, to be the only journal investigated in this study that makes a direct reference to health

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<sup>2</sup> An example is a slide in the presentation by Catherine Jones (Programme Director, IUHPE) at the HP.net Source Seminar in Bergen in October 2007, where a series of photos expressed these themes simply and beautifully.

promotion's holistic nature. One may well ask, however, whether a diagram in itself is enough, and can Promotion & Education extend this even further? More specifically, by what means can Promotion

& Education communicate a holistic approach to health in ways that encourage an international audience to submit papers representing a holistic point of view?

## APPENDIX

The following links are offered as suggestions for “guidelines/tools for authors”:

- a. Tips on writing of scientific manuscripts, including main text, abstracts, titles, etc.:

<http://www.globalizationandhealth.com/info/instructions/>  
<http://www.equityhealthj.com/info/instructions/>  
<http://www.healthpromotion.org.au/journal/guidelines.php>

- b. Tools and software for the writing of scientific manuscripts, including EndNote, proofing tools, graphics conversion tools, cropping of figures, statistics tools, and XML-based article authoring tools:

<http://www.biomedcentral.com/info/authors/authortools>

*Proof reading:*

<http://www.emeraldinsight.com/editingservice>

- c. Checklists including Consort, Cochrane and qualitative research review guidelines:

<http://www.globalizationandhealth.com/info/instructions/>  
<http://www.equityhealthj.com/info/instructions/>

*Manuscript checklist:*

<http://www.healthpromotionjournal.com/resource/instruct.htm>

*Health promotion intervention studies critical appraisal checklist:*

<http://www.healthpromotion.org.au/journal.php>

- d. Ethical guidelines

*Helsinki Declaration:*

<http://www.globalizationandhealth.com/info/instructions/>  
<http://www.equityhealthj.com/info/instructions/>

*Publication Ethics:*

<http://www.ajhb.org/>

*Plagiarism and Republication:*

[http://www.emeraldinsight.com/info/copyright/plagiarism\\_full.jsp](http://www.emeraldinsight.com/info/copyright/plagiarism_full.jsp)

- e. Articles on conflict of interest

<http://www.globalizationandhealth.com/info/instructions/>  
<http://www.equityhealthj.com/info/instructions/>