



# PREVENTING CHRONIC DISEASE

PUBLIC HEALTH RESEARCH, PRACTICE, AND POLICY

# 2010 In Review



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention

# Accomplishments in 2010, Plans for 2011

From Samuel F. Posner's editorial in the January 2011 issue of *PCD*

This has been a highly productive year for *Preventing Chronic Disease (PCD)*. We look forward to a productive 2011, and we will continue working to maintain and increase the high quality standards of *PCD*.

## Accomplishments in 2010

- Increasing the publication schedule of the journal from 4 issues per year to 6 issues per year. Our new schedule allows us to manage the increased volume of accepted articles and offer faster turnaround from date of acceptance to date of publication.
- Publishing a collection of articles in the July, September, and November 2010 issues of *PCD* on the Mobilizing Action Toward Community Health (MATCH) project. Two of these papers were listed in the Robert Wood Johnson Foundation's top 20 articles in 2010.
- Collaborating with the editors of *Chronic Diseases in Canada*, a peer-reviewed scientific journal published quarterly by the Public Health Agency of Canada, to jointly publish a series of articles on Aboriginal health, which appeared in the January 2011 issue of *PCD*.
- Surveying *PCD*'s subscribers to learn more about their interests, the topics in *PCD* that have been most helpful, and the kinds of features *PCD* should include.
- Adding a "Post a Comment" feature, which allows readers to offer feedback and stimulates discussions in a public forum.
- Introducing a new type of article. The Brief was introduced this past year and was immediately popular with authors. The Brief is a 1,000-word

peer-reviewed research report that benefits authors who wish to submit their report in a condensed form for quick review and publication.

## Plans for 2011

- Preparing to change to a rolling publication schedule, further reducing the time to publication. As technology develops, *PCD* is working to adapt and integrate new technologies into our publishing enterprise.
- Providing articles in an e-reader format. Although we already provide courtesy copies of journal articles as printable PDFs, a growing number of readers, particularly students, work in a virtually paperless environment. E-reader technology prepares *PCD* for that changing research dynamic and keeps us ahead of the curve in innovation.
- Continuing to improve our production processes to reduce authors' turnaround time from submission to publication, including reduced editing and proofing workloads.
- Introducing a new student contest to recognize exceptional students in the field of chronic disease prevention and health promotion, to encourage and promote scientific research and writing, and to provide an opportunity for students to publish their work.
- Seeking submissions on chronic disease prevention in the active duty military and veterans populations to raise awareness, to highlight public health issues or conditions that disproportionately affect this population, to identify unique public health programs, and to document research on implementation, methodologies, effectiveness, and lessons learned.



# About the Journal

*Preventing Chronic Disease (PCD)* is a peer-reviewed electronic journal established by the National Center for Chronic Disease Prevention and Health Promotion to address the interface between applied public health research, practice, and policy. Articles focus on preventing and controlling chronic diseases and conditions, promoting health, and examining the biological, behavioral, physical, and social determinants of health and their impact on quality of life, morbidity, and mortality across the life span.

## Our primary audience:

- Researchers of chronic disease prevention and control.
- Researchers of health promotion.
- Public health practitioners.
- Policy makers.

## Our primary objectives:

- To promote dialogue among researchers, practitioners, and policy makers on research findings and practical experience.
- To encourage interdisciplinary approaches that examine multiple dimensions of public health interventions.
- To encourage multisectoral partnerships that engage communities in translating public health science into effective interventions.
- To advance the fields of chronic disease prevention and health promotion by exploring new theories and concepts.

## Number of Subscribers

33,431

## Number of Active Reviewers

571

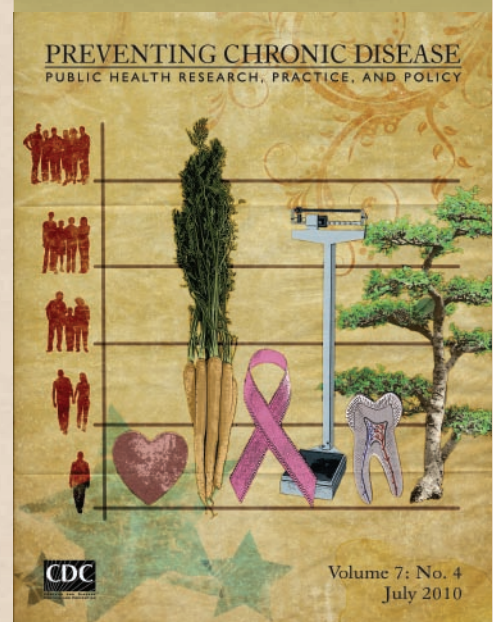
## Completed Reviews FY10

539

## Number of Articles Published Per Year

132

As of December 20, 2010



# Scope of Interests

## The primary topics of interest in *Preventing Chronic Disease*:

- Development, implementation, and evaluation of population-based interventions to prevent **chronic diseases** and control their impact on quality of life, morbidity, and mortality.
- **Multidisciplinary** and **multisectoral** approaches to chronic disease prevention and health promotion.
- **Settings** where individuals and communities engage in improving health behaviors.
- Behavioral, psychological, genetic, environmental, biological, and **social determinants of health**.
- Disparities in chronic disease among **at-risk populations** and interventions that eliminate these disparities.
- Policy and legislative development, implementation, and evaluation of interventions.
- Application of innovative multimedia technologies in chronic disease prevention and health promotion.

Inquiries about the suitability of proposed articles may be sent to the editor by e-mail at [pcdeditor@cdc.gov](mailto:pcdeditor@cdc.gov) with a brief abstract or synopsis of the proposed manuscript.

## Glossary

**At-risk populations:** Racial/ethnic minority groups, people with low income, mothers and children, adolescents, adults, older people, people living with disabilities, and veterans.

**Multidisciplinary:** Public health, epidemiology, medicine, social work, psychology, anthropology, urban development, economics, nutrition, nursing, community development, and others.

**Multisectoral:** Public health, clinical medicine, housing, transportation, agriculture, planning, and others.

**Chronic diseases:** Defined broadly as conditions that last a year or more and require ongoing medical attention or limit activities of daily living or both. In addition to comprising physical medical conditions, chronic conditions also include problems such as substance use and addiction disorders, mental illnesses, dementia and other cognitive impairment disorders, and developmental disabilities. ([http://www.hhs.gov/ash/initiatives/mcc/mcc\\_framework.pdf](http://www.hhs.gov/ash/initiatives/mcc/mcc_framework.pdf))

**Social determinants of health:** Economics, social mores, housing, environment, insurance, community programs, medical systems, and population health-related policy.

**Settings:** Home, work, school, community, individual, group, healthcare, and others.





# History of *PCD*

*Preventing Chronic Disease* (*PCD*), with its first issue published in January 2004, is the product of Dr Lynne Wilcox's vision to create a journal that intersects research programs, practice, and policy. With the support of Dr Jim Marks, then the director of the National Center for Chronic Disease Prevention and Health Promotion, Dr Wilcox created a peer-reviewed publication dedicated to communicating multiple perspectives of public health professionals, from academics to advocacy groups to practitioners working in the field. The vision was, and is, for *PCD* to be published by but editorially independent of the Centers for Disease Control and Prevention (CDC).

Dr Wilcox anticipated a future in which technology could be used innovatively in publishing. *PCD* is CDC's first Web-only journal, a format that is becoming more common among scientific and academic publishers. *PCD* is also an open-access journal; its content is available free of charge and free of copyright and licensing restrictions. The only constraint on reproduction and distribution is *PCD*'s request that authors be properly acknowledged and cited.

The inclusion of multiple perspectives is central to *PCD*. The journal includes both peer-reviewed and non-peer-reviewed articles. The peer-reviewed articles fit the traditional academic and research mode. Articles with nontraditional criteria, such as Tools and Techniques, focus on professional development. Regardless of article type, the journal requires authors to write in plain language and avoid technical terms and jargon to promote understanding to the broadest possible audience. These editorial policies continue to support



*PCD*'s inaugural issue, January 2004

*PCD*'s vision of inclusion and representation of traditional and nontraditional perspectives.

Dr Wilcox realized the value of the international community's contributions in understanding and addressing challenges in public health – to think globally for local action. Public health professionals from Canada and Mexico serve on *PCD*'s editorial board; these 2 nations represent the 2 largest segments of readers outside of the United States.

Dr Sam Posner took the helm of *PCD* in the summer of 2009 and

continues to encourage innovations at the journal. During the past 2 years, *PCD* has seen tremendous growth in the number and quality of submissions. This growth prompted the move from having a theme for each issue to focusing more on author-initiated submissions, although *PCD* continues to publish collections of manuscripts on the leading issues in public health. For example, this past year *PCD* published a collection of articles on Mobilizing Action Toward Community Health (MATCH) in the July, September, and November issues. This past year the journal also moved to a publication schedule of 6 issues per year, publishing 132 articles. During the past several years *PCD* has enjoyed consistent increases in different measures of impact, including the SJR Index and the H Index.



# PCD Technical Overview

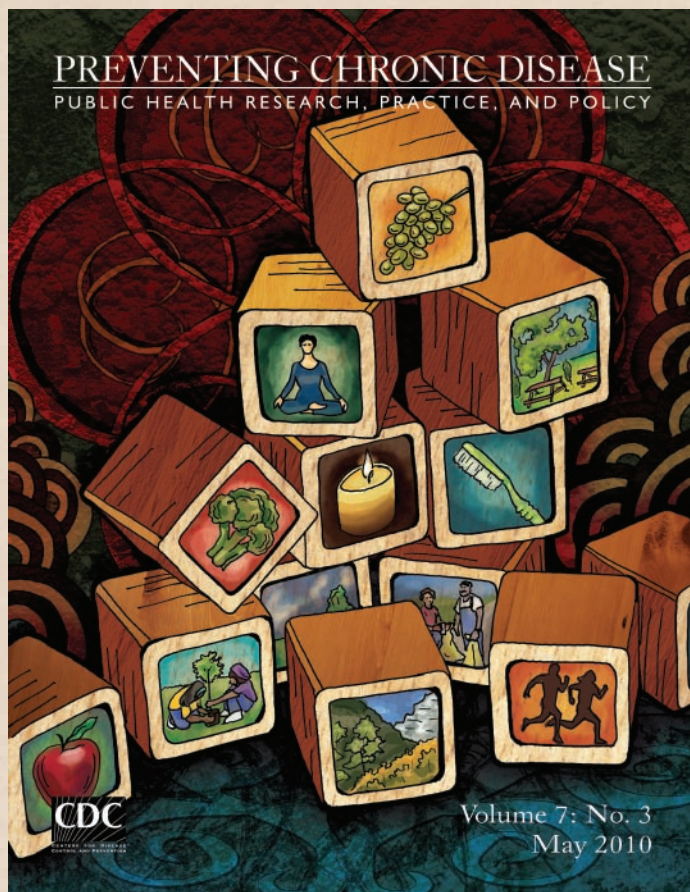
As an online-only journal, *PCD* is designed for the Web, using information architecture and usability principles. Author manuscripts are converted from a Word document into HTML and stylized PDF files for printing purposes.

## Some of the technologies used by *PCD*

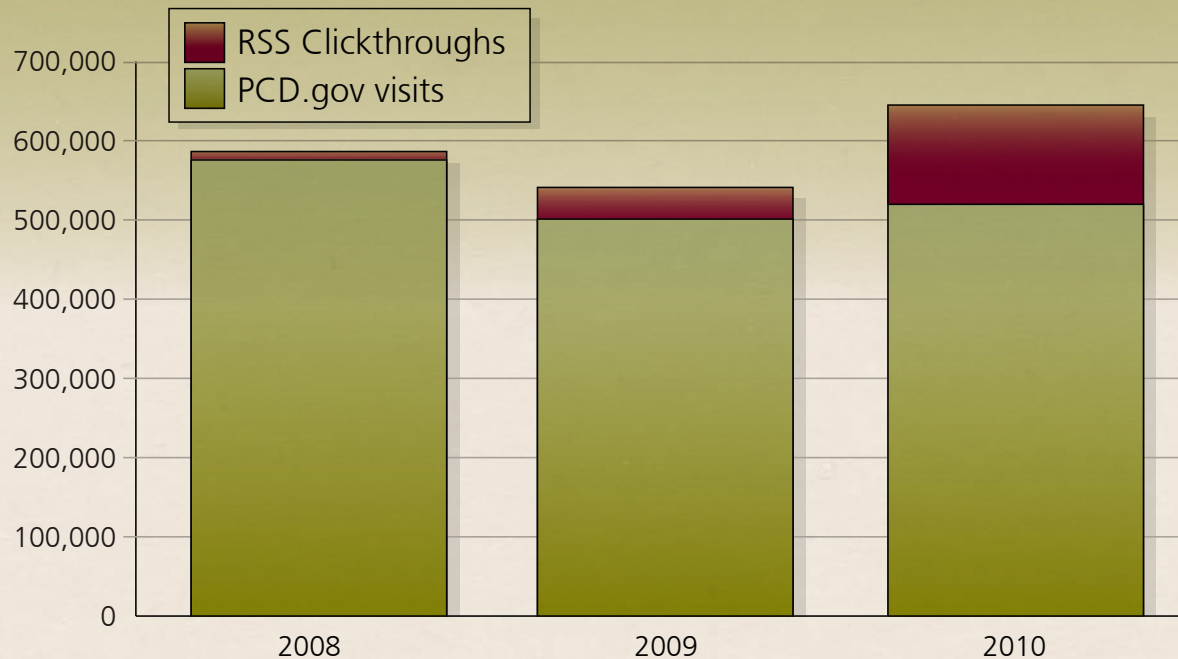
- Manuscript Central, an online submission system for author manuscript materials and peer review feedback
- Multimedia pieces such as videos, podcasts, graphics, and interactive logic models
- An online galley proofing site for authors
- Real simple syndication (RSS) feeds
- Omniture metrics
- CDC Content Syndication and GovDelivery
- Wordpress blogging software to create “Post a Comment” feature called “*PCD* Dialogue”
- Automated proofing tools to facilitate an error-free publication

In addition, abstracts and full articles are converted into XML, which is then used for indexing and archiving in the PubMed, PubMed Central, and PubMed Central International (PMCI) databases.

*PCD* is the first CDC journal to be accepted for indexing and archiving by PubMed Central. *PCD* has also been included in the new PMCI archival database. PMCI is a National Library of Medicine initiative to develop an international network of archives similar to PubMed Central. PMCI is a collaborative effort between the National Library of Medicine (NLM), the publishers whose journal content makes up the PMC archive, and organizations in other countries that share NLM’s interest in archiving life sciences literature.



# PCD Visits by Year 2008–2010



	2008	2009	2010
Total visits to <i>PCD</i>	585,378	540,546	643,423
% of total visits in RSS feeds	2.3	7.1	20.4

RSS (real simple syndication) is a format for delivering regularly changing Web content. Many news-related sites, blogs, and other online publishers syndicate their content as an RSS feed for users. A clickthrough indicates that a user subscribed to the feed, received the feed, and opened the feed.



# Editorial Board

*PCD* would like to thank our founding and outgoing board members — Drs Laura Kann, Matt Kreuter, John Kurata, Rose Martinez, Lucero Rodriguez, and Linda Wright — for their contributions to *PCD*'s growth and success. These members shaped the vision and direction of the journal, and we are indebted to them for their time, expertise, and dedication to *PCD*.

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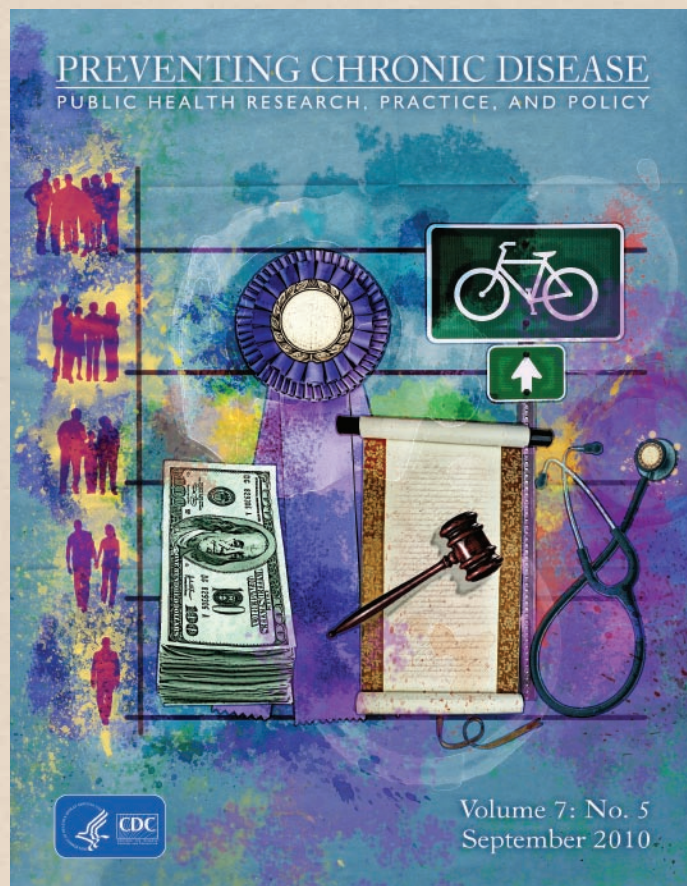
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