

# Welcome to *Wound Care Canada* 2.0!



**D**uring the summer I was asked by Peggy Ahearn, Executive Director of the CAWC, to return as editor of *Wound Care Canada* (WCC) after an absence of three-and-a-half years. Founding this magazine in 2002 was one of the highlights of my career and I am delighted to be back. I'm also pleased that we are moving WCC 1.0 into a new phase.

This issue—and all others to follow—is available only online. With over 7,000 subscribers, WCC was expensive to print and mail, so converting to an online-only version is a logical way to eliminate these two costs. And not only have we freed up financial resources, we have also reduced our carbon footprint considerably.

Here are some other features you can expect from WCC 2.0.

## The Content

The magazine is designed to take the latest evidence-based information and summarize it online in a reader-friendly format. It will provide a variety of topics and types of articles to appeal to a wide spectrum of interests and levels of experience. Writers for the magazine will be encouraged to keep in mind three underlying principles when formulating how best to present their information: best evidence, ease of reading and applicability to practice. Articles must always answer the question

“how can I use this information in my practice?”

As you read through this issue you'll notice the articles are all fairly short. Here and in the future, long articles will be summarized in the magazine itself with links to a more in-depth version on the WCC website ([www.woundcarecanada.ca](http://www.woundcarecanada.ca)). This will keep the readability level high while still providing deeper insights to those who seek them.

## The Look

When redesigning WCC as an online-only publication, Art Director Robert Ketchen and I worked together closely to make every type of page readable and eye-catching. This involved selecting and testing a range of font families and sizes, colours and even the amount of white space necessary to make each page “breathe.” Through the use of sidebars and colour, the design not only adds to the eye-appeal of the content but also enhances the meaning of the information and makes it easier to remember the key points.

## The Team

As you can imagine, an undertaking like this requires the input of a lot of people.

- Our writers are people just like you: clinicians and educators who successfully solve prob-

lems every day. Because of their experiences, they have information they can share with their community through the magazine. All it takes is a quick email to me ([wcceditor@cawc.net](mailto:wcceditor@cawc.net)) with an idea or proposal to get the ball rolling.

- The Clinical Advisor and Editorial Board members make sure the articles meet our high standards for evidence-based, best-practice-focused information.
- The Art Director makes design decisions, lays out each issue and manages production details.
- Additional editors assist me with the copy-editing and proofing functions.
- The financial driver of any enterprise of this type is the support of our advertisers—and therefore the role of ads sales is a crucial part of putting together every issue.
- CAWC staff provide administrative support; volunteers contribute in various ways.

And of course there is the feedback provided by readers, who come up with great ideas for articles and suggestions for improvement. Please feel free to drop us a note at [wcceditor@cawc.net](mailto:wcceditor@cawc.net) and let us know what you think about our first issue of *Wound Care Canada* 2.0. We'd love to hear from you! 🍷

— Sue Rosenthal, Editor