CSA

Society of
Certified Senior Advisors®

PUBLICATIONS
STYLE GUIDE

SCSA PUBLICATIONS STYLE GUIDE

This style guide is a basic resource and reference for authors who write for SCSA Publications. It provides immediate answers to the most common questions about the Journals required style, which follows *The Chicago Manual of Style* (CMS 16th ed.), and *Merriam Webster's Unabridged Dictionary* (online). The SCSA Publications Style Guide covers the most basic concerns:

- Correct use of company trademarks
- Submissions
- Headings—placement and capitalization
- Lists—numbered or bulleted, run-in or vertical
- Numbers
- Punctuation
- Citations, reference lists, and bibliographies
- Tables and figures
- General and miscellaneous

Company Trademarks

- Include the registered symbol ® with the first use of Society of Certified Senior Advisors®. Make the registered symbol ® superscript. Abbreviate Society of Certified Senior Advisors® as SCSA. Do not use the registered symbol ® with SCSA.

- Do not capitalize "the" when referring to "the Society of Certified Senior Advisors®" or "SCSA." SCSA is a proper noun used by itself.

- Include the registered symbol ® with all uses of Certified Senior Advisor (CSA) ®.

- Do not use the registered symbol ® with the plural version Certified Senior Advisors (CSAs) or with CSA or CSAs.

Submissions
Articles, chapters, and other writings must be submitted in Microsoft Word, Times New Roman 12 pt., double-spaced, paragraphs indented and not justified. Do not use automatic formatting that makes editorial changes difficult.

Articles should be 1,500-2,000 words in length.

Heading Levels
Do not use more than three levels.
- A-head or level one (the first-level heading after the chapter title): Centered, bold, upper and lower case
- B-head or level two: Flush left, bold, upper and lower case
- C-head, or level three: Indented, bold or italicized, run-in with paragraph

Lists

Lists should conform to CMS style. Very short lists of no more than five items can easily be set as run-ins to the text. Anything longer should be displayed as a vertical list, numbered or bulleted, and introduced by a complete, grammatical sentence.

Numbers

The general rule for numbers is to spell them out in running text. That includes cardinal numbers (quantity)—that is, ten kittens, fourteen apples (not 10 kittens or 14 apples); and ordinal numbers (rank or position)—as in third base, not 3rd base, or tenth in line, not 10th in line. Also, "It was their twenty-fifth anniversary."

- Spell out large numbers such as three billion or ten thousand. But "The government wasted $1 trillion." (See CMS 9.13-17.)
- When citing numbers as narrative information, all sources for those numbers must be documented.
- Spell out whole numbers—one hundred stars—but numerals for odd numbers—103 days.
- Always spell out numbers at the beginning of a sentence. However, it's best to avoid this by revising the sentence. For example: "The year 1998 was exciting," rather than "Nineteen-ninety-eight was exciting."
- *Percent.* In running text, spell out *percent*—10 percent, not 10%. Use % sign only in tables.
- *Degrees.* Spell out *degrees* but not the number; that is, 100 degrees, not one hundred degrees.
- *Time of day.* Spell out even, half, and quarter hours in running text: "The meeting begins at ten thirty and ends at a quarter to twelve." But use numerals for exact times: "The train leaves at 9:23 a.m."
- *Ages.* Spell out ages. "He is sixty-five years old."
- *Decades.* Use numerals, as in 1990s.
- *Centuries.* Spell out, as in twenty-first century.

Punctuation

- *Spacing.* Do not use a double space after a period at the end of a sentence, which makes graphic art production more difficult.
- *Serial commas.* All items in a series are separated by commas. For example: The grocery basket held eggs, apples, milk, bread, and cookies (CMS 6.18).
- *Contractions.* Contractions are generally accepted as more user-friendly for ease of reading.

Academic Degrees

CMS recommends omitting periods in academic degrees. SCSA agrees, with the exception of M.D. and Ph.D.

Always include the academic credentials M.D. or Ph.D. when referring to someone the first time. After that, the person can be referred to as *Dr.*

General

- ***Do not use first person.*** Write in second and/or third person.
- ***Gender-free Language.*** Avoid as much as possible the use of she/he, him/her. A good writer will recast the sentence appropriately without this conundrum. (See CMS 5.41, 221-30.). It is certainly necessary and expected to refer to a specific gender as he or she.

  When avoiding references to gender, do not use plural pronouns with singular nouns, such as: "When a person shops, they spend too much money." A single person is not *they*. Recast the sentence.
- ***Place names.*** In running text, spell out names of cities, states, and countries. Do not abbreviate.
- ***Age of references:*** Use sources that are no more than five years old, except in cases such as seminal work and government studies where more current material is not available.
- ***SCSA defines seniors as people age sixty-five and older.*** When referring to this demographic, use the terms *seniors* and *older adults*. Never use the word *elderly*. If you need to talk about different cohorts or categories of seniors, use these terms:

Best modern term	Age Group
Young-old	65-74
Middle-old	75-84
Oldest-old	85+
Centenarians	100+

  The term *elder* is used only when speaking of seniors who are in long-term care or are frail and needing care, for example: *elder care*.

- ***Baby boomers:*** Refer to them as such but never as *seniors* or *older adults*. Baby boomers and boomers are not capitalized, according to CMS. They can be referred to as baby boomers or boomers.
- Use African American (not hyphenated) and Caucasian (capitalized).

Bibliographies, References, Resources and In-text Citations

- ***Bibliographies, references, and resources*** should be alphabetized, and are treated much the same (CMS 14.18). Titles of books, magazines, newspapers, and movies are set in italics and capitalized accordingly. The flush-and-hang method is preferred. For example:

  Pollan, Michael. *The Omnivore's Dilemma: A Natural History of Four Meals*
  (New York: Penguin, 2006)
- ***Website resources and citations*** should follow as closely as possible bibliography and reference style, and always include web address and access date:

  Evanston Public Library Board of Trustees. "Strategic Plan 2000 - 2010." Evanston Public Library. www.epl.org/library. (Accessed July 10, 2010.)

- *Author-date system.* In-text citations should include the author and date of the reference, such as, "In a study of the U.S. population (Jones 2012)." If more than one author, use (Jones et al. 2010). A full reference or bibliography should follow at the end of the chapter or article.

Tables and figures

Tables, as well as figures and other illustrations, should be as simple as possible and understandable on their own. According to CMS, "Tables are most appropriate for scientific, statistical, financial, and other technical material." Tables and figures should be referenced in the text, as in "See Table 1.1." They should be labeled at the top with the table number in bold, followed by the description:

Table 1.1. The increase of animals in shelters since 2000.

Appendix

The plural of *appendix* is *appendixes*, not *appendices*.

The Chicago Manual of Style is available in print and also online at
www.chicagomanualofstyle.org

SCSA PUBLICATIONS WORD LIST

- adult day care centers
- advance directive (not advanced directive)
- age in place; aging in place
- Alzheimer's disease (never Alzheimer; never Disease)
- assisted living community
- baby boom generation (lower case)
- baby boomer; boomers (lower case)
- board and care homes
- care recipient – two words
- caregiver, caregiving – one word, not two
- Certified Senior Advisor (CSA)® but no registered symbol for CSAs
- coinsurance
- co-payment; co-pay
- day care; day-care option
- decision making; decision maker; decision-making process
- direct care worker
- do not resuscitate (DNR); do-not-resuscitate order

- elder care
- eldercare workforce
- elderhood
- Elderhostel (program)
- elders (never *elderly)*
- empty nesters
- end of life; end-of-life care
- estate tax; estate-tax concerns
- golden age; golden years
- Golden Rule
- Great Depression; the depression
- health care directive
- Health Care Power of Attorney (HCPOA)
- health care; health-care professional; healthcare-system
- Health Insurance Portability and Accountability Act (HIPPA)
- health-care practitioner
- HIPPA Waive and Release
- home care worker
- home care; home-care professionals
- homebound
- hospice (singular and plural)
- Internet
- living will
- long-term care (LTC)
- M.D.
- M.Ed.
- master's degree (lower case)
- Medicaid
- Medicare
- mental health professional
- MS, MA, Master of Science, Master of Arts, but master's degree
- older adults
- Ph.D.
- post-retirement
- primary care physician
- senior(s)
- Society of Certified Senior Advisors® (SCSA)
- website (one word, lowercase)
- well-being
- workforce