

## HOW TO CITE

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**Identity traits and strengthening of a scientific journal***Traços de identidade e fortalecimento de um periódico científico*

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A strong scientific journal is built on the foundation of an institutional structure that is coherent with its development. This structure is formulated through continuous, responsible work, considering global and national positions in the field of knowledge production in which the journal participates. Through the construction of a network of internal collaborators (an essential structure for the daily work of advancement and maintenance) and external collaborators (an essential structure for the journal's permanence in the dissemination of knowledge produced for and by society), which over time will mark the strengthening of the network and the reach of its rhizomes as processes of solidification and growth in the scientific community.

Recognition of the journal's quality is part of an identity process. Identity development must be continually strengthened and imprinted on all published texts and communication components. It is from this that the journal gains notoriety and engagement, strengthening its field of action and increasing its network of contacts. Identity allows recognition, translated into the impression of a brand, which safeguards the qualities or maladjustments imprinted by the work of the editorial board, recognized by society.



The editorial board is responsible for strengthening and imprinting qualities on the journal's identity. It is their responsibility to help identify scientific and ethical texts that are aligned with the scope of the journal. This work is aligned with a transparent process of editorial flows and counterflows for an accurate evaluation, which identifies the potential of the texts received and places them in the best configuration for scientific evidence to reach health care and management practices, with a view to improving and maintaining quality, aligned with the demands of society.

Alignment with society's demands must guide the construction of the scientific journal's knowledge dissemination processes. This is a characteristic that can be imprinted as an adjective on its identity. Having editors who are sensitive to identifying texts that are aligned with contemporary discussions, without losing sight of reflections on the historical and social processes that structure society's advances and setbacks, makes it possible to maintain an up-to-date journal that is critical and encourages reflection.

Being sensitive to and driving research demands from national and international agendas positions the journal in the direction of the growth of external agendas, which break through and broaden the individual vision of the editors and the maintaining institution to overcome the epistemological obstacles that permeate the construction of knowledge (Bachelard, 1996).

Research agendas for Brazil's Unified Health System, the Sustainable Development Goals, environmental issues and the preservation of the Amazon, the production of renewable and clean energy, ethics and artificial intelligence, gender and sexuality issues, people with disabilities, the internet and social media, racism, neurodiversity, etc. are all areas that need spaces for the production and dissemination of knowledge as a way of qualifying discussions in society towards a state of social well-being.

In short, the growth of the journal is the vector resulting from the advances, processes and setbacks in a web of multidimensional variables that (un)govern the management of a scientific journal towards the construction of an identity. The multidimensionality of quality, institutional responsibility, building and maturing networks of researchers who use the journal, Ad Hoc consultants, technical staff, the constitution of a diverse and exogenous editorial board, maintaining the quality of the evidence published, etc., are some of the constitutive features of this process. In addition to these, there is the demonstration of formulation, renewal and maintenance aimed at good knowledge



management, will culminate in indexing in databases/libraries that will expand the journal's network of access and visibility around the world.

Experiencing the daily life of a journal is to be routinely challenged in the direction of the scientific and technological improvement that the world demands of the team of editors and maintainers. We wish a long and prosperous life to the *Gestão & Cuidado em Saúde* journal, linked to the Health Sciences Center and the Professional Master's Degree in Health Management (Mestrado Profissional em Gestão em Saúde) of the State University of Ceará, with an identity that is increasingly stronger, more perennial and of higher quality.

## REFERENCES

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