

40 Years of Clinical Outreach: camaraderie, caring and communication

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A mighty milestone has been reached by the WCET® in achieving 40 years of clinical outreach through the WCET® Journal, which is a reason for both celebration and reflection.

In earlier editorials I referred to several points, including that being custodian of the WCET® Journal is a privilege; the legacy of previous editors in developing a high-quality reputable journal reflective of the WCET®'s objectives, the diversity of WCET®'s 69-member countries' and the challenges that ET nurses encounter in providing wound, ostomy and continence care. This requires due acknowledgment¹.

The WCET® Journal has fulfilled its original objectives in providing a medium that has disseminated new knowledge in relation to research, education, clinical practices and professional opinion for specialists working in the clinical domains of wound, ostomy and continence care. And, as a result, society in general around the world has benefited from the vast experiences of others and pragmatic knowledge published².

The WCET Journal was initially called Newsline, commencing in May 1980. Nortrud Schindzielorz was the editor and there were two 2-page editions in the first year. Norma N Gill became editor in 1982 and it was then that the WCET Journal blossomed and became known as the official journal of the WCET. Norma was editor of the first professionally published edition of the journal and she wrote the first journal editorial.

Since 1980 the WCET® Journal has evolved into a respected and reputable journal through the dedication of many editors and contributions of editorial boards and peer reviewers from around the world. Each editor has individually influenced journal development based on their clinical and professional backgrounds and inter-collegial networks.

The editors who have followed Norma, in order of appointment, are Pat Blackley, Donna Bull, Susan Russell, Pat Blackley (for a second stint), Julia Thompson, Elizabeth Ayello, Karen Zulkowski, Susan Stelton (for one issue as acting editor) and Jenny Prentice. In recognition of her long-standing contribution to the journal, Dr Elizabeth Ayello was awarded Executive Editor Emeritus status.

Jenny Prentice

PhD, BN, RN, STN, FAWMA

Journal publication has been strongly supported by the WCET® Board and publisher Cambridge Media. Having a single publishing house during this period has been advantageous providing continuity in publishing processes, maintaining relationships with the WCET® Board and latterly securement of Sustaining Journal Partners. Greg Paull and the team at Cambridge Media are to be congratulated for their collective contributions to the journal's success.

A number of milestones have been achieved along the journal's journey. In 2008, the concept of company sponsored journal supplements was introduced. These supplements are comprised of a collection of peer-reviewed articles on a specific subject as chosen by the company sponsoring the supplement.

The first supplement, sponsored by Coloplast, was volume 28 (2) 2008. Subsequently, Hollister and Coloplast have supported supplements to coincide with the journal aligned to each WCET® Congress.

This year to commemorate the WCET® Journals' 40th anniversary and to compliment the WCET® Worldwide Education Webinar 2020 (in lieu of the Congress) a special e-supplement endorsed by five companies (in alphabetical order - Calmospetine, Coloplast, ConvaTec, Eakin and Hollister) was published.

Since the beginning of 2018 the WCET Journal became the official journal for two Societies – the International Inter-professional Wound Care Group and the World Council of Enterostomal Therapists. And at the end of 2019 the WCET® Journal and Advances in Skin & Wound Care entered into a co-publishing agreement sharing copyright of four articles from each journal each year.

Throughout 2019 and at the beginning of 2020, quantum leaps occurred with translation of the journal into four other languages - Chinese, Spanish, French and Portuguese - thereby facilitating greater outreach and diffusion of information within the global WCET® community: a rather unique and trend setting accomplishment.

WCET® members value the journal as part of their membership to WCET®, as identified in multiple WCET® member surveys³. The diversity in content is evident when reviewing past issues of the journal, which are posted on the WCET® website and

since 2019 at journals.cambridgemedia.com.au/wcetcn, and as reflected in the current Article Index within this current issue. Lorrie Gray MSc (Edinb), STN (Retired), RN (Retired), a valued Life Member of the Australian Association of Stomal Therapy Nurses and well-known member of the WCET[®], has kindly provided a guest editorial containing her reflections on the value of the WCET[®] journal.

While 'Stories from the Bedside' no longer feature in the journal as we continue to aspire to achieving Medline Indexation⁴, case studies remain invaluable in terms of lived experiences of people with wound, ostomy and continence health issues and the wound, ostomy and continence nurses who care for them. Sharing these experiences often assists others to resolve a problem, therefore providing better care. News and views connect us all with important messages and WCET[®] activities.

Although COVID-19 has delayed our ability to celebrate in person the journal's 40th birthday, it has not diminished our collective spirit, camaraderie and capability to care and communicate. Members of WCET[®] have provided excellent insight into caring for people with COVID-19, caring for our colleagues and ourselves when it comes to maintaining optimal skin integrity and prevention of pressure injuries arising from long-term use of face masks⁵.

It would be wonderful to have a crystal ball to leap forward to 2060 to envisage what the future of the Journal may be in another 40 years' time. Without that ability, however, I am reminded of some sage words from Pat Blackley who said, "A journal does not appear every quarter on its own accord". No contributors means no journal. It is only you, the members of the WCET[®], who can keep our publication alive. With the advent of evidence-based nursing it is incumbent on us stomal therapy nurses to publish the evidence that underpins our practice. No one else can!⁶

I wish to express my appreciation to the current editorial board and reviewers who assist with critiquing articles and providing guidance to authors, particularly new authors. It will be a pleasure to introduce new editorial board members to you all next year.

Similarly, I hope 2021 affords us the opportunity to collectively celebrate 40 years of clinical outreach, camaraderie, caring and communication via the WCET[®] Journal in Scotland.

Wishing you all a safe, happy Festive Season.

Jenny

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