



**Approved by the SOPHE Board of Trustees  
February 2011**

The publication prospectus process may involve three steps: an informal inquiry, a prospectus, and review and decision.

**An Informal Inquiry**

An inquiry can be an email including a few paragraphs describing the publication, the lead authors, and their current positions, and why the publication is an important addition to the health education and promotion literature. This inquiry will be reviewed by the Publications Committee who may have questions or recommendations that will help guide authors to create a complete prospectus. Authors can expect a response by the Publications Committee in about a month.

**The Prospectus**

The prospectus length is approximately 3000 words and requires the following:

**Authors and Contributors**

- Names, affiliations, and addresses of the lead authors/editors.
- The names, affiliations and addresses of the proposed contributors if the publication will have multiple authors. An indication of whether or not the proposed contributors have been contacted and have agreed to write the chapter as specified in the outline. For edited publications, how will chapter authors be selected?

**Significance and Innovation:** Provide a clear and precise statement of the health education and promotion topic or issue to be addressed and why it is pertinent, timely, and worthy of publication. Please assess how the proposed publication would fit into the existing literature on the same or related topics and what it might add to this literature. (500 words maximum).

**Market:** Describe the publication readership and how the publication will meet the needs of its readership. Who constitutes the publication audience? Are there any particular channels, such as courses and organizations for this publication? (500 words maximum).

**Description - About your publication:**

Provide a description of your proposed publication with:

- A proposed table of contents or outline of contents including a few sentences under each publication section and chapter heading summarizing the main theme of each.
- Estimated length of the manuscript.
- An estimated timetable for the completion of the work.
- Please describe the key features of your publication and explain how they will benefit its readers. Features include chapter learning objectives, key terms, glossary, study questions linked to CHES & CPH, ancillaries (PowerPoint's, test banks, study guides) and web based activities.

**Competing literature:**

List publications in the same topical area as the one you are proposing and the competitive niche of your publication. Address how your book is different from existing publications.

**Author(s) Qualifications:**

In addition to the 3000 word document for the above items, include for each author (or editor): (1) relevant education, (2) a short description of the most relevant background experiences for the subject area of the prospectus, and (3) citation details of substantial number of relevant publications by the lead authors/editors. Authors of specific chapters (if the authors are not a lead author/editor for the project) please include a 50-word biosketch per author.

**Policy on Expenses:** It should be noted that it is not SOPHE policy to compensate authors or editors for their time, expenses and efforts.

**Submitting the Prospectus**

A Prospectus may be submitted to the Chair of the SOPHE Publications Committee, with a copy to SOPHE's CEO. The Publications Committee will provide the author(s) with a decision about publication within three months of receiving the Prospectus.

**Review and Decision Process**

A preliminary review of the Prospectus is conducted by the Chair of the Publications Committee. If the Prospectus is complete, it will be forwarded to members of the Publications Committee for review. If the Prospectus is incomplete, it will be returned to the authors for additional information. The Chair of the Publications Committee may also choose to send the Prospectus to additional experts in the topical area for their input.

At least three written reviews will be provided for the Publications Committee to make a decision. Based on the reviews, the Publications Committee may: 1) request additional information or suggest changes to the author(s), in which case the resubmission will be reviewed as described above. 2) Reject the proposal. 3) Approve the prospectus and forward it to the Publication and Communications Trustee, who will present it to the Board of Trustees for a vote.