Development of an Editorial Policy

VSN Expansion in the Region of the Americas

What is an editorial policy?

An editorial policy serves as a guiding document that outlines the principles, standards, and procedures an organization follows when publishing content on its platforms.

What should an editorial policy include?

Below are some key aspects to consider:

- **Mission and purpose:** Clearly define the organization's mission, the purpose of the website, and the scope of the topics it covers. *(VSN criteria 1.1-1.3)*
    - **Example:** https://www.ispch.gob.cl/anamed/farmacovigilancia/vacunas/farmacovigilancia-vacunas-acerca-de-nosotros/
- **Editorial board:** List the members of the editorial board, including their affiliations and areas of expertise. *(VSN criteria 2.5-2.6)*
    - **Example:** https://sbim.org.br/institucional
- **Editorial independence:** Emphasize the importance of editorial independence, ensuring that content decisions are not influenced by advertisers, sponsors, or external entities. Individuals' affiliations, partnerships, and relationships that may influence the content of the website must be disclosed. *(VSN criterion 2.5)*
    - **Example:** https://historyofvaccines.org/overview
- **Content review process:** Describe the content review process, including the criteria for selecting and approving content for publication on the website, and the role of the editorial board. *(VSN criteria 2.6 and 7.4)*
    - **Example**: https://www.ispch.gob.cl/anamed/farmacovigilancia/vacunas/politica-y-process-editorial/
- **Advertising and sponsorship:** Specify policies regarding advertising and sponsorship, which ensure that these do not compromise editorial integrity. *(VSN criteria 3.1-3.4)*
    - **Example**: https://www.planetamama.com.ar/terminos
- **Confidentiality and privacy:** Describe how the website handles sensitive information and ensures the confidentiality of private and semiprivate information, if collected. *(VSN criteria 5.1-5.2)*
    - **Example:** https://confianzaenlasvacunasla.org/terminos-de-uso/
- **Guidelines for authors:** Provide detailed guidelines for authors, covering content preparation, citation style, and other requirements.
    - A clear statement of the source of scientific, medical, and health information must be provided, including the author's name, affiliations, and any potential conflicts of interest related to the content. Describe the measures taken to ensure the quality and accuracy of published content, including verification and proofreading processes. *(VSN criterion 7.2)*
    - The writing style should be professional, with correct grammar, spelling, and syntax. Clear, easy-to-read language that is suited to the literacy levels of the website's audience should be used. *(VSN criterion 7.5)*
- **Update policy:** Specify how the organization handles updates and corrections to previously published articles. VSN criteria suggest that the last update should be no more than two years from the date of the evaluation. *(VSN criterion 7.3)*

By addressing these aspects in an editorial policy, an organization can establish a framework for maintaining high editorial standards, ethical conduct, and transparency in its operations.

Examples of editorial policies using the VSN template
- National Immunization Program example: https://wslibrary.vsn-bms.org/_deploy/VSN--NIP/index.html
  - Disclaimers example: https://wslibrary.vsn-bms.org/_deploy/VSN--NIP/disclaimers.html

Examples of VSN members:
- Mexican Association of Vaccinology: https://vacunacion.org/transparencia-y-editorial/
- Spanish Association of Vaccinology:
  - https://www.vacunas.org/comite-editorial/
  - https://www.vacunas.org/plan-de-transparencia/
- CANImmunize: https://www.canimmunize.ca/en/privacy-policy?tab=pp-terms
- Spanish Association of Pediatrics: https://vacunasaep.org/aviso-legal
- Immunization Academy: https://watch.immunizationacademy.com/en/about
- Kids Boost Immunity: https://kidsboostimmunity.com/about/who-we-are
- Planeta Mamá:
  - https://www.planetamama.com.ar/terminos
  - https://www.planetamama.com.ar/colaboradores
- Public Health Institute of Chile: https://www.ispch.cl/anamed/farmacovigilancia/vacunas/politica-y-process-editorial/
- Brazilian Immunization Society: https://sbim.org.br/institucional
- ConfiaLA:
  - https://confianzaenlasvacunasla.org/quienes-somos/
  - https://confianzaenlasvacunasla.org/terminos-de-uso/
- Argentine Society of Vaccinology and Epidemiology: https://save.org.ar/terminos-y-condiciones/
- History of Vaccines: https://historyofvaccines.org/overview