

WRITERS GUIDELINES

Last updated: March 8, 2013

The International Council on Active Aging® (ICAA) publishes two periodicals that focus on older-adult health and wellness. Articles are based on factual material or represent the experiences of contributors. Successful articles emphasize the practical skills and information 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

Dedicated to health and wellness for older adults, our readers are professionals who work with these individuals in retirement communities, assisted living facilities, health and fitness centers, recreational facilities (such as Ys 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 seven areas of wellness (intellectual, physical, social, spiritual, emotional, vocational, environmental). People read our publications to find out what others are doing, as well as for ideas and guidance in implementation.

At ICAA, we are committed to Changing the Way We Age® by helping shift society's perceptions of aging. We strive to counter ageist stereotypes and dispel myths of aging; encourage more realistic, complete and positive portrayals of aging today; and demonstrate the value, at every level, of active aging. Our publications are a vehicle for accomplishing these goals and addressing the entire spectrum of aging, including both challenges and opportunities.

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. The 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[®]

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 seven dimensions of wellness (physical, emotional, intellectual, spiritual, social, vocational and environmental). 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, industry development, 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: ICAA Editors at publications@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: 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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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 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 (the highest possible resolution on your camera) for the *Journal on Active Aging* or 96 dpi or higher 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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