

WRITERS GUIDELINES

Last updated: April 30, 2008

The International Council on Active Aging® publishes two periodicals six times a year that focus on health and wellness for older adults. Articles are based on factual material or represent the experiences of contributors. Successful articles emphasize the practical skills that professionals can use right away in their work to encourage active aging.

Writing should be appropriate for a professional audience, in a simple style that is easy to grasp with explanations of terms and concepts. References for statements and recommended sources for more information are required.

Audience

Our readers are health and wellness professionals who work with older adults in retirement communities, assisted living facilities, health and fitness centers, recreational facilities (such as YMCAs and JCCs), rehabilitation practices, hospital wellness centers, hotel fitness/spas, and government (departments on aging in cities, area agencies on aging). Our audience also includes federal government departments and agencies, as well as researchers in academia. It's a diverse audience of people, who may or may not have a scientific background but are sophisticated and educated readers. About 85% of our members and subscribers have at least post-secondary education; and they tend to be the decision-makers in their facilities: presidents, CEOs, owners, executive directors, wellness directors, and fitness directors.

The common denominator among readers is the shared goal of helping individuals stay healthier and lead more active, engaged lives as they age. Our readers are people who have made or who are making the transition to a different view of aging—successful aging—in which older adults enjoy health in all six areas of wellness (intellectual, physical, social, spiritual, emotional, vocational). People read our publications to find out what others are doing, as well as for ideas and guidance in implementation.

Submission process

Please formalize your article idea in a written letter or email, which enables the editors to more accurately assess the article idea. Include the main topic, a brief (one paragraph) description of what the article will contain and a brief explanation of your qualifications to write on the topic. If the article is accepted, an editor will formally assign the content and due date.

The editors are interested in original material that has not been previously published. Please indicate if the article is simultaneously being submitted to another publication.

The Journal on Active Aging[®]

Bimonthly printed 96-page magazine

The *Journal on Active Aging* educates professionals who work with adults ages 50 and older about issues related to older-adult health and wellness in the six dimensions of wellness (physical, emotional, intellectual, spiritual, social and vocational). The publication provides practical guidance on how to make the best use of this information in the diverse settings in which people engage with this population. Issues focus on management and operations, marketing and communications, promotions and sales, programming, research, policy, and profiles of successful programs.

Target reader:

- Owners, CEOs, presidents, vice presidents, managers, assistant managers, and executive directors of organizations or health and wellness facilities that serve the older-adult market
- Fitness, wellness, and activity directors who make decisions about fitness and wellness programs
- Researchers in public health and/or active aging
- Practitioners who work with older adults in a health or wellness capacity (i.e., personal trainers, occupational therapists, physical therapists, and group fitness instructors)
- Directors of aging associations, governmental departments and governmental agencies concerned with older adults and their well-being

Topic areas:

- Comprehensive, educational articles on specific health issues
- Overviews of current and applicable research fields or areas of interest to health and wellness professionals
- Business advice, with an emphasis on practical application
- Descriptions of successful programs
- Facility design and management
- Operations and staff training
- Industry success stories (including statistics)
- All dimensions of wellness
- Programming based on your client's level of function
- Selling and marketing to the older adult

Word counts:

Features: 2,000–4,000 words
Columns: 700–2,500 words

Submit article ideas to: Jenifer Milner, Editor, at jenifermilner@icaa.cc

ICAA Functional U[®]

Bimonthly 18-page publication emailed as a PDF

ICAA Functional U contains the hands-on information that practitioners need to effectively work with older adults. Each issue delivers the tools of science, art and technique to the directors and instructors responsible for programs and activities. The *ICAA Functional U* reader may be working with a person who is a senior athlete or is frail with limited mobility.

Physical activity articles are balanced among these populations within the Functional Levels used by ICAA: Athlete, Active Now, Just Getting Started, Needs a Little Help, Needs Ongoing Assistance. Descriptions of the levels are available at <http://www.icaa.cc/facilitylocator/descriptions.htm>

Target reader:

- Wellness directors who are decision-makers on fitness programs
- Personal trainers and fitness instructors
- Occupational therapists and assistants
- Physical therapists and assistants

Topic areas:

- In-depth exercise prescription for a medical condition (diabetes, arthritis), athletic or recreation activity (tennis or gardening) or life-stage goal (falls management)
- Practical skills for attracting participants and maintaining adherence
- Profiles of successful activities, special events, clubs and classes
- Case studies
- Exercise to benefit coordination and mobility
- Overviews of health conditions with prevention or postrehabilitation methods to support active aging
- Personal experiences of how to effectively work with older adults

Word counts:

Feature: 2,500–3,500 words

Columns: 1,500 words

Submit article ideas to: Pat Ryan, Editor, at patryan@icaa.cc

Additional Information

Self-promotion

Articles should not contain brand names of equipment or primarily focus on one product or service you offer. You can include the name of your company, book, product or website in your bio, along with an email address or telephone number. You may include relevant listings of your products along with other products in a sidebar of Resources. The editors may limit some information.

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As an expert in the field, the content knowledge is yours. However, ICAA asks you not to publish the identical article in another non-ICAA publication. Instead, by rewriting the material, you will better serve other audiences. You are welcome to use articles published in ICAA publications on your organizational website or in reprints in your organizational publications or training materials. The ICAA asks that articles are properly credited to the author and the original ICAA publication, including publication name, volume and issue and the ICAA website address.

Finally, you must approach ICAA to reprint the article in any publication other than those belonging to your organization. The ICAA will not withhold this permission unduly.

Honorariums

ICAA provides the means for health and wellness professionals to share their knowledge with other members of the association. Authors receive a one-year complimentary individual membership to ICAA, or in lieu of this membership, a complimentary registration to the preconference and the early-bird registration pricing to the annual International Council on Active Aging Conference up to six weeks before the event.

Photography

Please provide photography or illustrations if applicable to your article. If your article includes exercises, please provide photography or illustrations of the correct way to perform these exercises. You can send digital photographs at a resolution of 300 dpi or higher for the *Journal on Active Aging*, or 96 dpi or higher (the highest possible resolution on your camera) for *ICAA Functional U*. You may also provide a snapshot. ICAA may create illustrations using these photographs. If the photo is used, you will be asked to confirm that you have the rights from the photographer and the model to grant ICAA the rights to publish the photos.

International Council on Active Aging
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