GUIDELINES FOR CONTRIBUTORS

Editorial procedures

The Editorial Committee will review all proposals for advocacy cases received for the casebook. We will invite authors to write a full case study after selection of the proposals based on the extent to which they address the following criteria:

1. Relevance to the objectives and intended audiences of the Casebook;
2. Integration of the Global Charter in the articulation of the case.
3. Clarity and effectiveness of case presentation for the intended audiences;
4. Applicability of the advocacy action in diverse contexts;
5. The alignment of the case with the Sustainable Development Goals;
6. Representation of cases from all global regions and multiple countries across all income levels.

After selecting the proposals that are most appropriate for the objectives of the casebook, the authors will be asked to write the complete case. Cases will be peer-reviewed by experts determined by the Editorial Committee.

Recommendations to optimise chances of selection

Cases should address the following overarching question: *What lessons can be drawn from your experience on public health advocacy that would advance public health policies at local, regional, nation or international level?* We are interested in lessons learned from the advocacy case for researchers, funders, practitioners, policy makers, civil society organisations and others.

Documents and resources that could be useful in developing the cases are listed at the end of this document. Case studies, developed jointly with community members and organizations that document both positive as well as negative experiences are encouraged.

The WFPHA will provide supports to those who have not written a case study or need help with writing in English. Please include in your submission what help you might need to write a case study to meet these guidelines.

Issues to be addressed in each final submission:

The manuscript should provide an engaging description of an experience in public health advocacy. Given that advocacy is essentially related to stimulating action in the public health arena, the cases should generally be focussed on policy and/or practice. However, teaching and learning experiences that are directly related to public health actions are also acceptable. Historical cases when particularly relevant are also welcome.

More specifically, the manuscript should:
• Describe the public health problem (population affected; burden of disease associated with the problem and its costs) and the socio-economic context of the problem (heterogeneity of the problem in the population, its determinants and impact).
• Analyse the policy context and the rationale used by civil society, the government and other stakeholders to defend the advocacy action.
• Identify the goal of the advocacy action and the decision makers involved to accomplish the goal (i.e. the target of the advocacy action).
• Consider the role of opinion setters and their credibility. Assess what type of evidence or explanation is needed to persuade these opinion setters and society as a whole.
• Describe the evaluation procedures, if used.
• Identify the challenges and the type(s) of advocacy strategy selected.
• Reflect on the strengths and weaknesses of the advocacy experience described with comparisons to similar cases, if appropriate, and suggestions for future actions.

Preparation of articles for submission

All submissions must also include the following information (not included in the word count):
• Title
• Author(s) name(s) and affiliation(s)
• Contact information for corresponding author
• Acknowledgements

All submissions must be Word documents in A4 size (not US Letter), in Times New Roman with 12 point font size. All headings and sub-headings should be in bold with levels clearly distinguished.

References should follow the format of the American Psychological Association (see guide https://www.apastyle.org/manual) which uses the author-date system, in which sources are cited in the text in parentheses using the author’s last name and year of publication. If a reference management software is used, files should be exported without the field codes for editing purposes.

Cases should be written in a narrative style following the headlines in the structured template below, using plain language.

Case details, including names of relevant stakeholders, can be submitted without identifying information that is private or sensitive.

Format and content of article sections

Abstracts should be structured using the template of the full cases (see below) and be between 350 and 500 words.

The final manuscripts should be no more than 1700 words (excluding tables and figures) and follow this structure:
• Introduction (up to 500 words)
  o Brief introduction to the case providing information about the advocacy action, main actors, and other relevant contextual information to orient the reader to the policy situation and political environment.
• Case (up to 800 words)
  o Clear articulation of the policy challenge including the opponents and their influence.
• How the advocacy action was developed.
• How the action was evaluated, if appropriate.
• Discussion (up to 400 words)
  o Lessons learned.
  o Potential improvements in the future.
  o Applicability of the action in other contexts or with other purposes.
• Implications for policy, practice and research *up to 100 words)
• References
• Tables and figures (maximum 2 tables and 2) figures

Case authors are encouraged to consult one or more of the resources noted below or on the WFPHA website for ideas on how to develop a case for submission.

Authorship and contributors’ responsibilities

• Multiple authors should allocate one person per article as the lead author for communication with the Casebook Editors (“corresponding author”).

• To attribute authorship, contributors are encouraged to refer to international guidelines (e.g., http://www.icmje.org/recommendations/browse/roles-and-responsibilities/defining-the-role-of-authors-and-contributors.html).

• Contributors must do the following:
  o Abide by high standards of rigorous and robust research integrity and good scholarship.
  o Submit well-written articles which are factually correct.
  o Acknowledge the contributions of third parties when applicable,
  o Obtain permission to use copyrighted material.
  o Assure that the details provided in their submissions do not infringe upon or violate any pre-existing agreements to privacy or confidentiality between the parties involved in the collaboration described.
  o State whether the article has previously been published or is simultaneously under consideration with a journal. Note: previously published case studies may be considered provided they meet the relevant copyright rules.
  o Agree to make revisions requested by the Editors following the peer review process.

Deadlines and submission

Abstracts
If you are interested in contributing to this casebook collection, please submit a short abstract of your case (between 500 – 700 words) electronically as a Word document to ihernandez@umh.es and Lucy A. Parker lparker@umh.es by November 30, 2019, 23:59 GMT. Please include any supports (editing, writing in English, other) that you may need to assist in writing the manuscript.

Full cases
Authors of accepted abstracts will be informed by mid-December. Accepted abstracts will be invited to submit a longer manuscript as part of the second stage. The deadline for full submissions will be 29 February 2020.

Resources
A number of Casebooks on public health issues and advocacy related documents have been

