

JOURNAL ON ACTIVE AGING – WRITERS GUIDELINES

Last updated: April 6, 2020

The *Journal on Active Aging*[®] focuses on the health, well-being and quality of life for age 50+ adults. Published by the International Council on Active Aging[®] (ICAA), this periodical also centers on the industry that provides programs, services and environments to support these pursuits.

At ICAA, we are helping to shift society's perceptions of aging. We strive to counter ageist stereotypes and dispel myths of aging; to encourage more realistic, complete and positive portrayals of aging; and to demonstrate the value, at every level, of active living. The *Journal on Active Aging*[®] is a vehicle for accomplishing ICAA's goals and addresses the entire spectrum of aging, including both challenges and opportunities.

Journal articles are based on factual material or represent contributors' experiences. These works emphasize practical skills and information that professionals may use right away in their work. Writing should be appropriate for a professional audience and targeted to the *Journal's* readership. Articles should feature a simple, easy-to-grasp style, with terms and concepts explained. With most topics, statements require references. Recommended resources are valued.

Audience

Individuals and organizations in 37 countries receive the *Journal*, with about 90% of the readership in the United States.

Readers work in senior living communities (active adult, independent living, assisted living, skilled nursing, life plan/continuing care), health and fitness centers, recreational facilities (such as Ys and JCCs), rehabilitation practices, hospital wellness centers, hotel fitness/spas, government (departments on aging in cities, area agencies on aging, federal government departments and agencies), and academia (researchers).

While *Journal* readers may or may not have a scientific background, they are sophisticated and educated readers. About 85% of ICAA members and subscribers have at least post-secondary education. They also tend to be decision-makers: presidents, CEOs, owners, executive directors, wellness directors and fitness directors. (A full member profile is available at <https://www.icaa.cc/mediakit/memberprofile.htm>.)

Readers share the goal of supporting individuals in staying healthier and leading active, engaged lives as they age. These professionals have made, or are making, the transition to a view of aging—active aging—in which older adults enjoy health in seven areas of wellness (intellectual, physical, social, spiritual, emotional, vocational, environmental). People read the *Journal* 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. This will enable the editors to more accurately assess your 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. ICAA's editors will share your query and consider it for possible publication. 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* educates professionals who work with adults ages 50 and older about issues related to older-adult health and wellness in the seven dimensions of wellness. The publication offers practical guidance on how to make the best use of this information. Issues focus on management and operations, marketing and communications, promotions and sales, programming, research, policy, industry development, and profiles of successful programs.

Physical activity articles are balanced among populations within the ICAA Functional Levels: Athlete, Active Now, Just Getting Started, Needs a Little Help, and Needs Ongoing Assistance. (Descriptions are available at <http://www.icaa.cc/activeagingandwellness/functionallevels.htm>.)

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 (may include prevention or postrehabilitation methods to support active aging)
- 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, activities, special events, clubs and classes
- Facility design and management
- Operations and staff training
- Industry success stories (including statistics) and case studies
- All dimensions of wellness
- Programming based on your client's level of function
- Selling and marketing to the older adult
- 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
- Exercise to benefit coordination and mobility
- Personal experiences of how to effectively work with older adults

Word counts

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

Submit article ideas to: ICAA Editors at publications@icaa.cc

Additional information

Self-promotion

Unless assigned specifically as profiles or agreed to by the editors, 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 or services along with other such products or services 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. ICAA asks that articles are properly credited to the author and the *Journal on Active Aging*, 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. Assigned 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 four weeks before the event. If assigned authors bring other authors into the project, these coauthors will receive the option of purchasing a one-year individual membership to ICAA at half-price.

Photography

Please provide photography or illustrations if applicable to your article. If your article includes exercises, please send photography or illustrations of the correct way to perform these exercises. Digital photographs require a resolution of 300 dpi or higher (the highest possible resolution on your camera) to reproduce well in the *Journal*. Guidance is available from the editors.

ICAA may create illustrations using your photographs. If a 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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