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IN REVIEW

# Preventing Chronic Disease

public health research,  
practice, and policy

National Center for Chronic Disease Prevention and Health Promotion



# 2012 in Review

This has been a transformative year for *Preventing Chronic Disease (PCD)*. The journal has developed in its innovative use of technology and has also implemented a progressive editorial process that continues to focus on producing content of the highest quality. We look forward to a productive 2013 and will continue working to increase the high quality standards of *PCD*.

## 2012 Accomplishments Timeline

**January** – *PCD* reduces turnaround time from acceptance to publication by implementing a continuous publication model, publishing articles each week rather than holding and bundling articles to publish in bimonthly issues.

**March** – The journal begins offering monthly Continuing Medical Education (CME) credits in partnership with Medscape.

**May** – *PCD* releases podcast of board member Dr Shiriki Kumanyika discussing her role in HBO's ground-breaking documentary series on obesity in America, "The Weight of the Nation."

**July** – The journal receives its first impact factor of 1.819, one of the highest debuts in public health journals.

**September** – Editor in Chief Sam Posner conducts podcast interview with Drs Giridhar Mallya and James Marks regarding childhood obesity.

**October** – *PCD* is the first CDC journal to launch iPhone and iPad applications.

**November** – *PCD*'s total reach, including Web views, RSS feeds, and iPad app traffic, triples since the beginning of 2012.

## Plans for 2013

In 2013 *PCD* plans to continue the established activities that have contributed to its success as a leading chronic disease journal and to implement innovations that will increase the strength of its quality and the reach of its content. *PCD* plans its 3rd Annual Student Research Paper Contest, an effort that allows us to showcase some of the most promising students conducting public health research in chronic disease prevention and health promotion. We also plan to offer technical assistance in manuscript preparation for state, local, tribal, and territorial health departments to highlight the important work being done in public health practice and in the field. We will increase the number of articles published by streamlining production operations, and we will continue to assure the quality and relevance of the content we publish. We will continue our technical leadership and innovation at CDC by launching a citation download feature as part of our article toolkit and by increasing the use of multimedia in our articles, such as video files cross-posted with YouTube, podcasts, downloadable education materials, and social media outreach.

# About the Journal

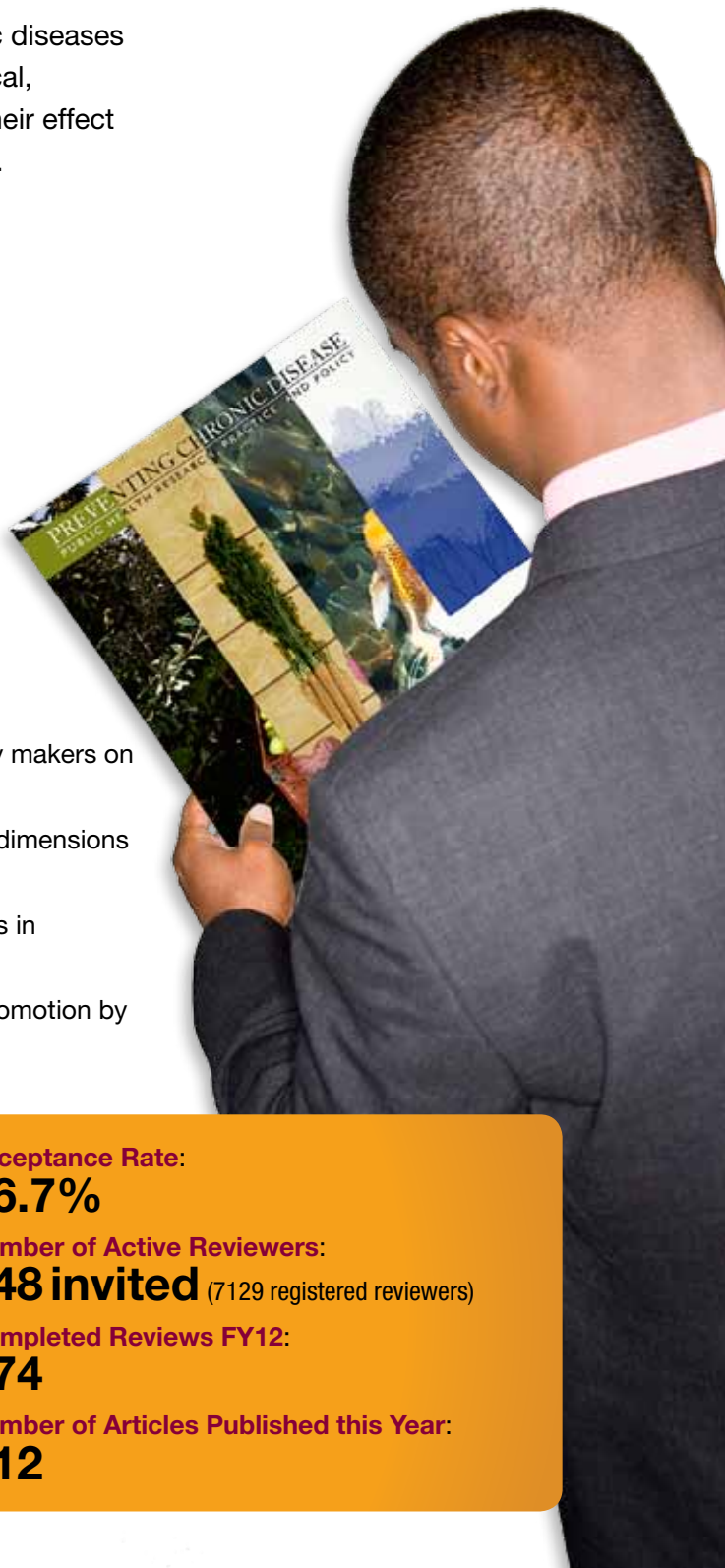
*Preventing Chronic Disease* is a peer-reviewed electronic journal established by the National Center for Chronic Disease Prevention and Health Promotion to address the interface between applied public health research, practice, and policy. Articles report on the latest developments in prevention, screening, 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, 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:**

**48,342**

**Impact Factor:**

**1.819** (debuting 68 out of 157 public health journals)

**Number of New Submissions:**

**359**

**Acceptance Rate:**

**46.7%**

**Number of Active Reviewers:**

**948 invited** (7129 registered reviewers)

**Completed Reviews FY12:**

**474**

**Number of Articles Published this Year:**

**112**

# PCD Yesterday, Today & Tomorrow

Preventing Chronic Disease was first published in January 2004, and in 2013 is entering its tenth year of publication. In 2004 *PCD* published 4 issues, each with a collection of invited papers. In 2012 *PCD* moved to a continuous publication model in which articles are posted as they complete the production process. This change takes full advantage of the electronic publishing platform and is not restricted by printing logistics and costs. *PCD* received more than 350 unsolicited submissions in 2012, reducing our reliance on invited articles, which were central to launching the journal and ensuring its success. This year *PCD* has implemented 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. In addition, *PCD* has increased its use of social media outlets, including Facebook and Twitter.

At the same time there have been substantial changes to the way *PCD* publishes. In keeping with the vision and mission that Drs Wilcox and Marks first conceptualized when they initiated the journal, this year the editorial board reviewed, revised, and strengthened the mission and vision statements for the journal. In addition to the demonstration of their commitment in actively revising the journal's mission, our editorial board members have also committed their time to provide technical assistance to authors from state, local, tribal, and territorial health departments. These board members work on the front lines of public health and don't always have the time or support to write for peer-reviewed journals. At the same time, the evidence coming from their good work is extremely valuable to both the research and practice communities. This offer of technical assistance will help these authors prepare papers for the peer review process. This commitment is a reflection of *PCD*'s mission of creating a dialogue between research and practice in the field of public health.

## Since *PCD* began using social media in May 2012

 **Total Facebook Likes:**  
**1,108**

**Total Facebook Shares:**  
**1,306**

**Total Facebook Comments:**  
**166**

 **Total Retweets:**  
**183**

**Total Twitter Favorites:**  
**52**



# PCD Technical Overview

## Technologies used by *PCD*

- *PCD* iPad and iPhone application available in iTunes
- Manuscript Central, an online submission system for 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
- 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
- *PCD* on Google Scholar

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

## Mission

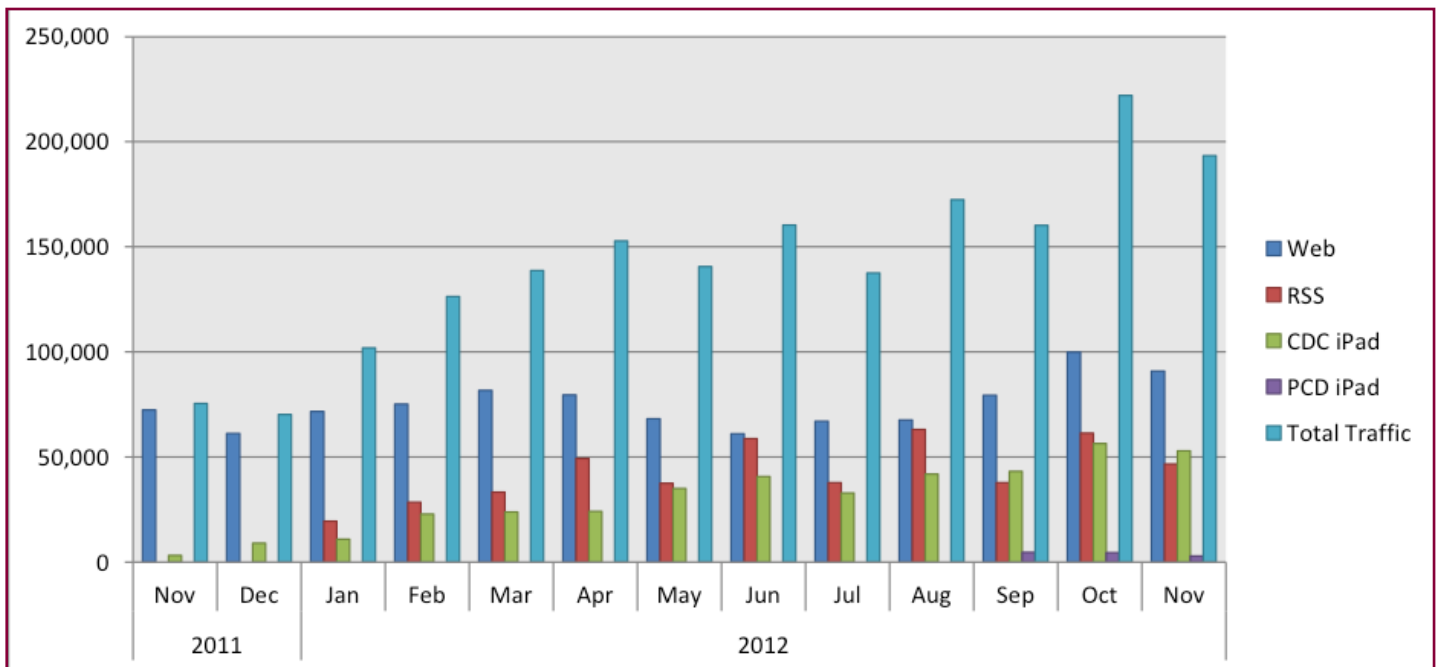
The mission of *PCD* is to promote the open exchange of information and knowledge among researchers, practitioners, policy makers, and others who strive to improve the health of the public through chronic disease prevention.

## Vision

The vision of *PCD* is to be the premier forum where practitioners and policy makers inform research and researchers help practitioners and policy makers more effectively improve the health of the population.

*PCD* has expanded and matured since the first article in Volume 1, Issue 1 was published in 2004. As *PCD* starts its tenth year of publication, the staff, editorial board, authors, reviewers, and readers will continue to grow and change. The field of public health is facing many new challenges, including what is done, how it is done, and with whom it is done. *PCD* remains committed to being the venue for the open exchange of information for all those contributing to the evidence base to improve public health. Technology will continue to offer new opportunities for increasing the reach and impact of our content. Ten years is quite a milestone—one worth much celebration. We look forward to continuing our growth and support to the field of public health to meet the newest challenges.

# PCD Growth 2011-2012



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**Preventing Chronic Disease**

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