

NEW *INTERNATIONAL BREASTFEEDING JOURNAL* INVITES CONTRIBUTIONS

The *International Breastfeeding Journal*: a new open access on-line journal is now inviting submissions.

Key Centre Lecturer Dr Lisa Amir, is the Editor-in-Chief of the peer reviewed IBJ, published by BioMed Central.

The Journal was officially launched at the Royal Women's Hospital on March 30 by Professor Roger Short, a well known breastfeeding advocate.

All papers submitted to the *International Breastfeeding Journal* will be reviewed by at least two reviewers, in order to maintain a high quality of publication. Potential authors can read the instructions for authors on the website. Space is not a problem for online journals, so illustrations can be freely used.

Once a paper is accepted for publication in the *International Breastfeeding Journal* it will appear on the website within a few days. As there are no "issues" in an online journal, there are fewer delays in the publication process.

Publication is free for authors in the first six months following the journal launch. After that time, authors may need to pay to publish in the journal, unless they belong to an organisation which is a subscriber of BioMed Central. Many universities and other organisations have become subscribers so their members can gain the benefit of open-access publishing.

Readers can set up "email alerts" so that they can be notified of new publications, on a weekly or monthly basis.

"An interesting aspect of these journals is that you can see how many people have accessed (or downloaded) each article," says Dr Amir.

"The first articles were available on the website on 9 March 2006, and at the time of the launch I announced that Karleen Gribble's review 'Mental health, attachment and breastfeeding: implications for adopted children and their mothers' had been accessed over 1,500 times," she added.

"Since then, BioMed Central highlighted this paper as one of three 'highly accessed' articles (4 April 2006). Karleen and I both gasped as the number quickly jumped to 3,000! If you click on 'Ten most accessed articles' and then 'all time' you will see what the count has reached now."

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<http://www.internationalbreastfeedingjournal.com>