



Call for Prospectuses

SOPHE Book on Global Health Promotion

Deadline for Applications: April 1, 2012

The Society for Public Health Education (SOPHE) seeks proposals for a Global Health Promotion book. SOPHE uses the World Health Organization (WHO)'s definition of health promotion, which is "the process of enabling people to increase control over their health and its determinants, and thereby increase their health" (WHO, 2005). The book's intended audience is broadly defined as practitioners, academics, and students.

SOPHE encourages prospectuses that will advance the theoretical foundations, knowledge bases, and practical applications of global health promotion. The book should be rooted in domestic, international, and cross-cultural perspectives. As a result, the most competitive submissions will likely include editors and authors from a wide variety of national and international settings. SOPHE expects the book to be published in 2013.

Items to be Included in the Prospectus:

Authors and Contributors

- Names, affiliations, addresses, and all other relevant contact information for the lead editor(s) or author(s). If the publication will be an edited volume, include the status of chapter authors (e.g., if selected, list; if still recruiting, describe scheme).
- Resumes (four to six pages) for each lead editor or author, including relevant education, background experiences, and publications.

Significance and Innovation

- A clear statement of the book's importance and timeliness.

Market and Competing Publications

- The book's intended audience(s), its competing publications, and the particular gap or niche it will address.

Description

- A proposed table of contents or outline that includes, at a minimum, several summary sentences under each book section and chapter heading.
- Estimated book length, chapter word counts, and number of tables, figures and boxes.
- An estimated timetable for book completion, intended to meet the publication deadline of 2013.
- Proposed key features of the book and an explanation of how they will benefit readers (e.g., chapter learning objectives, key terms, glossary, study questions, ancillaries, and web based materials).

Policy on Expenses and Copyright:

- SOPHE does not compensate authors or editors for their time, expenses, and efforts.
- Publication copyright will be held by SOPHE with all net proceeds supporting this non-profit organization.

Application Format and Submission:

- Limit prospectuses to 3000 words or less, not including lead author/editor resumes.
- Submit by April 1, 2012 in hard copy or electronically (preferred) to: SOPHE Office (c/o Global Health Promotion Book), 10 G Street NE, Suite 605, Washington, DC 20002, info@sophe.org.
- Questions: contact Jesus Ramirez-Valles, SOPHE Publications Trustee, valles@uic.edu.