



Call for Papers

Complementary/alternative medicine in disease prevention and maintenance of health

Preventive Medicine, in collaboration with Guest Editor Professor Edzard Ernst, MD, PhD, FRCP, FRCPEd, Laing Chair in Complementary Medicine, Peninsula Medical School, Universities of Exeter and Plymouth, UK, invites researchers to submit papers on the role of complementary/alternative medicine (CAM) in the context of prevention of disease and maintenance of health for a themed issue on this topic.

During the last two decades, complementary/alternative medicine has become increasingly popular. Currently the one-year prevalence of CAM-usage in the US is around 70%. Complementary/alternative medicine comprises a heterogeneous array of interventions and diagnostic procedures. Survey data indicate that about half of all CAM-usage is for prevention rather than treatment of disease. Many users of CAM fail to tell their doctor about it.

The area is woefully under-researched. In particular, the questions of efficacy and safety cannot be answered conclusively for many of the modalities in question. There is thus an urgent need for more research. Papers with factual content will be given priority over opinion pieces

or articles on the 'philosophical' background of CAM. Specific areas of interest include the following questions:

- Which treatments are effective in preventing which conditions?
- What is the value of 'maintenance therapy'?
- What are the risks associated with CAM?
- What are the cost-implications?
- Is CAM medicalizing minor deviations of normal health?
- Why is CAM so popular?

The deadline for submissions is January 1, 2009.

The *Preventive Medicine* guidelines for authors can be found at http://www.elsevier.com/wps/find/journaldescription.cws_home/622934/authorinstructions.

Papers should be 2500 words or less, except if they describe intervention trials or are literature reviews, in which case they can be up to 3500 words. Submitted papers deemed appropriate for the journal will be peer-reviewed. Reviews and commentaries will also be considered.