



Contributor Guidelines for *Policy & Practice:* *The Pulse of TCM & Acupuncture in Canada*

ABOUT THE MAGAZINE

Policy & Practice offers a unique platform for TCM/A practitioners, students, regulators, policy makers, and complementary healthcare professionals to stay informed, improve their practice, and engage with the latest issues in the world of Traditional Chinese Medicine and Acupuncture.

Our Mission

To serve as the leading source of knowledge on the regulation and practice of TCM/A in Canada, fostering a community dedicated to safety, ethics, and continuing competence.

Content Pillars

We include a broad range of content to appeal to diverse professionals within the TCM/A profession and the wider healthcare sector:

- **Regulation and Compliance:** Informing readers about key regulatory developments, compliance expectations, and oversight mechanisms.
- **Continuing Competence:** Promoting awareness of competence requirements and the real-world knowledge and skills necessary to maintain competence.
- **Safety and Ethics:** Supporting knowledge and awareness of patient safety, ethical practice, and practitioner accountability.
- **Regulation in Practice and Community Impact:** Exploring how regulatory oversight and TCM/A practice intersect within the community.
- **Research, Innovation, and Regulatory Implications:** Examining new research, emerging practices, and innovations in the TCM/A field and corresponding regulatory responses.

Audience Overview

Our audience includes a diverse mix of stakeholders across the TCM/A and healthcare communities.

- **TCM Practitioners:** 25-65 years old, running clinics or working in healthcare settings.
- **Students:** Enrolled in TCM/A programs across Canada.
- **Regulators and Policy Makers:** Individuals working in healthcare regulatory bodies and policy-making sectors.
- **Other Healthcare Professionals:** Physicians, nurses, and other allied health professionals seeking integrative medicine solutions, as well as complementary healthcare professionals who integrate Western medicine with complementary treatments.

Distribution and Reach

Policy & Practice is distributed digitally via CARB-TCMPA's website, social media channels, and email newsletter, ensuring maximum reach. We have an established relationship with TCM/A practitioners, students, and regulators across Canada.

- **Frequency:** Two issues per year (with flexibility for additional issues).
- **Audience Size:** Over 7000 practitioners across Canada maintain registration with CARB-TCMPA's regulatory body members and each year over 700 new students write the Pan-Canadian Examinations required for registration.
- **Engagement:** High open rates for email distributions, regular visits to the website, and strong social media engagement.

CONTENT GUIDELINES

Types of Content Accepted

- **Feature Articles:** In-depth explorations of significant topics within TCM/A regulation and practice, such as legislative changes, emerging trends, and case studies. These articles should provide thorough analysis and expert opinions to inform and educate our readership.
- **Interviews:** Q&A format written pieces with key figures in the TCM/A and healthcare communities, including practitioners, regulators, and educators. These interviews should provide insights into the challenges and successes within the profession.
- **Case Studies:** Real-world examples of regulatory compliance, patient care, and ethical considerations within the TCM/A community. Case studies should highlight best practices and lessons learned, offering practical takeaways.
- **Regulatory Updates:** Timely reports on changes to regulations, policies, and standards affecting TCM/A practice in Canada. These updates will help practitioners and stakeholders stay informed about the latest developments.
- **Perspectives and Analysis:** Expert perspectives on current issues within TCM/A regulation and practice. These articles should stimulate discussion and encourage community engagement.
- **Competence and Compliance Resources:** Articles focused on continuing competence and skill-building for TCM/A practitioners. These submissions should focus on the safe, competent, and ethical provision of care.
- **Research Summaries:** Summarized findings from recent research in TCM/A, providing accessible information for practitioners and regulators. These summaries should bridge the gap between academic research and clinical practice.
- **Visual Content:** High-quality images and infographics to complement written articles. Visual content should enhance engagement and appeal to a broad audience.

Types of Content Not Accepted

Policy & Practice aims to explore critical and emerging topics within the regulation and practice of TCM/A. Contributors should avoid submissions promoting individual practitioners, clinics, companies, education programs, or specific programs, services, or products.

SUBMISSION REQUIREMENTS

- **Word Count Guidelines:**
 - **Feature Articles:** 1,500 - 2,500 words
 - **Interviews:** 800 - 1,500 words
 - **Case Studies:** 800 - 1,500 words
 - **Regulatory Updates:** 500 - 1,500 words
 - **Perspectives and Analysis:** 500 - 1,500 words
 - **Competence and Compliance Resources:** 800 - 1,500 words
 - **Research Summaries:** 500 - 1,000 words

- **Format:**
 - Submissions must be in Microsoft Word format (.doc or .docx).
 - Use 12-point Times New Roman font and double-spacing.
 - Include a title, author's name, and a short bio (50-100 words) at the end of the document.

- **References:**
 - Where applicable, all references should be cited in [APA format](#).
 - Include a bibliography or list of references at the end of the article.

- **Images and Figures:**
 - Contributors are encouraged to include relevant images, graphs, or charts.
 - Images must be a minimum resolution of 150 dpi at full size (8.5x11) and provided as separate files (JPEG or PNG).
 - All images must have appropriate captions and attribution, with permission for use (see Plagiarism and Copyright section below).

- **Originality:**
 - Submissions must be original. Contributors are responsible for ensuring all content is unique to this magazine and adheres to ethical writing standards. Previously published submissions or submissions under consideration by other publications will be accepted with confirmation of author/publisher permissions. If accepted, previously published content will include appropriate credit to the original work.

- **Use of AI Tools:**
 - **Disclosure of AI Assistance:** If contributors use any AI tools to assist in drafting or editing, they must clearly disclose this at the time of submission. This includes generative AI tools for text, language improvement, or idea generation.
 - **Limiting AI-Generated Content:** AI-generated content must be minimal and supplementary, not forming the primary body of the article. Contributors are responsible for verifying and fact-checking any information generated by AI to maintain accuracy and credibility.
 - **Editorial Review for AI Compliance:** All submissions involving AI tools will undergo an additional review process to ensure originality, accuracy, and adherence to ethical guidelines.
 - **Consequences of Non-Disclosure:** Failure to disclose AI usage may result in rejection of the submission and potential restriction on future contributions.

EDITORIAL STYLE GUIDELINES

At *Policy & Practice*, our goal is to produce content that is clear, professional, and accessible to a diverse audience, including students, practitioners, regulators, other healthcare professionals, and members of the public. To maintain consistency, readability, and professionalism, we apply the following editorial standards to all submissions:

- **Grammar, Punctuation, and Spelling**
We review and correct grammar, punctuation, and spelling errors to ensure clarity and consistency. These changes are standard editorial practice and are made without altering the intent or meaning of the content.
- **Tone and Voice**
To align with the formal, professional tone of *Policy and Practice*, we may adjust phrasing, vocabulary, and sentence structure. Our goal is to create clear, authoritative, and accessible content that reflects the professionalism of the publication.
- **Clarity and Accessibility**
We prioritize clear and simple language to support an inclusive reader experience. If technical or specialized terms are used, we may add definitions or explanations for clarity. This ensures that content is understandable to all members of our audience, regardless of their familiarity with regulatory language or technical concepts.
- **Structural and Stylistic Revisions**
We may adjust headings, subheadings, and article flow to improve readability and enhance the logical structure of the article. These edits are intended to maintain a logical progression of ideas and support reader comprehension.

- **Editorial Discretion**

The editorial team reserves the right to make changes as needed to meet the magazine’s editorial standards, including edits for grammar, punctuation, tone, clarity, and accessibility. If significant content changes are required, we may consult with contributors to ensure the final article reflects their key messages and intent.

- **Transparency and Feedback**

While most editorial adjustments (like grammar, punctuation, and tone) are applied without consultation, we value transparency. If substantial revisions are required—such as restructuring key sections or rephrasing complex ideas—contributors may be invited to review the changes before publication. This collaborative approach ensures content accuracy while upholding the professional integrity of the magazine.

By submitting content to *Policy & Practice*, contributors acknowledge that their work will be edited according to these guidelines. Our editorial process ensures that every article aligns with the high standards of professionalism, clarity, and accessibility that our readers expect.

PLAGIARISM, COPYRIGHT, AND CONTRIBUTOR AGREEMENT

All contributors are required to sign an agreement acknowledging their responsibilities regarding plagiarism and copyright. Plagiarism and unauthorized use of copyrighted images and content will not be tolerated. Contributors must ensure that all content and images in their submissions are either their own or properly credited and licensed.

- **Contributor Agreement:** Contributors must sign an agreement affirming that:
 - All content, images, and any other copyrighted materials in their submissions are original or have the appropriate permissions for use.
 - They are responsible for obtaining and verifying permissions for any third-party content used.
 - They understand the legal implications of including unlicensed copyrighted content.
- **Plagiarism:** If plagiarism is identified, the following actions will be taken:
 - **Rejection of Submission:** The article will be immediately rejected and removed from the editorial process.
 - **Ban on Future Submissions:** The contributor may be barred from future submissions to the magazine.
 - **Notification to Regulatory Colleges:** For severe or repeated plagiarism cases, the magazine may notify relevant regulatory bodies.

- **Image and Content Use:**
 - **Captions and Attribution:** All images must include appropriate captions and attributions, confirming permission for use.
 - **Coverage of All Copyrighted Materials:** This includes text excerpts, images, graphics, charts, and other media. Contributors must ensure third-party content is properly credited and legally permissible for publication.

- **Consequences of Copyright Infringement:**
 - Contributors bear sole responsibility for any legal repercussions, including fines, penalties, or settlement fees.
 - The magazine reserves the right to reject or retract a submission if copyright issues arise post-publication.
 - Repeat or severe copyright violations may lead to a ban on future submissions.

SUBMISSION PROCESS

- **How to Submit:**
 - Send submissions via email to editor@carb-tcmpa.org.
 - Include the title of your article in the subject line.
 - In the body of the email, provide a brief summary (150-200 words) of your submission and why it is relevant to the magazine's audience.

- **Deadlines:**
 - Submissions for the quarterly issue must be received by the issue deadline as posted on the magazine's homepage.
 - Late submissions may be considered for the following issue.

- **Response Time:**
 - Contributors will receive a response within 4-6 weeks of submission.
 - If accepted, the editorial team will provide an estimated publication date.

REVIEW PROCESS

- **Vetting and Acceptance:**
 - **Initial Screening:** Each submission will first be screened by the editorial team for key criteria, including:
 - **Plagiarism:** All articles will be checked for originality. Any evidence of plagiarism or uncredited content will result in immediate rejection.

- **AI Usage:** Submissions will be reviewed to ensure minimal use of AI-generated content, with appropriate disclosures provided by contributors.
 - **Regulatory Alignment:** Submissions must align with the magazine’s focus on regulation and avoid practitioner advocacy-oriented perspectives.
 - **Quality and Relevance:** Articles should be well-written, factually accurate, and relevant to the target audience.
- **Peer Review:** All submissions will undergo a peer-review process conducted by the Magazine Editorial Advisory Committee (MEAC) to ensure accuracy, relevance, and quality. MEAC reviewers will assess each article based on its alignment with the magazine’s regulatory focus and editorial guidelines.
- **Revisions:** Contributors may be asked to revise their submissions based on MEAC feedback. Revisions are expected to be made promptly to meet editorial timelines and maintain the magazine's high standards.
- **Final Decision:** The final decision to accept or reject a submission lies with the magazine Editor (CARB-TCMPA’s Executive Director), who considers the MEAC’s feedback and the magazine’s editorial priorities. The Editor may consult the MEAC for additional input on complex or high-impact submissions.
- **Communication of Decision:** Contributors will be informed of the decision—whether acceptance, conditional acceptance (pending revisions), or rejection—along with any relevant feedback. In cases of rejection, contributors may receive an explanation to guide improvements for future submissions.

CONTRIBUTOR COMPENSATION

Currently, we do not offer monetary compensation for contributions. However, contributors will receive recognition in the magazine and on our website, including a bio and links to their professional websites.

RIGHTS AND PERMISSIONS

- **Copyright:**
 - Contributors retain copyright of their work but grant the magazine the right to publish the article in both print and digital formats.
 - The magazine reserves the right to edit submissions for clarity, length, and style while maintaining the author’s original voice and intent.

- **Reprints:**
 - Contributors may republish their work elsewhere after it has been published in the magazine, provided that the magazine is credited as the original publisher.

ETHICAL CONSIDERATIONS

- **Conflict of Interest:**
 - Contributors must disclose any potential conflicts of interest, including financial relationships with companies or organizations mentioned in the article (see Disclosure Guidelines).
- **Patient Confidentiality:**
 - Articles involving patient stories or case studies must ensure that patient confidentiality is maintained. All identifying information should be omitted unless explicit written consent is provided.
- **Compliance with Medical Advertising Requirements:**
 - All content, particularly that which may be construed as promotional or advertising in nature, must comply with [Canadian medical advertising regulations](#). Contributors must ensure that any claims made about treatments, therapies, or products are evidence-based and adhere to Health Canada's guidelines on advertising and marketing. Contributors should strive to present an educational tone in their submissions.

DISCLOSURE GUIDELINES

Contributors are required to disclose any existing or recent (within the last 12 months) financial, personal, or professional relationships with individuals, companies, or organizations mentioned in their submissions. This includes, but is not limited to, employment, consulting engagements, honoraria, royalties, stocks or shares, or any other financial benefits that could influence the content or perspective.

- **Definition of Conflict:**
 - A conflict of interest is defined as any situation where the contributor's external relationships or affiliations could compromise, or appear to compromise, their objectivity in writing, editing, or presenting the content. This includes relationships that might introduce bias, even if unintended, or that might give an impression of partiality to readers.

- **Full Transparency:**
 - Contributors must provide a detailed disclosure statement at the beginning of each submission. This statement should cover any affiliations or financial interests that readers would reasonably expect to know about to assess the objectivity of the content.

- **Review and Oversight:**
 - The magazine’s editorial team will review each disclosure statement to assess the potential impact on content credibility. If a disclosed relationship poses a high potential for bias, the editorial team may recommend adjusting the content, adding a clarification note, or, in some cases, reassigning the topic to another contributor.

- **Examples of Disclosures:**
 - To assist contributors, examples of disclosures could include:
 - “The author has received consulting fees from [Company].”
 - “The author holds stock in [Company], which is mentioned in this submission.”
 - “The author has a family relationship with an individual employed by [Company] mentioned in this article.”

- **Conflict of Interest Statement in Published Articles:**
 - If a conflict of interest exists but is deemed manageable, a brief conflict-of-interest statement will be included at the end of the published submission to ensure transparency for readers, such as: *“The author has disclosed a financial relationship with [Company], which was considered in the editorial process.”*

- **Guidance on Non-Financial Conflicts:**
 - Contributors should also disclose non-financial relationships, such as personal or ideological affiliations, that might impact their objectivity, especially if these relationships are not immediately apparent.

CONTACT US

For more information on our guidelines and submission process, please contact us:

Email: editor@carb-tcmpa.org

Phone: 825-901-0618