

AUTHOR GUIDELINES

The **Hacia la Promoción de la Salud** (Towards Health Promotion) Journal is a semester publication of scientific character, indexed in the COLCIENCIAS National Bibliographical Index Publindex, with national and international distribution to academic institutions, assistance institutions, and administrative establishments from the health area. It is addressed to those entire natural or corporate entity interested in the different areas proposed. Its purpose is to socialize the academic, research, projection and teaching experiences of both professors and students, undergraduate and graduate alumni; health, social and compatible area professionals of the country and the world who contribute to the development of the following topics:

- Conceptualization on health and life
- Public Health
- Health education
- Healthy life styles
- Social communication in health
- Social marketing
- Health services orientation
- Healthy public policies
- Favorable health environments
- Negotiation and conflict resolution
- Social participation
- Strategic alliances
- Social and human development
- Social Sciences and health

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¹ Taken from National Bibliographical Base –NBB Publindex Bibliographical Index NacionalPublindex - IBN Publindex, August of 2006, p. 7.

²⁻³ Ibidem, p. 7.


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Introduction: Indicates the justification and the objectives of the research; it includes a summary of the theoretical framework without including results or conclusions.

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Discussion: It is based on the results obtained through the research process, as well as the relation between these and the results obtained by other authors. It points out the coincidences and differences found and emphasizes on the new aspects found. It does not repeat information included in previous sections. It examines the implications of the findings, their limitations and their projections in future research.

Conclusions: Indicate the research most relevant findings from the point of view of the object of study. It is recommended that the research objectives become the point of reference to suggest them and that the different dimensions of the problem be involved in them.

Acknowledgements: the authors can mention people and collaborators, as well as financing institutions, departments and institutions that supported the carrying out of the investigation.

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Some sections were taken from Journal of Public Health-, Vol.9 No. 2 Information and instructions for Authors.