ALL4MATERNITY EDITORIAL POLICY FRAMEWORK 2025

Overview

The All4Maternity Editorial Policy Framework 2025 sets out the ethical, professional and procedural standards that guide all publishing and editorial activities across our journals and learning platforms. It replaces the 2020 edition and reflects a comprehensive five-year review undertaken to ensure alignment with international best practice, transparency and inclusivity.

All4Maternity is the academic publisher of three peer-reviewed, practice-focused journals — The Practising Midwife, The Practising Midwife Australia and The Student Midwife — as well as an online learning and community platform providing professional education, reflective resources and clinical updates for maternity and perinatal practitioners worldwide.

Together, this policy ensure that All4Maternity publications continue to serve as trusted, evidence-informed, and ethically governed publications and platforms that promote safe, high-quality, and compassionate midwifery, maternity and perinatal care.



Editorial governance

All4Maternity journals operate under the oversight of an Editorial Advisory Board representing midwives, educators, clinicians, researchers and service-user advocates globally. Editors-in-Chief have editorial independence for content decisions. Editorial and advertising functions are kept strictly separate. Policies are reviewed every five years, or sooner if required by international standards.

Authorship and contributor responsibilities

We adhere to the International Committee of Medical Journal Editors (ICMJE) recommendations for authorship. Authorship follows the ICMJE criteria (1-4): substantive contribution, drafting/revision, final approval, and accountability. All contributors must declare their specific roles (e.g., conceptualisation, data collection, analysis, writing). Group authorship may be used where appropriate. Ghostwriting and honorary authorship are not permitted.

Conflict of interest and funding disclosure

All authors, reviewers and editors must declare any financial, institutional or personal conflicts of interest. Funding sources must be disclosed in all manuscripts. Editors or reviewers with conflicts are recused from the editorial process. Conflict-of-interest reviews are conducted for editorial team members.

© All4Holdings Ltd 2025. All rights reserved.

Ethics, Consent and Research Integrity

Research involving humans must follow the Declaration of Helsinki and have received relevant ethics approval. Authors must confirm informed consent for identifiable individuals as per World Association of Medical Editors (WAME) guidance. The use of patient, student or service-user data requires de-identification and explicit permission. Ethical breaches (fabrication, falsification, plagiarism) are investigated following COPE flowcharts.

Peer Review Process

All eligible manuscripts undergo single-blind peer review by experts in the field. All submissions are assessed by the Editor for suitability for the journal. Reviewers are selected for subject expertise, absence of conflict and commitment to COPE Guidelines for Peer Reviewers. Clinical or practice-based submissions outside the immediate scope of the Editorial Team will undergo external single-blind peer review. Authors will be notified if this process is initiated, and feedback will be provided in line with our peer review standards. Reviews are expected within four weeks of assignment. Editors are responsible for the final decision regarding acceptance, revisions required or rejection. Editors provide clear decisions: accept, revise or decline, with constructive feedback. For student or reflective submissions (The Student Midwife), an adapted mentoring review model is used (see Appendix B).

Integrity, Plagiarism and AI Use

All authors must confirm the work is their own. Duplicate or fabricated content will be investigated and, where necessary, retracted. Authors must disclose any use of AI-assisted writing, data analysis or image generation tools and confirm that AI tools did not generate citations or fabricate data. Accountability for AI-generated content rests solely with the authors.

Data Availability and Clinical Trial Registration

Empirical studies should include a Data Availability Statement describing where and how data may be accessed. Clinical trials must be registered in a recognised registry (e.g., ClinicalTrials.gov, ISRCTN) before enrolment begins. Authors are encouraged to share underlying datasets responsibly, respecting participant confidentiality.

Prior Publication

Manuscripts under active review elsewhere will not be considered.

Diversity, Equity and Inclusion

All4Maternity journals are committed to inclusive authorship, language and representation. Editorial Boards seek balanced geographic, cultural and professional diversity among reviewers and contributors. Inclusive terminology is used to represent women and all birthing people. Content is reviewed for cultural sensitivity and accessibility.

Complaints and Appeals

Authors may appeal editorial decisions in writing to the Managing Editor within 30 days. Appeals are reviewed independently. Readers or institutions may raise ethical or factual concerns, which will be handled transparently and documented.

Corrections, Retractions and Version Control

Corrections are issued for factual or typographical errors that affect accuracy but not conclusions. Retractions follow COPE Retraction Guidelines where integrity or ethics are compromised. All corrections and retractions are publicly linked to the original article. Digital archives maintain version control to ensure transparency.

Advertising and Sponsorship

Advertising is managed separately from editorial operations.

© All4Holdings Ltd 2025. All rights reserved.

Advertising must comply with the WHO International Code of Marketing of Breast-Milk Substitutes. Advertisements are accepted only if relevant, ethical and non-misleading. Sponsors and advertisers have no influence over editorial content.

Indexing and Citations

The Practising Midwife is indexed on CINAHL, SCOPUS, MIDIRS, and PubMed. The Practising Midwife Australia is in the process of indexing in the same databases. The Student Midwife is indexed on MIDIRS. DOI registration is managed via CrossRef for all online articles.

Accessibility and Archiving

All digital content is hosted through the All4Maternity platform with long-term preservation via secure institutional archiving and DOI metadata. Accessibility standards follow WCAG 2.1 AA wherever feasible.

Review Cycle and Contact

This policy was reviewed and updated October 2025 (previous review 2020). Next scheduled review 2030.

For enquiries, contact: Jayne Purdy, Managing Editor The Practising Midwife | The Practising Midwife Australia | The Student Midwife Jayne@all4maternity.co.uk

APPENDIX A: The Practising Midwife & The Practising Midwife Australia

Audience: maternity and perinatal professionals (midwives, obstetricians, maternity support workers, doulas, educators, researchers).

Content types: primary research, clinical practice, education, reflections, and service-user perspectives.

Review model: external single-blind peer review for eligible articles with editorial oversight. Average turnaround: 3-4 weeks from submission to first decision.

Focus: prioritises evidence translation, safety, and interprofessional collaboration.

Editorial leadership: Editors-in-Chief supported by an international editorial advisory board and team of expert peer reviewers.

APPENDIX B – The Student Midwife

Audience: student and newly qualified midwives worldwide.

Purpose: to support reflective writing, scholarship and professional voice.

Review model: internal peer mentoring by editors and external educational reviewers.

Focus: education, placement experience, wellbeing, and learning in practice.

Authors receive developmental feedback and may resubmit after guidance. Upholds the same ethical, integrity and inclusion standards as all All4Maternity titles.

© All4Holdings Ltd 2025. All rights reserved.

APPENDIX C – Educational Editorial Policy for the All4Maternity HUB

Applies to: All4Maternity HUB and All4Maternity App
Approved by: Education Editorial Team and All4Maternity Editorial Advisory Board
Review cycle: Every five years or following platform or policy updates

Purpose and Scope

This appendix defines the editorial and quality assurance standards applied to all eLearning, webinar, and digital course content published on the All4Maternity Hub and App. It ensures educational integrity, accessibility, and consistency with the All4Maternity Editorial Policy Framework 2025.

Governance and Oversight

All educational content is reviewed by the Education Editorial Team, which operates under the authority of the All4Maternity Editorial Advisory Board. The Education Editorial Team comprises senior midwifery educators, researchers, and clinical experts responsible for pedagogical design and academic integrity. Courses may also be subject to review by the Editors-in-Chief where content overlaps with journal material or research dissemination.

Course Development and Review Process

Each course follows a structured Quality Assurance (QA) workflow.

This includes:

- **Course Information and Authorship** - All courses must list the course title, type (e.g. Essential, Advanced, Mini), and internal records of lead author(s) or contributors (s). Updates or revision dates will be published.

- **Multimedia and Format Standards -** All videos, graphics, and H5P activities must be checked for accuracy, accessibility (WCAG 2.1 AA), and relevance to learning outcomes. Videos and brand assets must display the current All4Maternity logo and colour palette. Courses must include subtitles or transcripts for all audio-visual elements.

- **Editorial and Peer Review -** New courses undergo internal peer review by an appropriate member of the Education Editorial Team. Where specialist or clinical accuracy is required, external peer review is commissioned following the same standards outlined in the Peer Review Process of the main Editorial Policy Framework. Peer reviewers are acknowledged internally but not publicly listed to maintain confidentiality.

- **Equality, Diversity and Inclusion (EDI) and Cultural Safety Review -** Every course must be reviewed for inclusive language, imagery and accessibility, using the EDI Quality Check stage of the QA form. Cultural perspectives and person-centred communication must be represented appropriately.

© All4Holdings Ltd 2025. All rights reserved.

- **Learning Design and Knowledge Assessment -** Courses include clear learning outcomes, sequential structure, and end-of-module knowledge checks (100% pass mark, CPD certification available). Feedback forms must be active and visible within the course interface. Links and reference lists must open in a new browser tab and use current citation standards.

- **Version Control and Update Cycle -** Each course must indicate the date of last update (e.g., Last updated October 2025). Courses are reviewed at least every two years to ensure continued alignment with current evidence and policy. Archival copies of previous versions are retained for reference and audit.

- **Publication and Access Settings Courses** - are published on the All4Maternity Hub following sign-off by the Education Editorial Team and Managing Editor. All settings (free-form, membership access, paywall) are checked prior to publication to maintain platform consistency.

Final upload is confirmed in the QA log with reviewer initials and date.

Ethical Standards and Research Integrity
All educational content aligns with the principles of the Declaration of Helsinki, COPE, and WAME, ensuring accuracy, fairness and respect for learners and contributors.
No course may include undisclosed sponsorship. AI-assisted design, writing or media creation must be disclosed and verified for factual accuracy.

Complaints, Appeals and Corrections
Learners or contributors may raise concerns regarding course content or accuracy through the designated Quality Assurance contact form.
Substantiated concerns will be reviewed by the Education Editorial Team, with corrections or withdrawals following the same principles as Corrections and Retractions.

Next scheduled review: October 2028

© All4Holdings Ltd 2025. All rights reserved.