

Issue Briefs: Instructions for Authors

Purpose:

Issue Briefs address important and timely issues in public health and health care policy and practice.

Audience: Decision-makers in the public and private sectors, including elected and executive officials, health services providers, public health professionals, and in the government, business, and advocacy arenas.

Content: Each *Issue Brief* should address the background and nature of the problem or issue, available data, and the reason for controversy or difference of opinion. Authors should present a neutral, 360-degree examination of an issue and the available evidence, with citations. The discussion, while weighing pros and cons of various policy or program solutions, should allow the reader to draw conclusions from the evidence. The author must avoid inserting personal preferences or value judgments. Topics must be relevant to Wisconsin issues, and the manuscript should, wherever possible, refer to Wisconsin-specific programs and data.

Submission format:

Submit manuscripts in Microsoft Word format to dafriedsam@wisc.edu

- *Issue Briefs* range from two to four printed pages at publication. See examples at <http://uwphi.pophealth.wisc.edu/publications/issue-briefs/index.htm>
- Limit manuscripts to 3,000 words - fewer to allow for figures and tables.
- Use font size of 11pts.
- Text should be single-spaced
- Please do not indent paragraphs. Leave a blank line between paragraphs
- If figures and tables are included at the end of the document, be sure to indicate placement within the document
- Figures and tables should be kept to a limited amount (e.g., generally no more than one table and one figure) depending upon the total amount of text
- Citations should be of a limited number (<20) and follow AMA format
- Try to cite only one definitive source per statement
- Use a superscript number to mark a citation within the text, and use endnote function within word so that citations will move and re-number when content is moved around during editing.
- Each *Issue Brief* should contain a one sentence call-out box that attracts attention and summarizes the issue for the reader

Review Process:

The *Issue Brief* is a product of the UW Population Health Institute to which authors contribute content. As such, the Institute retains editorial control. The *Issue Brief* executive editor reviews and comments on all submitted manuscripts. A manuscript may be assigned to an editor with specific expertise in the topic. *Issue Briefs* undergo a rigorous editorial process and generally require significant revisions. A formatted electronic document will be returned to the author to make requested revisions. Once the authors and editors agree on a final product, the manuscript is distributed to the full Institute staff for a 10-day period of review and comment. The editor and author then consider any feedback and make necessary revisions. The editor then sends the revised manuscript to the Institute Director, who forwards it to the Institute Advisory Board for final review and comment period (one week). Once those comments, if any, are addressed, and both author and editor agree on a final revision, the *Brief* is prepared for publication.