

CASES

IN PUBLIC HEALTH
COMMUNICATION & MARKETING

Instructions to Authors

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Manuscript Submission

Requirements: Case studies submitted to *Cases in Public Health Communication & Marketing (CPHCM)* must examine a public health communication program, a social marketing program or a broader public health initiative in which communication or marketing played an important role. All authors must have played a role in planning, implementation or evaluation of the study's program (see Authorship Criteria). Public health practitioners, researchers, academicians and health professionals from varied disciplines are encouraged to submit case studies to *CPHCM*. Master and doctoral level graduate students may submit manuscripts as the lead or corresponding author providing a faculty sponsor is listed as a co-author. Submissions will be accepted via email only.

To: gwcases@gmail.com

Subject: "Submission, Vol. No."

**Cover Letter
(In Body of Email):** The manuscript title and a brief statement of how this manuscript contributes to the field of public health communication or social marketing

Statement indicating the submission is original work, has not been published, will not be submitted elsewhere while under review, and has been approved by all authors prior to submission to *CPHCM*

The name, email address and telephone number of the corresponding author who will be responsible for all communications throughout the journal review and editing process

The names of any content or methods experts who might be appropriate to serve as peer reviewers (optional)

Required Attachments: (1) Title Page & Contributor/Acknowledgements Page (see Manuscript Format)

(2) Manuscript (see Manuscript Format)

Manuscript Format

Submission Documents: Authors must become familiar with the *CPHCM* journal manuscript format in order to prepare a manuscript for submission.

Attachment 1: A two page document containing:

Title Page (Page 1): Full title, short running title

All authors listed in descending order, by degree of contribution. Author information must include full name, academic degrees, and organizational affiliation(s). The author listed first will be the corresponding author unless otherwise specified.

Preferred contact information for the corresponding author: name, address, telephone number(s), facsimile and e-mail address

A list of sources of research or project support

Medical Subject Heading (MeSH) keywords (Limit to 5. For details, see <http://www.nlm.nih.gov/mesh/MBrowser.html>)

Word count (excludes title page, abstract, references and figures/tables)

Contributors/
Acknowledgements
(Page 2):

A brief bio-sketch for each author listed in authorship order, followed by a statement of contribution to the manuscript (See Authorship Criteria for information)

A list of all funding sources, names of individuals or institutions that provided material or financial assistance and/or support

A paragraph acknowledging all contributors who do not meet the criteria for authorship, but who nonetheless contributed to the work (see Authorship Criteria for additional information)

Attachment 2: Manuscripts submitted to *CPHCM* must adhere to the following.

Formatting: Microsoft Word 2003-2010, double spaced, portrait orientation, 1-inch margins, with consecutive page numbers beginning on the title page

Citations: *American Medical Association (AMA) Manual of Style*¹ format (See Important Notes)

12 pt. Times New Roman font

Maximum word length 6,000 (excluding title page and references)

Blind Title Page:

Full title

Short running title

Word count (excluding title page, abstract, references and figures/tables)

Abstract:	Summarize each section of the manuscript (background, methods, results and conclusions), highlighting novel and/or important aspects of the case study (Word limit: 250). Include up to 5 MeSH keywords after the abstract (See http://www.nlm.nih.gov/mesh/MBrowser.html for details).
Introduction:	State the studied program’s health problem, audience, behavioral and communication objectives as well as case study’s objectives (1-2 Paragraphs).
Background:	Synthesize the program background through discussion of relevant peer reviewed literature, program context, theoretical/conceptual model(s), empirical rationale(s) and potential contribution(s) to the practice of public health communication and/or social marketing (1-2 Pages).
Methods:	Describe the case study design, sample,, communication or social marketing program, and its implementation. Describe the monitoring, evaluation, or data collection procedures and measures, and methods of data analysis. Describe any materials, products and/or services used to implement or evaluate the program.
Results:	Summarize study findings including data regarding participation, exposure, retention, and statistical results related to objectives in logical sequence. Articulate the key findings and/or outcomes of the program assessments related to each case study objective.
Discussion:	Examine the extent to which program objectives were achieved. Cite examples from the published literature that explain, support or differ from your findings. Discuss strengths, weaknesses and limitations of the case study design, program, and findings. Describe the lessons learned and implications for public health communication and/or social marketing.
Conclusion:	Present the impact and implications of the case study including new research or practice directions.
References:	Number citations in the order they appear in the text in the format of the current edition of the <i>AMA Manual of Style</i> . All citations must be from primary sources.
Figures & Tables:	<p>Include all tables and figures (i.e., charts, graphs and photographic or other images) at the end of the manuscript.</p> <ul style="list-style-type: none"> • Call outs to tables and figures must be included in the body of the manuscript (e.g., Table 1, 2, or Figure 1, 2, etc.). • Each table or figure must be numbered according to the order of appearance in the text. • All tables and figures must have a title and a legend, not to exceed 50 words.

- Do not embed the title or legend.
- All tables must be black and white, 1200 dpi or better.
- All photographs and images should be cropped to the size in which they will appear in the journal, 300 dpi minimum.
- Table and figure formatting should follow the most current edition of the *AMA Manual of Style*.
- Tables and figures should not reiterate information presented in the Results section, but should provide clear and concise data or information that further illustrates the main points.

Important Notes:

To facilitate the peer review process, manuscripts cannot contain any identifying information regarding the author(s). To reference previous work, use a third person perspective (i.e., “Jones et al. found...”).

If your manuscript is selected for publication, you may be asked to send each figure, table, or image file as separate attachments to meet the desired resolution.

If a figure is reproduced from another source, authors will be required to obtain written permission from the copyright holder, and proof of permission must be sent to the *CPHCM* journal editors prior to publication.

For assistance with *American Medical Association Manual of Style* format please visit www.amamanualofstyle.com or www4.samford.edu/schools/pharmacy/dic/amaquickref07.pdf

Acceptance Criteria

Manuscript Selection: Publication decisions will be made based on the following criteria:

- Level of contribution to public health communication or social marketing theory, practice, and research.
- Timeliness and relevance of the case study to *CPHCM* readers and public health community.
- Innovativeness of the public health communication or social marketing approach.
- The extent to which the program is grounded in the theoretical, empirical, or practice evidence.
- Strength of the evaluation or assessment design, methods, and analytic procedures.
- The inclusion of an insightful, accurate, and critical summary of the case study findings, lessons learned and implications for practice and/or research.
- The extent to which the findings are generalizable and helpful to public health practice or research settings.

Peer Review: *CPHCM* utilizes a double blind review process by which reviewers and authors are not privy to identifying information. Peer reviewers are selected by the *CPHCM* editors based upon expertise and/or experience in the topical area, health communication and/or social marketing. Authors are welcome to suggest potential reviewers in the cover letter of their manuscript submission. *CPHCM* editors typically recruit at least one content expert, practitioner and researcher to serve as a peer reviewer for each case study. All manuscripts accepted for peer review will have at least two external reviewers. Assessments by peer reviewers in combination with editorial judgment are used to determine if a manuscript is accepted for publication.

- * **Note:** The decision to publish a manuscript will *not* be based upon the direction of the findings; both significant/favorable findings and those that are non-significant/unfavorable will be considered for publication.

Authorship Criteria

Authorship: The following recommendations are based upon standards set by the International Committee of Medical Journal Editors (ICMJE) in the *Uniform Requirements for Manuscripts Submitted to Biomedical Journals* (2010).² Please see <http://www.icmje.org/> or http://www.icmje.org/urm_full.pdf for more information.

Authorship Criteria: An “author” is generally considered to be someone who made substantive intellectual contributions to a published study. All authors must:

- Make substantial contributions to the conception and design, acquisition of data, or analysis and interpretation of data
- Draft the article or revise it critically for important intellectual content.
- Approve the final version to be published.

All authors must meet conditions 1, 2, and 3 in order to qualify for authorship, and all those who qualify must be listed in the manuscript. The level of participation in these criteria generally determines authorship order. Acquisition of funding, collection of data, or general supervision of the research group alone does not constitute authorship.

Author Responsibilities: All authors have a responsibility to ensure the following:

- An author’s participation in the work should be sufficient to take public responsibility for appropriate portions of the content.
- An author must be able to identify which co-author is responsible for each component.
- An author should be confident in the integrity of the work.
- An author must disclose any potential or real conflicts of interest.
- An author must ensure that all other contributors are acknowledged.

Corresponding Author: In every round of edits, the corresponding author is responsible for verification of references, accuracy of statistical information as well as checking the manuscript for grammar, spelling, syntax, language use, and adherence to *CPHCM* manuscript format guidelines and *AMA Manual of Style* format and style requirements.

Other Contributors: All contributors who do not meet the criteria for authorship should be listed in the acknowledgements. Examples from the *Uniform Requirements for Manuscripts Submitted to Biomedical Journals* (ICMJE, 2010) of those who might be acknowledged include anyone who provided purely technical help, writing assistance, or a department chairperson who provided only general support. If the authors received such assistance, they should disclose the identity of those individuals and the organization that supported their contributions. Written permission from those acknowledged should be obtained. Financial and material support should also be acknowledged.

Conditions of Publication

By submitting a manuscript to the *Cases in Public Health Communication and Marketing* journal, all authors must agree to the terms listed below:

1. The manuscript has not been published elsewhere.
2. The manuscript is only being submitted to the *Cases in Public Health Communication and Marketing* journal.
3. The manuscript will not be submitted elsewhere while in consideration for this journal.
4. Should the manuscript be published in *CPHCM*, it will not be published elsewhere without permission of the Editors.
5. All authors have participated in the concept and design; analysis and interpretation of data; drafting or revising of the manuscript, and that they have approved the manuscript as submitted.
6. All authors are responsible for the work reported in the manuscript.

If your manuscript is chosen for publication, each author will be asked to confirm these statements in writing along with several other issues mentioned earlier (e.g., authenticity of work, conflict of interest, acknowledgement of all contributors). Documentation of written permission from those acknowledged must be submitted.

References

- ¹ Iverson C, Christiansen S, Flanagan A, et al. *AMA Manual of Style*. 10th ed. New York, NY: Oxford University Press; 2007.
- ² International Committee of Medical Journal Editors. Uniform requirements for manuscripts submitted to biomedical journals. <http://www.icmje.org>.