PREVENTING CHRONIC DISEASE

PUBLIC HEALTH RESEARCH, PRACTICE, AND POLICY

YEAR IN REVIEW 2015

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

This year has been an exciting one for *Preventing Chronic Disease (PCD)* in both editorial quality and technological advances.

With an impact factor increase to 2.123, *PCD* continues to be a relevant forum for exchange of public health evidence for practitioners, researchers, and policy makers. In 2015, *PCD* received more article submissions than ever before, and we expect even more submissions in 2016. We look forward to a productive and dynamic 2016 and will continue to advance the high quality standards of *PCD*.

PCD continues to develop innovative ways to use technology, bringing the latest evidence and innovations to researchers and practitioners in the field. The journal moved all of its Web content to a Web Content Management System, making its pages responsive and easier to view on various platforms such as smart phones and tablets. The journal's *PCD* Facebook page continues to increase its fan base and offers around-the-clock updates on articles and chronic disease news.

2015 Highlights

Impact factor increased to 2.123.

The journal debuted new Editor's Choice article type.

PCD continued to release Geographic Information Systems (GIS) articles.

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

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

PCD was referenced in several well-known publications, including *The New York Times*, *The Wall Street Journal*, and *Huffington Post*.

PCD's Facebook page attracted more than 4,500 fans.

The journal continued to provide weekly article summaries for the media.

PCD published two new collections: *Nutrition and Obesity Policy Research and Evaluation Network (NOPREN)*; and *Next Steps: Translating Evidence to Eliminate Disparities in Diabetes and Obesity.*

The journal moved its website to a responsive design template.

Plan for 2016

In 2016 the journal will continue to find innovative ways to provide our content to readers. Beginning in March articles will include Altmetrics tracking. Altmetrics are metrics and qualitative data that complement traditional, citation-based metrics. The system will not only track article page views and downloads but also mentions in the news, blogs, tweets, and other social media, giving *PCD* a better measure of its dissemination and influence.

This year we're also providing more services to both readers and authors. We are developing ways to tag articles so that readers can easily group articles on similar topics together. Internally, we are planning to streamline 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 work flow will also allow us to better track and analyze publication metrics and data.

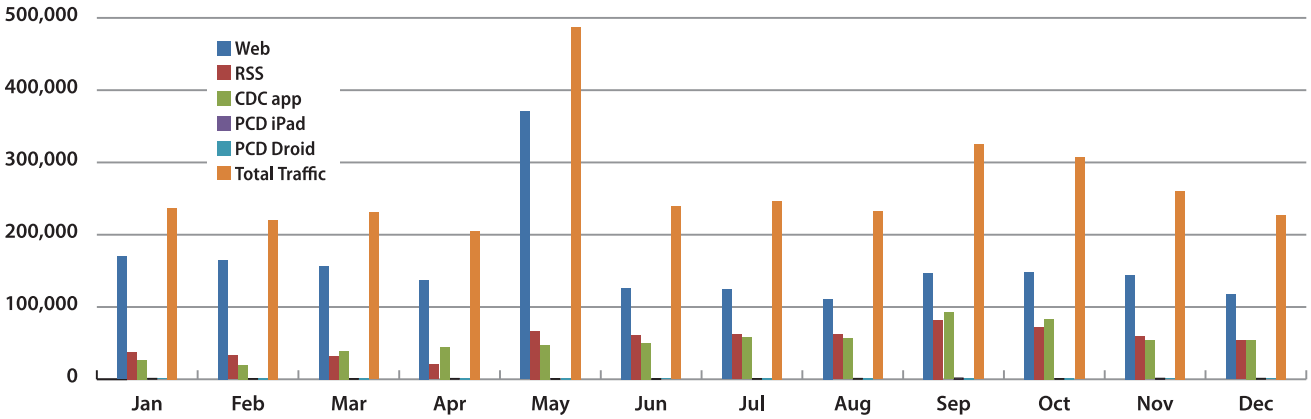
PCD's growth and success continue to present opportunities to expand our engagement and reach in the field of public health. This year we aim to continue this success and growth as we welcome a new editor in chief. *PCD's* current editor in chief, Dr. Samuel F. Posner, has served the journal for 7 years and will be stepping down to take a position as Associate Director for Science at CDC's National Center for Immunization and Respiratory Diseases. All of us at *PCD* are grateful to Dr. Posner for his leadership, dedication, and service over the years in distinguishing the journal for its innovation and quality content. As we bring on a new colleague to fill this position, our goal is to continue to ensure that our editorial decision makers and processes provide the highest level of service to our public health audience.

Over the past several years, we have set ambitious goals for the journal, and 2016 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

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, disease, and death rates.

2015 Web Metrics

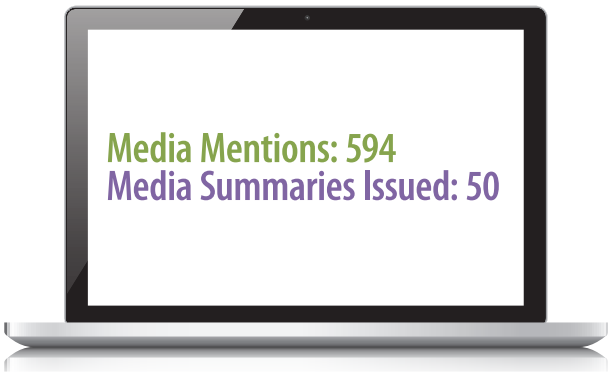


PCD Yesterday and Today

Preventing Chronic Disease was first published in January 2004 and is now in its 13th year of publication. In 2004 *PCD* published 4 issues, each with a collection of invited papers. In 2012 *PCD* moved to a weekly 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 600 unsolicited submissions in 2015 and now has more than 68,000 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, 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.

2015 Facebook Metrics

Media



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 home page. Access to articles is also available through our free app, which is now available for both iOS and Android devices.

Technology Features

- **Manuscript Central** for author article submissions and access to 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
- Altmetrics, Omniture, and Vocus metrics for **Web and media monitoring**
- CDC Content Syndication and **GovDelivery**
- **Web Content Management System** for responsive viewing across multiple devices and platforms
- **WordPress blog** 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 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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