



YEAR 013 IN REVIEW

PREVENTING CHRONIC DISEASE Public Health Research, Practice, and Policy



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

This has been a successful year for *Preventing Chronic Disease (PCD)*. In 2013, *PCD* received **more new submissions and published more articles than ever before**. *PCD* developed and implemented a new article type, **GIS Snapshots**, which present information on key health indicators in a map format to help federal, state, local, and Tribal practitioners visualize the health status in their communities. The journal **continues to develop innovative ways to use technologies** to bring the latest evidence and innovations to researchers and practitioners in the field. *PCD* continues to be dedicated to being the **premier forum for exchange of public health evidence** for practitioners, researchers, and policy makers. We look forward to a productive and dynamic 2014 and will continue working to improve the high quality standards of *PCD*.

A Look at 2013 Highlights

- Author **podcasts continue monthly** and are posted on the *PCD* podcast page
- The journal continues with its **weekly social media posts** on CDC's main Facebook and Twitter feeds
- Debut of **GIS (Geographic Information Systems) Snapshots** as a new article type
- *PCD* **Twitter chats** used continuously to spur discussions on chronic disease prevention
- Continued **release of PCD collections** on varied chronic disease topics
- *PCD* **app for Android™** debuted in February 2014
- The journal receives its **largest number of Student Paper Contest submissions** to date
- Another **record year** in the number of submissions received and articles published
- *PCD* **mentioned in well-known publications** such as *The New York Times*, *The Wall Street Journal*, and *Newsweek*
- **Seven new members** added to the journal's editorial board
- **Google Scholar™** names *PCD* one of their Top 20 Public Health Journals
- *PCD* **adds an associate editor** to the editorial staff



Plan for 2014

PCD is not at rest. The journal has a **proven track record of being a leader in using changing technology** to deliver content in new and inventive ways. *PCD* continues to look for innovative ways to deliver the latest evidence to the field of public health. Early in 2014, the **PCD app for Android™ was launched in addition to our app for iOS devices.** Both are proving to be very successful in allowing a mobile audience to view our content in the app format.

We continue to examine and **improve the delivery of the GIS Snapshots content through interactive and dynamic mapping tools,** and new submissions containing GIS content continue for publication consideration. In addition, our technical staff has been looking for a way to produce PDF files that are both visually pleasing and user-friendly. This year we plan to reintroduce PDFs through the use of new technology that allows us to produce these files with fewer resources. This year, we also **continue to find innovative ways to provide our content to readers.** In partnership

with PubMed Central, *PCD* is pushing the evolution of their IT infrastructure and allowing users to link directly to *PCD*'s website from the PubMed site.

The growth and success of *PCD* has presented some opportunities to expand our engagement and reach in the field. With the increase in manuscript submissions, we brought on an associate editor in 2013. This year we will be assessing the editorial infrastructure with **a focus on improving response time, quality, and potentially adding state, local, and Tribal perspectives** to the editorial team. We hope to ensure that our editorial decision makers and processes serve our public health audience in innovative and diverse ways.

Looking back over the past 4 years, we have set ambitious goals for the journal—and 2014 is no different. It is always rewarding to look back to see how far the journal has come due to the dedication and hard work of the authors, reviewers, staff, and editorial board. We are looking forward to another stellar year.

About the Journal

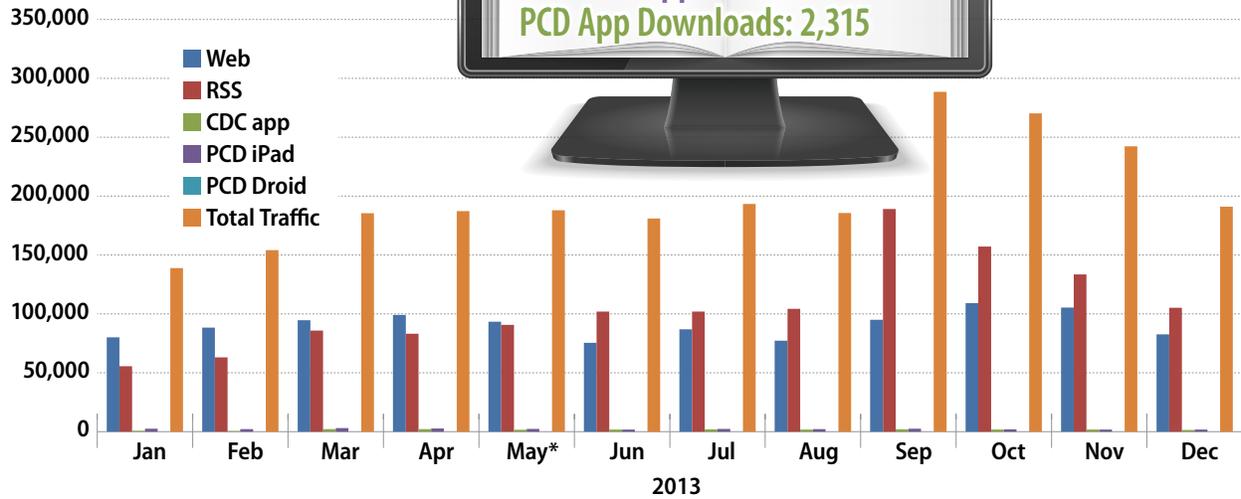
Preventing Chronic Disease is a **peer-reviewed electronic journal established by the National Center for Chronic Disease Prevention and Health Promotion** to address the interface between applied public health research, practice, and policy.

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.

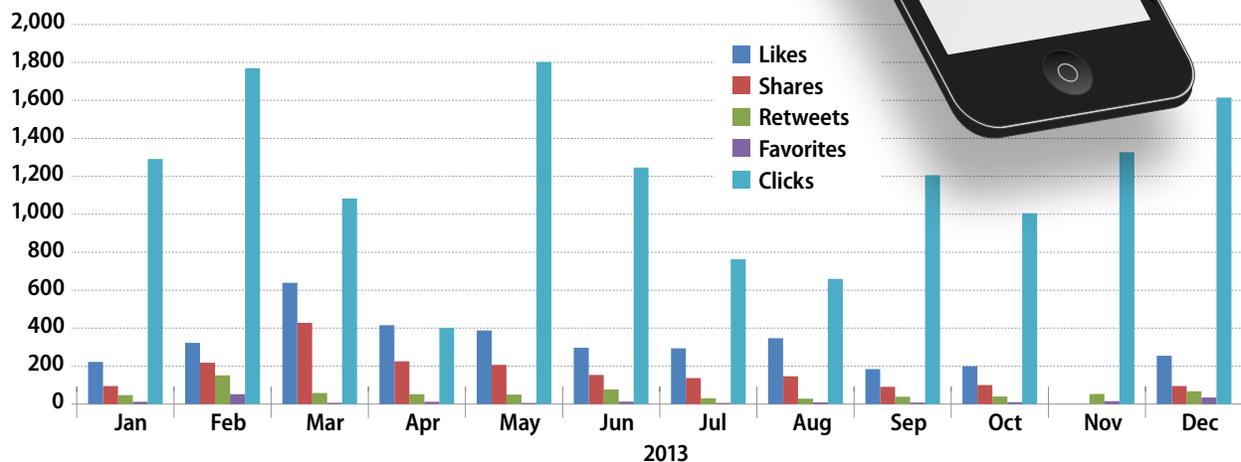
Subscribers: 58,168
 Impact factor: 1.585
 New submissions: 441

Acceptance rate: 51%
 Active reviewers: 527
 Completed reviews: 602 (FY13)
 Articles published: 204
 Web reviews: 1,087,108
 PCD iPad App views: 26,915
 PCD App Downloads: 2,315

PCD Web Metrics



PCD Social Media Metrics



PCD Student Research Paper Contest

The **Student Research Paper Contest started as a way to encourage and engage the next generation of the public health workforce.** In 2013, Mehul Patel and colleagues were recognized for their outstanding work studying the capacity of emergency medical services to appropriately respond to people experiencing a stroke. Mehul is a post-doc at the University of North Carolina at Chapel Hill and is serving as a reviewer for the 2014 student contest. This experience brought him in first as an author and has now allowed him to participate on the other side, working with *PCD's* editorial board members in the review process. Both Mehul and Ellen Kersten (the 2012 contest winner) have demonstrated their ability to do outstanding research and contribute to the larger scholarly enterprise. *PCD* is proud to be part of their success and to play a role in developing the next generation of the workforce. **Listen to the podcast interviews with our 2012 and 2013 contest winners** on our *PCD* podcast page.

PCD Yesterday and Today

Preventing Chronic Disease was first published in January 2004 and is now **in its 11th 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, posting articles immediately after 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 441 unsolicited submissions in 2013 and now has nearly 60,000 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 **adopted new ways of collecting and maintaining the metrics by which we measure the journal's continued success.** In addition, *PCD* has increased its use of social media outlets, posting regularly on Facebook and Twitter.

Behind the scenes, our editorial board members continue to commit their time and expertise to provide assistance with the editorial process, such as editing for our yearly *PCD*

Student Research Paper Contest and providing technical assistance to authors from state, local, Tribal, and territorial health departments. In 2013, we added 7 new board members representing various areas of public health. This team of experts is 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 CDC's main Facebook page and Twitter feed** and have 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 Apple and Android devices.

Additional PCD Technology

- Authors can 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 available for free subscription
- Omniture and Vocus 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™

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 & 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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