



PREVENTING CHRONIC DISEASE  
PUBLIC HEALTH RESEARCH, PRACTICE, AND POLICY

# YEAR IN REVIEW 2014



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

This has been an exciting year for *Preventing Chronic Disease (PCD)*, especially in its **media outreach and recognition for excellence**. Sasha Ruiz, health communications specialist and manager of *PCD*'s online submissions process, received the **Excellence in Leadership Award** from Centers for Disease Control and Prevention (CDC) for her exemplary leadership and support of its mission. Lesli Mitchell, the journal's managing editor, was invited to speak at the **2014 Council of Science Editors** meeting on *PCD*'s transition to continuous publication, a presentation well-received by audience members and copresenter. *PCD* also received praise from the media, including attention from *The New York Times*, *TIME*, *Washington Post*, *Self*, *Men's Health*, *Huffington Post*, *WebMD*, and other major media outlets. The journal also launched its own publication, the **Board Notes newsletter**, for *PCD*'s editorial board members to keep them regularly informed of changes and enhancements to the journal.

*PCD* continues to develop **innovative ways to use technologies**, bringing the latest evidence and innovations to researchers and practitioners in the field. *PCD* developed and launched a new Android app to supplement its app for iOS devices, so visitors have more ways to access *PCD* on the go. The journal's *PCD* Facebook page was launched in September 2014 with around-the-clock updates on articles and chronic disease news. In 2014 *PCD* **updated its PDFs** to a more attractive layout, similar to traditional print journals, which garnered praise from authors and readers. With our impact factor increase to 1.956, *PCD* continues to be a relevant forum for exchange of public health evidence for practitioners, researchers, and policy makers. In 2014, *PCD* **received more article submissions than ever before**, and we expect even more submissions in 2015. We look forward to a productive and dynamic 2015 and will continue working to improve the high quality standards of *PCD*.

# 2014 *PCD* Highlights



*PCD* **launches its Facebook page** in September 2014, attracts **3,500 fans**.



*PCD* **app for Android** debuts in February 2104.



*PCD* **adds two associate editors** to the editorial staff.



*PCD* has another **record year in the number of submissions** received and articles published.



*PCD* is referenced in well-known publications such as ***The New York Times*, *The Wall Street Journal*, and *Huffington Post***.



*PCD* begins using the Simply Measured tool to **track social media metrics**.



**Author podcasts** continue to be posted on the *PCD* podcast page.



*PCD* continues to release **collections on various chronic disease** topics.



CDC's main **social media** channels continue to promote *PCD* content.



The journal continues to provide weekly article **summaries for the media**.

# Plans for 2015

**T**he journal continues its mission as a leader in using advanced technology to deliver content in new and innovative ways. Early in 2014, *PCD* followed its existing iOS app with launch of its Android app to expand access to its content by mobile audiences. In 2015 *PCD* will transition to a new content management system, in conjunction with an overall agency effort, and the **new system will ensure that CDC and *PCD* content resizes to fit any size screen**—whether tablet, mobile device, or desktop—for easier reading. Thanks to our technical team’s work to create XML templates, we are now producing what we have dubbed our “pretty PDFs,” which look much less like an HTML page and much more like a page from a print publication. We’ve had a great response to this improvement, and we continue to listen to authors, reviewers, our board, and our readers for new ways to improve the journal.

We continue to find innovative ways to provide our content to readers. This year we’re **developing ways to tag articles so that readers can easily group together articles on similar topics.**

We are also reviewing our categories of articles for possible changes and providing authors with model articles and updated instructions to make it easier for them to submit manuscripts.



In addition we are also streamlining production through the implementation of a **new module in our online submission system**, which will allow us to track articles from submission to publication with a single tool. This new workflow will allow us to better track and analyze publication metrics and data.

*PCD's* growth and success have presented opportunities to expand our engagement and reach in the field of public health. With the increase in manuscript submissions, we brought on our first associate editor in 2013. By the end of 2014 we had a four-member team of associate editors, and in 2015 we will be adding more. We will **continue to assess our growing associate editor infrastructure** with a focus on improving response time and quality in our submissions and adding more perspectives from the associate editor team. We hope to ensure that our editorial decision makers and processes serve our public health audience in innovative and diverse ways.

Over the past several years, we have set ambitious goals for the journal, and 2015 is no exception. It is always rewarding to look back and see how far the journal has come because of the dedication and hard work of the authors, reviewers, staff, editorial board, and associate editors. We look forward to another exceptional year.

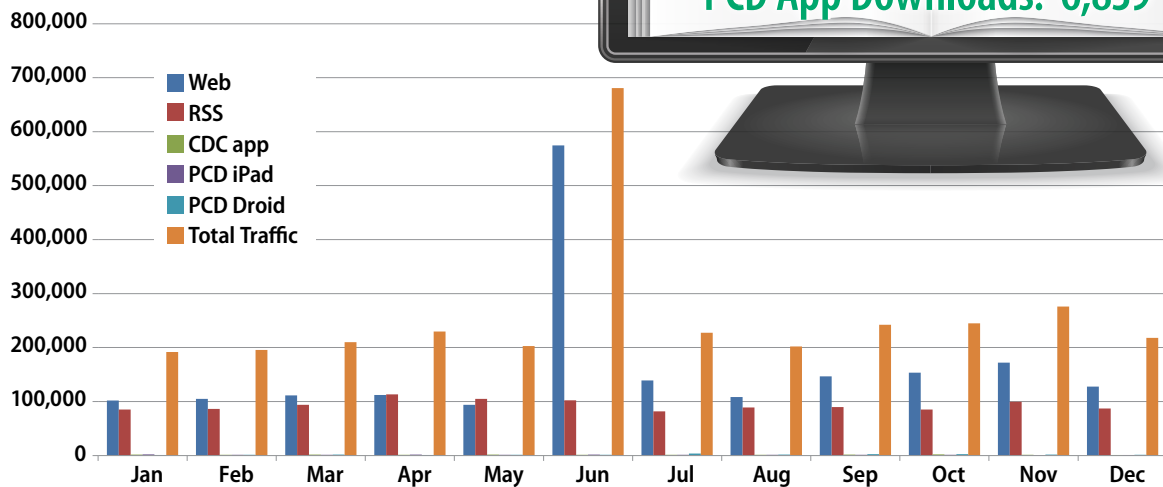
# About the Journal

**P**reventing Chronic Disease 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 report on the latest developments in prevention, screening, surveillance, and population-based interventions that focus on preventing and controlling chronic diseases and conditions, promoting health, and examining the biological, behavioral, physical, and social determinants of health and their effect on quality of life, disease, and death rates.

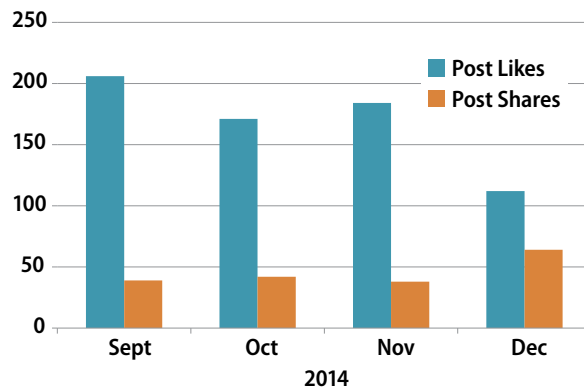
**Subscribers: 64,470**  
**Impact Factor: 1.956 (2013)**  
**New Submissions: 595**  
**Acceptance Rate: 37.5%**  
**Active Reviewers: 1,834**  
**Completed Reviews: 717**  
**Articles Published: 224**  
**Web Views: 1,946,216**  
**PCD App Views: 39,033**  
**PCD App Downloads: 6,839**



## 2014 Web Metrics



## 2014 Facebook Likes and Shares









## PCD Yesterday and Today

**P**reventing Chronic Disease was first published in January 2004 and is now in its 12th year of publication. In 2004 *PCD* published 4 issues, each with a collection of invited papers. In 2012 *PCD* moved to a continuous publication schedule, posting articles as they complete the editorial process. This change **takes full advantage of the electronic publishing platform and is not restricted by printing logistics and costs.** *PCD* received more than 595 unsolicited submissions in 2014 and now has nearly 65,000 online subscribers. This year *PCD* continues to implement changes in nearly all aspects of its operations. In addition to the **change in publishing schedule**, we have implemented new processes and technologies to improve production speed and quality and have launched new formats and platforms for accessing information. We have also increased our use of social media, posting regularly on Facebook and Twitter and have received attention from major media outlets such as *The New York Times*, *TIME*, *Washington*

*Post*, *Self*, *Men's Health*, *WebMD*, and *Huffington Post*. Behind the scenes, our **editorial board members and our new staff of associate editors continue to commit their time and expertise to provide assistance** with the publication process, such as reviewing articles for our yearly *PCD* Student Research Paper Contest, and providing technical assistance to authors from state, local, tribal, and territorial health departments. These experts are vital to the success of the journal.

## Technology

The journal staff continues to find new and exciting ways for our subscribers to access *PCD* articles. **Readers can find links to our weekly articles through the *PCD* Facebook page and via CDC's main Facebook and Twitter feeds with the option to share** individual *PCD* articles with friends and followers directly from our homepage. **Access to articles is also available through our free app**, which is now available for both iOS and Android devices.

## Additional *PCD* Technology Available

- Authors' ability to **submit their manuscripts online** through Manuscript Central with the ability to view author manuscript materials and peer-review feedback
- **Medscape Continuing Medical Education** (CME) credit
- **Multimedia pieces** such as videos, podcasts, graphics, and interactive logic models
- **Real simple syndication (RSS) feeds** for free subscription
- Omniture and Simply Measured metrics for **Web and media monitoring**
- 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
- *PCD* on **Google Scholar**<sup>™</sup>

In addition, abstracts and full-text articles are converted to XML, which is then used for indexing and archiving in Index Medicus, Medline, Science Citation Index Expanded, Social Sciences Citation Index, and Current Contents (Social and Behavioral Sciences, Clinical Medicine). Full-text content is available in PubMed Central, EBSCO Host, CrossRef, LinkOut, and the Directory of Open Access Journals.

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