



16th Annual Report
1 January – 31 December 2008



444 Highgate Studios, 53–79 Highgate Road, London NW5 1TL, UK

This report

This is the 16th annual report of Reproductive Health Matters (RHM). It covers the calendar year 1 January - 31 December 2008, which is also the financial year of the project.

Objects of the charity

"To produce and distribute a twice-yearly international journal and other publications on sexual and reproductive health and rights, and to hold seminars, conferences and workshops on these topics."

These objects were re-worded in 2008 to reflect our current priorities and activities; there were no major changes or additions to the actual policies or activities of the charity.

Organisation of the charity

In 2008, the charity consisted of the staff (the editor and promotion/administration manager), a finance officer, one editorial consultant, a voluntary international Board of Trustees / Directors of eight people, two of whom live in the UK, and a voluntary international Editorial Advisory Board of 39 people. (**Appendix 1**)

Summary of activities in 2008

This was RHM's 16th year. In furtherance of the charitable objects, in 2008 RHM produced and distributed two issues of the journal *Reproductive Health Matters* (Volume 16, Numbers 31 and 32) on conflict and crisis settings: promoting sexual and reproductive rights and reproductive cancers, and a supplement/book on second trimester abortion for the International Consortium for Medical Abortion. We supported the production of two issues of the Chinese version of the journal by the National Research Institute for Family Planning in Beijing, the production of one edition of the journal in Arabic by the New Woman Foundation in Cairo, one edition of the journal in Spanish by the Universidad Peruana Cayetano Heredia in Lima; one edition of the journal in Portuguese by the ABRASCO Gender Group in São Paulo; one edition of the journal in Hindi by CREA in New Delhi (funded by CREA); the first edition in French, which was completed by the Cellule de Recherche en Santé de la Reproduction du Burkina Faso, Section de Bobo Dioulasso; and the first edition in Russian by the Society for Women's Problems in Moscow. We held our second meeting for donors. We held the annual meeting of the RHM trustees/directors and a meeting of the international editorial advisory board. We distributed the remaining copies of RHM 15(29) Supplement 2007 on Ensuring sexual and reproductive health for people living with HIV and two CD-ROMs produced in 2006: one with the presentations and final report of the International Condom Workshop; the other with all the abortion papers from the RHM journal from 1993–2006. We updated the Cumulative Index of all RHM's publications, which will be placed on the website in 2009. We worked with Elsevier Ltd to maintain their web pages for the RHM journal and other information about RHM on their websites; maintained and updated the RHM website and contracted a website design and management company to create a new website for us, which was in process at the end of 2008. Finally, we have carried out a range of promotional activities, including press releases about each journal issue, mailings of our brochure and sample copies, stalls at conferences, sending materials for courses, and obtaining bulk orders for RHM16(31) from agencies working in conflict and crisis settings. (See also Objectives and Achievements 2008, **Appendix 2**)

RHM journal

“Conflict and crisis settings: promoting sexual and reproductive rights” Guest editor: Rosalind P Petchesky

Vol. 16, No. 31, May 2008

“Nearly every article in this journal issue attests to the great distance that still remains between verbal recognition of sexual and reproductive rights for internally displaced persons and refugees and their implementation on the ground. The challenge runs deeper than that of filling the enormous gaps in services that unquestionably exist. It also calls for better analysis and understanding of the ways in which sexuality and sexual violence, pregnancy, childbirth, HIV and AIDS, and racialised and gendered power relations take on whole new meanings – and help give meaning to – situations of armed conflict and disaster. A sense of urgency about this task of understanding prompted RHM to publish a set of papers on this topic that foregrounds the range of problems and contexts regarding sexual and reproductive rights – or their absence – in sites of political exclusion across the globe.” [Editorial]

“Second trimester abortion”

Vol. 16, No. 31 Supplement, May 2008

Second trimester abortion puts complex issues on the table regarding methods, values, stigma, the burden on providers of service delivery and the sometimes complicated reality of women’s lives and decisions. The papers in this supplement highlight the importance of second trimester abortion as a women’s health, ethical and public policy issue; and review the situation with respect to second trimester abortion in relation to women’s and providers’ perspectives, safety and efficacy of methods, legal and policy dimensions, access and service delivery issues, and the contribution of second trimester abortions to maternal morbidity and mortality. Most of these papers are based on presentations at the International Conference on Second Trimester Abortion, London, 29-31 March 2007. Others were written specifically for this supplement. The publication was supported by the International Consortium for Medical Abortion, who organised the conference.

"Reproductive cancers"

Vol. 16, No. 32, November 2008

It has taken this journal 16 years to focus on reproductive cancers. There are many others in the field who have equally inexcusably neglected this important health issue for many years in developing countries, where morbidity and mortality are high and specialist services are few. There are many state-of-the-art specialist cancer hospitals in resource-rich countries. A huge amount of research on treatment has been carried out, leading to greatly increased survival rates, especially if cancers are caught early, and good quality, timely treatment with a combination of drugs, surgery and radiotherapy is available. However, treatment is expensive, and in developing countries, out of reach for the vast majority. Women experience extremely painful deaths, and even palliative care is rare. People who otherwise claim to support integrated and comprehensive sexual and reproductive health care often don’t even mention reproductive cancers, let alone think about them. Almost all the feature papers on cancer in this issue are on cervical cancer. Only one paper, one letter and four personal experience papers are about breast cancer, and one personal history is about prostate cancer. Along with a paper on human papillomavirus vaccination for boys as well as girls, it is the only paper that mentions cancer in men at all in this issue. The papers in this journal issue contain a stark indictment of the inequity between rich and not-rich countries as regards attention to cancer.

RHM in translation

The journal continues in 2008 to include abstracts of all original papers in Spanish and French. In 2008, editions of the journal, including full-length articles, abstracts and round up summaries were published in Chinese, Arabic, Portuguese and Hindi, and editions in French and Russian were published for the first time as well. The expected edition in Spanish was not completed before the end of the year but is expected in 2009. All language editions except the French are now also on the websites of the institutions producing them, with links from and to the RHM website. (Copies of each 2008 edition will be included with this report if requested.)

Language	Editorial team	Number of copies distributed 2008	Distribution
Chinese	National Research Institute for Family Planning, Beijing	5,000 per edition (2 editions)	China and Taiwan
Arabic	New Woman Foundation, Cairo	600 copies (1 edition)	Egypt and Arabic-speaking Middle East
Spanish	Universidad Peruana Cayetano Heredia, Lima	none	Peru and Spanish-speaking Latin America
Portuguese	ABRASCO Gender Group, São Paulo	1,000 copies (1 edition)	Brazil
Hindi	CREA, New Delhi	1,000 copies (1 edition)	India
French	Cellule de Recherche en Santé de la Réproduction du Burkina Faso, Section de Bobo Dioulasso	500 copies (1st edition, begun in 2007)	French-speaking Africa
Russian	Society for Women's Health Problems, Moscow	500 copies (1 edition)	Russia Federation and other Russian-speaking countries in the region

Contract with Elsevier

RHM has had a productive relationship with Elsevier Ltd, and we renewed our contract with Elsevier Ltd for a further three years from January 2008. For a service fee that is equivalent to an administrative salary, they handle all paid and supported subscriptions, bulk orders and commercial reprint permissions. RHM is promoted alongside journals such as *Contraception*, *International Journal of Gynecology & Obstetrics*, *Social Science and Medicine*, *Health Policy* and the *Lancet*. This move has proven to be greatly beneficial for the journal, not least by making us fully web-based, which is rapidly increasing our outreach through the web and our visibility in academic institutions worldwide. RHM retains full ownership of the journal and copyright in all articles and books.

RHM online

< www.rhmjournal.org.uk >

In 2007, the RHM-run website contained the editorial policy, staff and board members, author and submission guidelines, peer review guidelines, current and future themes for the journal, tables of contents of all back issues of the journal, full text of out-of-print books *Beyond Acceptability* and *Safe Motherhood Initiatives*; the cumulative index of all RHM publications for 1993–2006; and a short course on Writing for Publication. The site also contained a Feature of the Month section and news sections on abortion, condoms and HIV/AIDS, to each of which a published article or a news report was added regularly. There is also information on how to subscribe and order back issues, and links to other organisations. Work to update the website began in the second half of 2008. A group with technical expertise was engaged and preliminary plans developed. RHM's design and production consultant Boldface began work to develop the design and layout for the web pages with the RHM editor. Completion is scheduled for May 2009.

< www.sciencedirect.com/science/journal/09688080 >

The full text of each issue of the journal and supplement is carried in ScienceDirect, a platform of some 1,800 Elsevier journals. All RHM back issues are available, and tables of contents and abstracts are freely accessible. RHM can be purchased as part of a package of journals through an institutional subscription. ScienceDirect contains two search engines in which RHM is indexed: Scopus, for searching and browsing abstracts and references, and giving coverage to citation counts available; and Scirus, a search engine for scientific information that searches journal sources online, at <www.scirus.com/srsapp>.

<www.rhm-elsevier.com>

This is the Elsevier website with all issues of RHM for RHM's group, personal and supported subscribers. All RHM back issues are available, and tables of contents and abstracts are freely accessible. There are links for subscribing and ordering back issues, a sample journal issue on request, a link to the RHM website and more.

< www.healthinternetnetwork.net >

RHM is one of the journals on the Health InterNetwork Access to Research Initiative (HINARI), providing free or nearly free access to major journals in biomedical and related social sciences for public institutions in developing countries.

< www.jstor.org >

A digital archive, open to participating libraries and other institutions, containing back issues of RHM from Volume 1 to three years prior to the current issue.

Outreach and impact

The following indicators of the outreach and impact of RHM's publications are outlined under the following headings:

- audience and authors
- indexes that include the RHM journal
- editorial support to authors and editors
- author and regional coverage
- ISI impact factor
- papers, authors and peer reviewers by region and number of papers accepted/rejected for publication
- ScienceDirect entitled and active accounts and top 16 active accounts using RHM
- full-text downloads from ScienceDirect and abstracts/articles accessed through other gateways
- number of article downloads from ScienceDirect by journal issue 2001–2008
- The ten articles with the highest number of downloads from Social Science Research Network
- subscriptions, orders and distribution
- journal distribution by subscription type and region
- feedback on RHM's publications in 2008
- promotion by RHM office
- promotion by Elsevier

Audience and authors

- national and international policymakers, agencies and donors in the field, health ministries and health departments, including heads of women's health, maternal and child health, family planning and STDs/HIV;
- reproductive health service providers, including obstetrician/gynaecologists, midwives, family planning providers and associations, and counsellors;
- researchers in a broad range of specialisms and disciplines, including the biomedical and social sciences, and in both non-governmental organisations (NGOs) and universities;
- women's sexual and reproductive health advocates, groups and organisations, and a broad range of other women's groups and organisations;
- NGOs focusing on health, population and related fields such as development and human rights;
- university and NGO libraries, and other resource and information centres;
- national and international professional associations, training courses, academics and their students, including in law, medicine, demography, public health, women's studies, social sciences, development, sexology, nursing and midwifery;
- newsletters, journals, journalists and authors in health-related fields.

Indexes/databases that include the RHM journal

Contemporary Women's Issues, Cumulative Index to Nursing and Allied Health Literature, Current Awareness in Biomedicine, Current Contents, Excerpta Medica (EMBASE), Family and Society Studies Worldwide, Feminist Periodicals, Health Promotion Information, International Bibliography of the Social Sciences, Kinsey Institute for Research in Sex and Reproduction (website), List of Free Materials in Reproductive Health, Medline, Ohio Database of Women's Studies, Popline, Public Affairs Information Service (PAIS), PubMed, Research Alert, Social and Behavioral Sciences, Social Planning/Policy and Development Abstracts (SOPODA), Social Science Research Network, Social Sciences Citation Index, Sociofile, Sociological Abstracts, Studies on Women Abstracts.

Editorial support to authors and editors

RHM's editorial policy remains to provide editorial support to authors, some of whose papers would not be recommended for publication by a "standard" peer review. There are always two peer reviews per paper, and sometimes three. The editor offers detailed comments alongside the peer reviews and does copyediting. This policy has served to support a larger pool of published authors, including young and inexperienced authors and those whose first language is not English, who may find it more difficult to get published in English. All papers go through the same selection process, and every paper must be of a high standard before it is accepted. Authors are asked to suggest two peer reviewers with expertise in their subject, at least one of whom should be from the country in question. The open review process, in which both reviewers' and authors' names are made known to each other, supports constructive peer reviews, even if the reviewer does not recommend publication, and the opportunity for exchange between authors and reviewers.

Author and regional coverage

RHM aims to maintain a balance between regions in its geographical focus and to address global issues broadly in the papers it publishes. The themes for each journal issue sometimes attract more submissions from one region and discipline than others, however. Within these parameters, the journal's policy is to focus more on developing countries because the problems are so much greater. However, it also regularly covers issues in developed countries, as these have international influence and raise different types of problems and challenges, and because reproductive health and rights can be highly problematic for women in developed countries too, especially poor and marginalised women. Furthermore, influences today are cross-regional, and solutions and models of excellence exist in all regions. Information from all regions thus needs to be shared globally.

In many international journals, papers about developing countries are commonly written by authors/researchers from developed countries. RHM's editorial policy since 1994 is that preference should be given to papers about developing countries written by or in collaboration with authors from those countries. Our policies have steadily increased the proportion of authors from developing countries published by RHM and of peer reviewers from developing countries as well. These proportions continue to compare very favourably to those of other international journals.

ISI impact factor

2005	2006	2007
0.857	0.624	1.169

The impact factor is the ratio of citations to citable articles. We were concerned that it had fallen in 2006 and are very pleased that it almost doubled between 2006 and 2007. However, we also note that if the figure can fluctuate this much from year to year, even while the number of articles read and downloaded on the web and in print have been increasing by leaps and bounds, it has to be seen as only one measure of impact, and not necessarily the most accurate or useful one from our point of view.

**Papers, authors and peer reviewers by region 2008
(with 2007 for comparison)**

	RHM 29 May 2007	RHM 30 Nov 2007		RHM 31 May 2008	RHM 31 Supplement	RHM 32 Nov 2008
PAPERS PUBLISHED						
Developed countries	4	1		2	7	5
Developing countries	12	22		14	9	13
Countries in transition	0	1		1	0	0
International	10	2		5	9	6
Total	26	26		22	25	24
PAPERS REJECTED	35	38		13	6	25
AUTHORS						
Developed countries	25	37		43	32	23
Developing countries	27	47		29	22	31
Total	52	84		72	54	54
PEER REVIEWERS						
Africa	0	10		5	3	9
Asia	3	16		12	11	8
Caribbean	2	0		0	1	0
Western Europe	12	12		13	15	9
Eastern Europe	0	1		0		0
Mediterranean and North Africa	5	0		5	0	1
Latin America	9	10		3	2	8
NZ/Australia	2	0		4	2	0
North America	13	9		9	9	7
Total	46	58		51	43	42

ScienceDirect entitled and active accounts

There were 3,445 current institutional subscribers entitled to access RHM on ScienceDirect worldwide in 2008, of which about 70% are in active accounts accessing RHM articles on a monthly basis. These figures represent a 42% increase in active accounts over 2007. The number of entitled accounts fell due to some reductions in institutional subscriptions that affected all journals with Elsevier, not just RHM. On the other hand, the number of active accounts increased far more year on year than they had previously. Active usage by country of RHM full-text articles from ScienceDirect institutional account holders has risen from 63 in 2007 to 78 countries in 2008.

	2004	2005	2006	2007	2008
Entitled accounts	2,402	2,770	3,827	4,363	3,445
Active accounts	1,062	1,223	1,386	1,690	2,395

The 17 top active ScienceDirect accounts in 2008

Johns Hopkins University, Baltimore, USA
 London School of Hygiene & Tropical Medicine, London, UK
 Harvard University, Boston MA, USA
 University of Leeds, Leeds, UK
 University of Melbourne, Melbourne, Australia
 University of California at Berkeley, USA
 Emory University, Atlanta, USA
 Curtin University of Technology, Perth, Australia
 University of California at San Francisco, USA
 George Washington University Gelman Library, Washington DC, USA
 Mahidol University, Nakornprathom, Thailand
 London School of Economics and Political Sciences, London UK
 World Health Organization, Geneva, Switzerland
 University of Sydney, Sydney, Australia
 Lund University, Lund, Sweden
 Universiteit Utrecht, Utrecht, Netherlands
 Royal Tropical Institute, Amsterdam, Netherlands

Full-text downloads from ScienceDirect and abstracts/articles accessed through other gateways

The total number of downloads of full-text articles through an Elsevier website has continued to increase, by 27% in 2008 as compared to 2007.

	2004	2005	2006	2007	2008
Full-text downloads	24,587	29,567	36,637	50,112	63,642

The number of RHM abstracts and articles accessed in 2008 through external gateways was as follows:

	2006	2007	2008
All external gateways, mainly PubMed and CrossRef	10,289	9,331	10,133
HINARI and other developing country gateways	not available	not available	1,858

Number of article downloads from ScienceDirect by journal issue

This table shows how many articles from past issues in Volumes 9-16 (2001-2008) of the journal were downloaded from ScienceDirect in 2008. The number downloaded from journal issues in Volumes 1-8 (1993 to 2000) were fewer, totalling 5,398 downloads in 2008, but this demonstrates the continuing relevance of these articles, even from 16 years ago.

Year	Vol/No	Main theme	Number of articles	Number of downloads
2001	9 (17)	By and for young women and men	33	1,336
	9 (18)	Images / Services		
2002	10 (19)	Abortion: women decide	34	1,652
	10 (20)	Health sector reforms	24	1,055
2003	11 (21)	Integration of services	22	1,573
	11 (22)	HIV/AIDS, sexual and reproductive health	23	1,716
2004	12 (23)	Sexuality, rights and social justice	26	3,106
	12 (24)	Power, money and autonomy in national policies and programmes	52	4,916
	12 (24) Supplement	Abortion law, policy and programmes in transition		
2005	13 (25)	Implementing ICPD	29	2,874
	13 (26)	The abortion pill	30	1,980
2006	14 (27)	Human resources	29	3,879
	14 (28)	Condoms yes, "abstinence" no	31	5,003
2007	15 (29)	Male circumcision for HIV prevention / Taking on the opposition	42	7,387
	15 (29) Supplement	Ensuring sexual and reproductive health for people living with HIV		
	15 (30)	Maternal mortality and morbidity	27	6,714
2008	16 (31)	Conflict and crisis settings	56	8,467
	16 (31) Supplement	Second trimester abortion		
	16 (32)	Reproductive cancers	33	2,190

Articles with the highest number of downloads on Social Science Research Network

Article title	Views/downloads
Male circumcision and penis enhancement in SE Asia	1,443
Images of the body and reproductive system in shantytowns in Porto Alegre, Brazil	816
Abortion and Islam: policies and practice in the Middle East and North Africa	733
Menstrual hygiene among adolescent schoolgirls in Mansoura, Egypt	675
Determinants of high sex ratio among newborns in rural Anhui Province, China	623
Sex selection: the systematic elimination of girls	595
Self-aware sex education.. in Venezuela	585
Successful condom use in sex work in Mexico and Dominican Republic	526
Knowledge and perception of abortion and abortion law in Trinidad and Tobago	519
Human rights begin at birth: international law and the claim of fetal rights	461

Subscriptions, orders and distribution

Most paid subscriptions and orders continue to come from developed countries, while almost all subscriptions and orders from developing countries are free, supported by grants from RHM's donors. Supported subscribers are based in governments, health services, NGOs, women's health groups, libraries, universities, and a range of professional associations and institutions, almost all in developing countries. As in previous years, RHM's publications continue to reach organisations and individuals in 182 countries.

Paid subscriptions to the print journal, both from organisations and individuals, have remained low, and have fallen slightly again in 2008. UNFPA is still RHM's biggest paid subscriber, with 617 subscriptions. On the other hand, the total number of journals distributed increased in 2008, particularly via conferences and to agencies specialising in the main theme. Because of the continuing increase in web subscriptions and web use over previous years, the outreach of the journal was higher in 2008.

Distribution 2008	Number	Notes
Print run	17,000	
RHM31 May 2008	6,000	inc. 1,050 to refugee and IDP agencies
RHM31 Supplement May 2008	6,000	inc. 500 for the International Consortium for Medical Abortion
RHM32 November 2008	5,000	inc. 150 to Mexican Health Foundation national conference on cancer
Subscriptions - total	4,355	
Institutional – paid	128	
Personal – paid	64	
UNFPA – bulk rate	617	
Supported	3,286	Donor funded
Complimentary	260	Authors and peer reviewers from developed countries and RHM board members (Authors and peer reviewers from developing countries are included in the supported subscribers list.)

Regional distribution by subscription type (%)

	Institutions – paid	Personal – paid	Supported by donors
	%	%	%
Africa	3	3	43
Asia	14	9	30
Australasia	8	6	5
Central America + Caribbean	9	0	4
Middle East	0	2	3
North America	32	47	2
South America	1	0	6
Eastern Europe	0	0	4
Western Europe	33	33	3

Feedback on RHM's publications

Greetings from AED-SATELLIFE! I trust you are well. Time just seems to fly by these days. In case you're wondering about our name change, we merged with a larger NGO called AED in Washington, DC about 2 years ago. Our mission remains the same - to bring relevant and reliable information to health workers in the world's poorest countries. In addition to the e-newsletters on health that we compile and distribute and discussion groups (ProCAARE, that you know), we have been gaining considerable experience and expertise in the use of mobile devices (PDAs and smartphones) for data collection and information access in the developing world. I'm writing to see if would be possible for us to access selected full texts from Reproductive Health Matters online for use in our HealthNet News series of e-newsletters. Many publishers grant us online access so that we can easily retrieve the full text ourselves. We will not use more than 2 full texts from any one issue, and will give full credit...

...I'm just thrilled at how quickly our online access to RHM was setup! ... Looking over the current RHM issue has prompted us to devote issues of our monthly HealthNet News-Nursing and HealthNet News-Community Health to the topic of cervical cancer in low and middle income countries. Some of the full texts will be incredibly helpful to our readers in the resource-poor areas that we reach. To protect the copyrighted full texts that publishers so generously grant us, we have developed a marvellous system that only our HealthNet News readers can use to retrieve a full text via email. Most readers have poor, unreliable Internet access. We will continue to send you quarterly reports documenting the content we have used. *Director of Information Services, AED-SATELLIFE Center for Health Information and Technology, USA*

Many thanks for this information about the RHM which, by the way, is well known to me. I think it is a very valuable instrument to disseminate information and evidence in the field of SRH. *Deputy Head of Department, Swiss Centre for International Health, Swiss Tropical Institute*

Thank you for your kind note. I am indeed familiar with Reproductive Health Matters, which I have long respected for its topical coverage and its focus on advocacy. I usually access RHM articles through my university, so I'm not looking for a subscription at this time. However, I will keep the journal in mind for future submissions... *Princeton University, USA*

I hope all the back copies will arrive soon. They will help us in making a difference. *Glas Central Hospital, Eritrea*

Yes, I would appreciate receiving a sample issue of Reproductive Health Matters. I have viewed your web site and your work is very impressive. *Associate Executive Director, Action Canada for Population and Development, Canada*

RHM is an important journal because of the editorial perspective. Good luck! *Director HIV and AIDS Program, Population Council, USA*

The Agency has previously heard references to this journal in matters relating to policy and research. Please send a sample copy. *Policy Officer, Crisis Pregnancy Agency, Ireland*

We are currently planning our annual International Women's Health Symposium and are looking for great communicators. We saw your presentations at the Women Deliver

conference and thought you were an excellent, knowledgeable speaker. We are also fans of Reproductive Health Matters and consider it to be an excellent journal. *Director of International Women's Health Program, Society of Obstetricians and Gynaecologists of Canada*

The RHM issue on condoms was so useful for this project [in-depth overview of female condom. *Executive Director, Center for Reproductive Health & Gender Equity, USA*

I am writing to say thanks for sending your booklets to the conference in Uppsala as well as the other material. Participants were really interested in this and I hope one or the other got in touch with you. *Europe on the Brink conference, April 2008, Inter-European Parliamentary Forum on Population and Development, Belgium*

[Thank you, I received the journals yesterday and distributed them to our participants this morning. They were very impressed with the quality and contents, I am sure you will have their support.](#) *Stellenbosch University Applied Skills in HIV Communication course, South Africa*

I will be very pleased to receive the complimentary copies of RHM for the year. RHM is really important and special in the way you appreciate the peer reviewer. *Africa Regional Sexuality Resource Centre, Nigeria*

I enjoy RHM and while the library also has a subscription, I find having the hard copy to hand is useful for PhD students and colleagues – especially as it presents currently significant themes. *Associate Professor of International Health Policy, School of Population Health, University of Queensland, Australia*

We are very, very proud that our paper was published in this prestigious journal! And yes, we would really like to get a hard copy, seeing we read the journal on-line. It is always nice to be able to take it away and read when you have a little time. *Head, Adelaide Tambo School of Nursing Science, South Africa*

I highly appreciate your generosity. You may know that we have in our organisation a library on gender, sexuality and sexual health, which opens for everybody who works in these fields and students. Having RHM in our library really benefits to our readers. *Co-Director, Institute for Social Development Studies, Ha Noi, Viet Nam*

Next week Monday I will be training 22 adolescent girls from Concern World Wide as peer educators in sexual and reproductive health issues and Live Safe, Play Safe programme. This programme aims to protect children and youth from HIV infection. It delivers and reinforces messages about delaying sexual activity and using condoms or other forms of protection, while simultaneously providing life skills such as decision making, problem solving, critical thinking, communication and interpersonal relations. These skills help young people handle risky sexual situations and choose safer alternatives. LSPS also promote attitudes that enable children and youths adopt and maintain new behaviours, e.g. building empathy towards people living with HIV and AIDS. The journals (17 and 22) have been very useful to me in the preparation of the training content and also for the facilitation. *Project Coordinator, Right To Play, Freetown, Sierra Leone*

Promotion activities – RHM office

Promotion activities in the RHM office followed a similar pattern to previous years. Brochures, sample copies and CD-roms were distributed at a wide variety of conferences and training courses throughout the world. RHM had a well-visited booth in the Global Village at the AIDS Conference in Mexico as well as distributing journals at targeted sessions.

The office offered bulk orders at cost price to authors of the May 2008 issue, leading to a significantly increased print run and wide distribution of that issue. This has now become an integral stage in the production process.

Individual promotion continued to participants at conferences attended by the Editor or RHM board members and authors and practitioners in the field, found in publications received by the office and e-mail circulars, and on websites researched.

The stock of some back issues held by Elsevier is high, incurring increased annual storage costs, so back issues are being actively promoted to organisations that will use multiple copies for training purposes.

Advertising

- EBSCO – listing in their scientific publications catalogue (print and online)
- Elsevier – listing in their scientific catalogue (print and e-copies)
- Midwifery Today USA conference brochure

Brochures and sample copies

Brochures, sample copies, special publications and CD-roms were sent to the following courses, workshops, conferences and meetings:

- Courses on public health issues and making pregnancy safer, Achutha Menon Centre for Health Science Studies, Trivandrum, India
- Microbicides 2008, New Delhi, India
- Lecture for PhD students, School of Health Sciences and Social Care, Centre for Public Health Research, Brunel University, London, UK
- 1st Asian Rural Women's Conference, Tamil Nadu, India
- WHO First Global Forum on Human Resources for Health, Kampala, Uganda
- 5th Institute for Rights, Activism and Development, CREA, Kathmandu, Nepal
- 16th Annual UK Public Health Association Forum, Liverpool, UK [Brochure inserted in conference packet]
- Midwifery Today Conference, Philadelphia, USA [Brochure inserted in conference packet]
- 3rd Western Balkans Conference on HIV and AIDS, Sarajevo, Bosnia
- Sexuality, Gender & Rights Institute, CREA, New York, USA
- Mesoamerican Forum on Maternal Mortality in Mexico, Cuernavaca, Mexico
- Inter-European Parliamentary Forum on Population and Development, Uppsala, Sweden
- Courses on health communication and HIV/AIDS and reproductive health, Stellenbosch University, South Africa
- 18th International Conference of Midwives, Glasgow, Scotland
- Reproductive Health in Emergencies Conference, Kampala, Uganda
- International Women's Health Symposium, Society of Obstetricians and Gynecologists, Calgary, Canada
- Future of abortion conference, Bpas, London, UK
- XVIII International AIDS Conference, Mexico City, Mexico

- 17th International Council on Women's Health Issues Congress, Gaborone, Botswana
- Reproductive Challenges Conference, Oslo, Norway
- Thohoyandou Victim Empowerment Programme, Gauteng, South Africa
- Feminist Leadership & Movement Building Advocacy Institute, CREA. Entebbe, Uganda.
- Association of Radical Midwives retreat, Wales, UK
- Australasian Sexual Health Conference, Perth, Australia
- 2nd Regional African Feminist Forum, Kampala, Uganda
- 1st Conference on strengthening linkages between SRH and HIV/AIDS services, Liverpool VCT and Ministry of Health, Nairobi, Kenya
- 7th International Dialogue on Population and Sustainable Development, Berlin, Germany
- Conference on Gender, Conflict & Development. Davao University, Philippines
- 8th International FIAPAC Congress, Berlin, Germany
- 3rd International Conference on Islamic Feminism, Barcelona, Spain
- 136th American Public Health Association annual meeting, San Diego, USA
- The Future of Sexual and Reproductive Rights, Yale Law School, Newhaven, USA
- WHO Inter-Agency Working Group on Reproductive Health In Emergencies, Cairo, Egypt
- Youth Incentives Conference, Rotterdam, Netherlands
- 10th Congress of the Society of African Gynecologists and Obstetricians, Bamako, Mali
- Symposium on Breast Cancer, Mexico City, Mexico
- 11th AWID International Forum on Women's Rights and Development, Cape Town, South Africa
- Population Health Congress, Brisbane, Australia NOV
- 15th Conference on AIDS and STIs, Dakar, Senegal
- BRAC International Conference on Scaling Up, Rajendrapur, Bangladesh
- European Union Open Health Forum, Brussels, Belgium.
- International Conference on Human Rights and Biomedicine, Erasmus University, Rotterdam

E-mail promotion

E-mail promotion to participants of conference attended by the Editor or RHM board members and authors and practitioners in the field, found in publications received by the office and e-mail circulars, and on websites researched.

Subscription agency exhibits

Sample copies of the journal were displayed by EBSCO Sample Issue and Book Program (Libraries) at the following conferences:

- International Federation of Library Associations & Institutions, USA
- Medical Libraries Associations, USA
- American Library Association Midwinter, USA

Press releases

The RHM promotion manager has worked with the Elsevier marketing team on press releases about each journal issue and supplement, which are posted on the Elsevier, and circulated by e-mail to several hundred journalists and other media. The RHM promotion manager also herself distributed the press releases in 2008 to 110 journalists, most of them based in the UK.

Promotion activities – Elsevier

Conference promotions

The journal has been promoted at an Elsevier exhibition booth at the following conferences:

- 20th European Congress of Obstetrics & Gynecology, Lisbon, Portugal
- 9th European Federation of Sexology Congress, Rome, Italy
- Innovations & Progress in Healthcare for Women, London, UK
- 10th Congress of the European Society of Contraception, Prague, Czech Republic
- Association for Medical Education in Europe, Prague, Czech Republic
- 2008 International Conference On Communication In Healthcare, Oslo, Norway

Branding and awareness

RHM is advertised on a space-available basis in other journals published by Elsevier, including: European Journal of Obstetrics & Gynecology & Reproductive Biology; Health Policy; International Journal of Gynecology & Obstetrics; Women's Health Issues; FIGO Newsletter. Elsevier continues to send its Women's Health CD-rom to all medium and larger-sized conferences in the field of women's health and obstetrics and gynaecology, replacing sample copies. Among others, the CD-rom includes RHM's top five most downloaded articles, aims and scope, recent and upcoming themes, and the number of full-text article downloads. The journal has also been included in two cluster leaflets promoting Elsevier's Social Medicine portfolio.

Usage marketing

Elsevier has been stimulating online usage of Reproductive Health Matters through its e-mail alerting services and e-mail campaigns. These include the following. An Issue Alert (formerly known as a Contents Alert) was sent to 807 ScienceDirect registrants for RHM in 2008. In 2008, 346 other people were signed up to receive RHM Issue Alerts (not through ScienceDirect). In addition, registrants to the Top 25 Hottest Articles received a quarterly list of the 25 articles most often downloaded each quarter.

In 2008, RHM was one of the journals promoted in several targeted e-mail campaigns to audiences interested in women's health, selected from the Elsevier databases. The International Women's Day campaign included five articles from RHM: "Abortion and Islam: policies and practice in the Middle East and North Africa"; "Reproductive choice for women and men living with HIV: contraception, abortion and fertility"; "Power and politics in international funding for reproductive health: the US Global Gag Rule"; "Sexual and reproductive health needs of sex workers: two feminist projects in Brazil" and "The Implications of shortages of health professionals for maternal health in sub-Saharan Africa". This e-mail was sent to 13,015 individuals; it was opened by 26% of recipients and 7% clicked through it. Elsevier promoted the May 2008 issue of RHM with a targeted e-mail to 848 individuals. This had a good "open" rate of 20.4% and "click-through" rate of 10%.

A campaign in June 2008 targeted 4,173 individuals with the latest Impact Factors of the journals in Elsevier's Women's Health portfolio, which includes RHM. It had an excellent "open" rate of 27% and "click-through" rate of 7%.

< www.elsevier.com/locate/rhm >

RHM has a page on this Elsevier Internet promotional catalogue.

Voluntary help and donations in kind

Participation on the Board of Trustees and Editorial Advisory Board remains voluntary. All board members receive the journal free and expenses for attending annual meetings. Authors and peer reviewers receive a one-year free subscription. Many organisations continue to send information and publications in exchange for the journal, which are used in the journal Round Up and in the RHM website news.

Memberships

- IUSSP (International Union for the Scientific Study of Population)
- AWID (Association for Women's Rights in Development)
- Voice for Choice (Coalition of UK pro-choice groups)
- UK NGO Sexual and Reproductive Health and Rights Network
- UK Consortium on AIDS & International Development
- International Consortium for Medical Abortion
- International AIDS Society

Other activities of the editor 2008

Publications

- International evidence of safety and benefits of mid-level providers carrying out abortions. Scientific Developments Relating to Abortion Act 1967: written evidence. Select Committee on Science and Technology, House of Commons UK, January 2008.
- Second trimester abortion: women's health, public policy [Introduction, with Rodica Comandent]. Reproductive Health Matters 2008;16(31 Supplement):1-2.
- A critical appraisal of laws on second trimester abortion. Reproductive Health Matters 2008;16(31 Supplement):3-13.
- Reproductive cancers: high burden of disease, low level of priority [Editorial]. Reproductive Health Matters 2008;16(32):4-8.
- So far, so good. Reproductive Health Matters 2008;16(32):139-44.
- Male circumcision for HIV prevention: what about protecting men's partners? Reproductive Health Matters 2008;16(32):171-75.

Presentations and participation in meetings

- Is pregnancy getting safer for women, Brunel University, London, February
- Challenges in linking HIV and sexual and reproductive health programmes and services, University of Oslo, February
- Preventing sexual transmission of HIV: if not condoms then what? *and* PMTCT: current issues, NORAD, Oslo, February
- Is pregnancy getting safer for women, Instituto Nacional de Salud Pública, Cuernavaca, April
- Is pregnancy getting safer for women, Institute of Tropical Medicine, Antwerp, May
- Provision of abortion by mid-level providers, Bpas conference, London, June
- Male circumcision: gender and sexuality considerations, International AIDS conference, Mexico City, August
- Sexual and reproductive health care: which approach? Lancet Alma Ata 40 years celebration, London, September
- Second trimester abortion in Europe, FIAPAC, Berlin, October
- Abortion and the women's movement in Western Europe and internationally: then and now, AWID, Cape Town, November

Voluntary activities

- Chair, Steering Committee, International Consortium for Medical Abortion (since 2002)
- Chair, Voice for Choice (coalition of pro-choice groups), UK (since July 2007)

Professional affiliations

- European Association of Science Editors
- English PEN

• APPENDIX 1

Staff, consultants and boards 2008

Editor

Marge Berer

Editorial Office

Pathika Martin

Finance

Paula Hajnal-Konyi

Editorial consultants

Ellie Bard

Translators

Françoise DeLuca-Lacoste

Lisette Silva

Production management and RHM website

Boldface / Internet Arrow Ltd

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RHM Editorial Advisory Board

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Claudia García Moreno	Coordinator, Multi-Country Study on Women's Health and Violence against Women, and Medical Officer, Gender, Violence and HIV/AIDS, Department of Reproductive Health and Research, WHO, Switzerland
Asha George	Health Specialist, Community Based Approaches, Health Policy & Evidence, Programme Division, UNICEF, USA
Adrienne Germain	President, International Women's Health Coalition, USA
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Sandra Kabir	Executive Director, BRAC UK, UK
Afamia Kaddour	PhD scholar, Harvard University School of Public Health, USA
Julia Kim	Senior Researcher, Rural AIDS and Development Action Research Programme, School of Public Health, University of the Witwatersrand, South Africa

Frances Kissling	Visiting Scholar, Center for Bioethics, University of Pennsylvania, USA
Sophie LeCoeur	Senior Researcher, Institut National d'Études Démographiques, France
Nana Oye Lithur	Chairperson, Reproductive Health Committee, African Women Lawyers Association, Ghana
Bene Madunagu	Coordinator, Dawn; Chairperson, Executive Board, Girls Power Initiative, Nigeria
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TK Sundari Ravindran	Independent researcher on gender, women's health and rights; secretary, Rural Women's Social Education Centre, India
Juliet Richters	Associate Professor, School of Public Health and Community Medicine, University of New South Wales, Australia (from July)
Iqbal Shah	Coordinator, Preventing Unsafe Abortion, Department of Reproductive Health and Research/HRP, World Health Organization, Switzerland
Saira Shameem	Executive Director, Asian-Pacific Resource & Research Centre for Women (ARROW), Malaysia
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Viroj Tangcharoensathien	Director, International Health Policy Programme, Ministry of Public Health, Thailand
Paul Van Look	Director, Department of Reproductive Health and Research/HRP, World Health Organization, Switzerland
Charlotte Watts	Professor of Gender Violence and Health, London School of Hygiene & Tropical Medicine, UK

APPENDIX 2

Objectives and achievements 2008

Main editorial tasks	State of Completion
RHM 16(31), May 2008 – Conflict and crisis settings: promoting sexual and reproductive rights [Guest editor: Rosalind P Petchesky]	completed and being distributed
RHM 16(31), May 2008 Supplement – Second trimester abortion	completed and being distributed
RHM 16(32), Nov 2008 – Reproductive cancers	completed and being distributed
RHM in other languages – Chinese, Arabic, Spanish, Portuguese, Hindi, French and Russian	all editions completed and being distributed
Redesign RHM website	in process, completion in 2009

Additional activities accomplished	
RHM 15(29) Supplement 2007 on Ensuring sexual and reproductive health for people living with HIV	all remaining copies distributed
The Abortion Papers from RHM 1993–2006, on CD-ROM	all remaining copies distributed
Condoms: An International Workshop, CD-rom with workshop presentations and final report	all remaining copies distributed
Donors meeting, January 2008	completed
Update Cumulative Index to include 2007 and 2008	in process for completion for new website in 2009
Editor made presentations at University of Oslo/NORAD, Oslo; Brunel University, London; national maternal mortality conference, Cuernavaca; Institute of Tropical Medicine, Antwerp; Bpas conference, London; International AIDS conference, Mexico City; Lancet conference on Alma Ata, London; FIAPAC conference, Berlin; and AWID conference, Cape Town	completed