

Slide1

**Main challenges faced as editor of the
Bulletin of the WHO and
recommendations for public health
journal editors from developing countries**

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Editor
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**World Health
Organization**

Bulletin of the World Health Organization

Bulletin of the World Health Organization

The *Bulletin of the World Health Organization* is WHO's journal of international public health:

- It is a peer-reviewed monthly publication with:
 - free online access and wide international distribution of the printed edition
 - online submission and review of manuscripts
 - In 2008, 805 manuscripts submitted from 94 countries
 - several theme issues per year
- It is a widely-cited journal (ISI)
 - in 2008, IF = 4.8 and total citations were 6371
 - Among the top five journals in public health
- For more information, visit:
 - <http://www.who.int/bulletin/>

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Challenges of an Institutional Journal

Challenges of an Institutional Journal

- **Editorial independence**
 - Institutional
 - Commercial

- **Add value to mission of institution**
 - Editorials
 - Debates
 - Perspectives



Challenges of New Technology

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- Publishing Technology
 - XML
 - Typesetting
 - Printing
 - Multiple formats

- Social networking
 - Blogs, podcasts, twitter, facebook



Challenges of Relevant Content

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- Editorial Board and Editorial advisers
- Theme issues
- Annual retreats
- Readership surveys
- Feedback from users (authors, reviewers, readers)



Challenges of Language

Challenges of Language

- **Multilingual content**
 - Abstract in 6 UN languages
 - Full text in Arabic
 - Increasing content in other languages

- **Machine Translation**



Have a good web site

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- Interesting content
- Updated regularly
- Content that is useful for potential authors



What sort of papers do we want?

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- The Bulletin publishes papers on matters of international public health.
 - This is a very broad field, and we consider a very wide range of papers,
- The papers that survive peer review and are accepted for publication have some common features.
 - The work described has some implications beyond where it was done.
 - We learnt something from the paper.
 - We think that our readers would learn something, or find the contents useful to them in their work.
 - The work is novel, relevant and valid, and has been conducted in an ethical manner.



What kind of paper have you written?

What kind of paper have you written?

- Is it research (does it have a hypothesis, clear methods, testing, results and discussion?)
- Is it policy and practice? (Is it a non-systematic review, debate, or hypothesis-generating piece?)
- Is it a perspective or round table base paper? (A short paper presenting a view, hypothesis, or discussion of a topic of public health interest?)



Top 10 reasons for rejecting a manuscript

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- Content of the paper not suitable for an international journal of public health.
- Design of the study not appropriate for the question asked.
- Lack of novelty and or timeliness.
- Lack of either or both ethical committee approval and informed consent.
- Lack of an appropriate search strategy.
- Conclusions not justified by the results.
- Lack of a feedback step in descriptions of audit.
- Insufficient sample size.
- Lack of a clear message to the public health community.
- Secondary analyses of demographic surveys or simple prevalence studies that are difficult to generalize.



Good reporting of trials and observational studies - guidelines and initiatives

Good reporting of trials and observational studies - guidelines and initiatives

- **CONSORT** (Consolidated Standards of Reporting Trials),
 - is an evidence-based, minimum set of recommendations for reporting RCTs.
 - It offers a standard way for authors to prepare reports of trial findings.
 - Facilitating their complete and transparent reporting, and aiding their critical appraisal and interpretation.
- **MOOSE** (Meta-analysis of Observational Studies in Epidemiology)
 - Reporting of meta-analyses of observational studies.
- **QUOROM** (Quality Of Reporting Of Meta-analyses)
 - Reporting of systematic reviews and meta-analyses of randomized controlled trials
- **STARD** (Standards for Reporting of Diagnostic Accuracy)
 - Reporting of studies of diagnostic accuracy in order to allow readers to assess the potential for bias in a study and to evaluate the generalisability of its results.
- **STROBE** (STrengthening the Reporting of OBservational studies in Epidemiology)
 - Reporting of observational studies in Epidemiology.
- **TREND** (Transparent Reporting of Evaluations with Nonrandomized Designs)
 - Reporting of non-randomized evaluations of interventions



Other useful Web sites

Other useful Web sites

- Clinical trials sponsored by pharmaceutical companies should follow guidelines <http://www.gpp-guidelines.org>,
 - all human trials that are phase 2a and above must be registered with a clinical trial registry.
- UN-approved maps <http://www.un.org/Depts/Cartographic/English/htmain.htm>.
- International Committee of Medical Journal Editors ICMJE - Vancouver guidelines <http://www.icmje.org/index.html>.
- Declaration of Helsinki <http://www.wma.net/e/policy/b3.htm>.
- Committee on Publication Ethics <http://www.publicationethics.org.uk>.



What to do with your paper before submitting.

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- Make sure you have clarified authorship.
- “Authorship credit should be based only on
 1. substantial contributions to conception and design, or acquisition of data, or analysis and interpretation of data;
 2. drafting the article or revising it critically for important intellectual content; and
 3. final approval of the version to be published.

Conditions 1, 2, and 3 must all be met. “

ICMJE (Vancouver) Guidelines

- Collect all the authors' statements of competing interests.



The Bulletin's policy on competing interests.

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- Competing interests arise when authors have personal, commercial, political, academic or financial interests that are not fully apparent.
- The Bulletin requires authors, to disclose their competing interests, upon submission or review of a paper for any section of the journal.
- Authors' competing interests statements will be taken into consideration when a final decision is made to accept or reject a paper,
- The Bulletin requires that authors explicitly state all sources of funding for research or writing activities.



Appealing editorial decisions

Appealing editorial decisions

- The *Bulletin* recognizes authors' rights to appeal editorial decisions
- Authors who wish to submit appeals of manuscripts that have been rejected
 - should first consult list of reasons for rejection to make sure that they have a good case for making an appeal.
- Write a detailed letter explaining why manuscript should be reconsidered
 - with a point-by-point rebuttal of any reviewer's criticisms provided,
- Your appeal is upheld,
 - your paper is back in the workflow for consideration.
- Your appeal is rejected,
 - editor concerned will write you a letter explaining the reasons for this decision.
- One appeal per paper
 - increase your chances by supplying as much detail as possible in your request.



Good Luck

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