

Repurposing Content for Many Channels and Many Audiences

Leslie O' Flahavan, E-WRITE
@LeslieO

U.S. Forest Service, Public Affairs Meeting
Knoxville, Tennessee - July 11, 2017



As communicators, we're feeding a content monster

These two are just content monster wannabes



Content monster



Mo Willems
doodles!



What is content repurposing?

What is the definition of repurposing?

- *Changing the format, length, or publishing channel for your content while retaining its main message.*

Forest service repurposing case study

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Caring for the land and serving people
United States Department of Agriculture

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Blog
Your Next Trip to the Great Outdoors Helps the Economy
Larry Moore
Office of Communication, U.S. Forest Service
July 5, 2017 at 11:30am

When a family packs up their car for a trip out to their national forests and grasslands, they create more than just memories. They create jobs.

Nearly three-quarters of Americans live within 100 miles of a national forest or grassland. Every year national forests and grasslands receive nearly 150 million visits, most of which, about 85 percent, are for recreational purposes.

So how does this translate to jobs?

The simple answer is that the recreation economy is an enormous economic driver. In fact, Outdoor Industry Association found that in 2012 recreation contributes \$1.6 trillion to the U.S. Gross Domestic Product. And, last year, consumers spent \$887 billion on recreation, supporting 7.6 million American jobs.

"When someone heads out to recreate, they need supplies. They need guidance. They need accommodations," says U.S. Forest Service Director of Recreation, Heritage and Volunteer Resources, Joe Meade. "These needs open the door for sports equipment retailers, hotels, outfitters, guides, even restaurants, gas stations, and even souvenir shops."

In 2014, recreation on Forest Service lands contributed more than \$10 billion to the U.S. economy. The Forest Service is able to do this not just because of the sheer number of recreation sites, but because of the diversity of landscapes and locales offered.

"The recreation capacity of the Forest Service is huge," says Toby Bloom, National Program Manager for Travel, Tourism, and Interpretation at the Forest Service. "175 forests and grasslands across the country mean that there's something for everyone from hiking among the redwoods of California, to skiing in the mountains of Colorado, even walking the rainforest of Puerto Rico."

The U.S. Forest Service footprint is large and the agency's managed lands are home to the largest managed trail system in the country—nearly 160,000 miles of them. There are also thousands of campgrounds, tens of thousands of recreation areas, millions of acres of lakes and wilderness, hundreds of thousands of miles of fishable streams, and more. The Forest Service happens to also host 80 percent of the downhill skiing capacity in the U.S. a substantial seasonal economic force in many places in the country.

Because not every aspiring recreationist is an outdoors expert, the national forests and grasslands support over 7,000 outfitters and guides. Most of these are small businesses that provide jobs and revenue to small towns in rural America. Many of them are family owned, with generations of the same family supporting themselves and their community through a deep cultural and economic connection to the land. Entire communities prosper across the country because of the steady, reliable, and enthusiastic influx of tourists and recreationists seeking out the thrill of white water rapids, or the reflective solitude of wilderness.

In fact, rural areas with a land base including public lands like national forests and grasslands benefit the most. Areas where that land base of public lands was 30 percent or more experienced 345 percent job growth over the last 40 years. Similar areas with no public lands had less than a quarter of that growth over the same period.

"This goes to show how valuable our national forests and grasslands are for the American people," Meade says. "It's not just timber. It's not just environment, it's not just recreation—it's the whole package, and it's an excellent investment for the American people."

Tags: forest service Outdoor Industry Association national forests grasslands economy recreation Topics: Recreation



Stargazer Recreation Area on the Siskiyou Ranger District, Tongue National Forest. Photo by Sandy Russell.



U.S. Forest Service

July 7 at 12:56pm · 🌐

Outdoor Industry Association found that in 2012 recreation contributes \$1.6 trillion to the U.S. Gross Domestic Product. And, last year, consumers spent \$887 billion on recreation, supporting 7.6 million American jobs. Your next trip to the great outdoors helps the economy. <https://www.usda.gov/.../your-next-trip-great-outdoors-helps-...>



Your Next Trip to the Great Outdoors Helps the Economy | USDA

When a family packs up their car for a trip out to their national forests and grasslands, they create more than just memories. They create jobs. Nearly...

USDA.GOV



U.S. Forest Service @forestservice · Jul 7

Your next trip to the great outdoors helps the economy. [usda.gov/media/blog/2017/.../WorkingForests](https://www.usda.gov/media/blog/2017/.../WorkingForests)



👍 22 🗨 62

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EMPOWERING WOMEN
SINCE 1881

The Simple Truth about the Gender Pay Gap (Spring 2017)



You've probably heard that men are paid more than women are paid over their lifetimes. But what does that mean? Are women paid less because they choose lower-paying jobs? Is it because more women work part time than men do? Or is it because women have more caregiving responsibilities? And what, exactly, does gender bias have to do with paychecks?

AAUW's *The Simple Truth about the Gender Pay Gap* succinctly addresses these issues by going beyond the widely reported 80 percent statistic. The report explains the pay gap in the United States; how it affects women of all ages, races, and education levels; and what you can do to close it. In 2016, for the fifth anniversary of *The Simple Truth*, we updated the report with information on disability status, sexual orientation, and gender identity.

Full Report

[Download report \(English\)](#)
[Download report \(Spanish\)](#)

Engage with the Research

[Get the PowerPoint presentation](#)
[A policy guide to state equal pay laws](#)
[Take action to close the gender pay gap](#)

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Quick Facts

According to AAUW, the pay gap won't close until 2152. [Twitter](#)

Think 80 cents is bad? The pay gap is worse for women of color. [Twitter](#)

The gender pay gap is worse for mothers, and it only grows with age. [Twitter](#)

Thanks to the pay gap, women of color especially struggle to pay off student debt. [Twitter](#)

Women in every state experience the pay gap, but in some states it's worse than others. [Twitter](#)

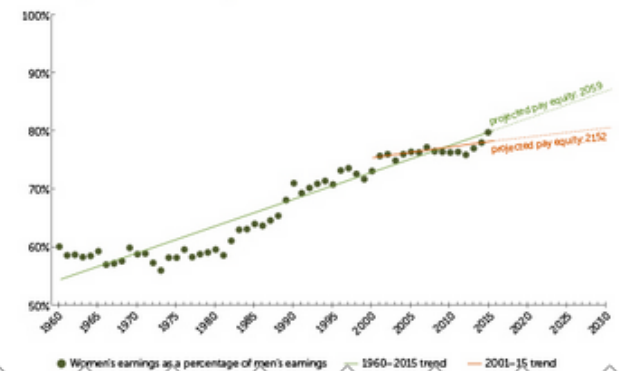
Women face a pay gap in nearly every occupation. [Twitter](#)

More education helps increase women's earnings, but it still doesn't close the gender pay gap. [Twitter](#)

The Big Number: 80 Percent

Did you know that in 2015, women working full time in the United States typically were paid just 80 percent of what men were paid, a gap of 20 percent? While the number has gone up one percentage point from 2014, the change isn't statistically significant — because the increase is so small, mere tenths of a percent, it doesn't amount to perceptible change. According to the U.S. Census Bureau, the earnings ratio hasn't had significant annual change since 2007. The gap has narrowed since the 1970s, due largely to women's progress in education and workforce participation and to men's wages rising at a slower rate. Still, the pay gap does not appear likely to go away on its own. At the rate of change between 1960 and 2015, women are expected to reach pay equity with men in 2059. But even that slow progress has stalled in recent years. If change continues at the slower rate seen since 2001, women will not reach pay equity with men until 2152.

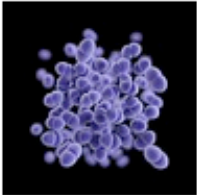
Women's Median Annual Earnings as a Percentage of Men's Median Annual Earnings for Full-Time, Year-Round Workers, 1960–2015



Use a *bite*, *snack*, and *meal* approach

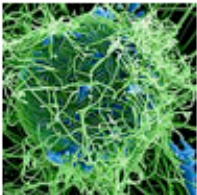


Use a *bite*, *snack*, and *meal* approach



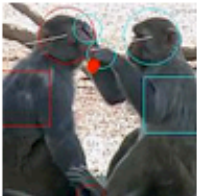
Retooling an old antibiotic

June 13, 2017 — In the lab, novel compounds thwarted bacteria that are resistant to the antibiotic vancomycin. The findings could lead to improved antibiotics.



Antibodies from Ebola survivor could lead to treatments and vaccines

June 6, 2017 — Antibodies from an Ebola survivor protected animals from deadly ebolaviruses and could help inform the development of potential treatments and vaccines.



New brain network identified for social interactions

June 6, 2017 — Brain regions that are involved in analyzing social relationships in rhesus macaque monkeys may be a precursor to humans' ability to understand what another person is thinking.



How diet may affect age-related macular degeneration

June 6, 2017 — Switching mice from a high glycemic diet to a low glycemic diet stopped the development of certain signs of age-related macular degeneration.

Use a *bite*, *snack*, and *meal* approach



Shared Stories and Practices

Conservation of an Arctic Icon



The rapid loss of its sea-ice habitat is jeopardizing the future of the polar bear, and its fate will be determined by the global community's willingness and ability to address climate change. The Conservation Management Plan for the polar bear, developed by U.S. government agencies, native communities, private organizations, scientists and subsistence hunters, outlines actions to improve the polar bear's immediate chances of surviving in the wild.

[News Release](#)

[Conservation Management Plan](#)

[Questions and Answers](#)

Resilient Lands & Waters Initiative: Safeguarding Natural Resources from Climate Change

What do the California Headwaters, California North-Central Coast and Russian River Watershed, Crown of the Continent, Great Lakes Coastal Wetlands, Hawai'i, Puget Sound's Snohomish River Watershed and Southwest Florida have in common? These landscapes are becoming more climate resilient thanks to seven innovative partnerships through the *Resilient Lands and Waters Initiative*. A final report and website are now available highlighting accomplishments, lessons learned, and recommendations as well as providing links to decision support tools, maps, and related web sites.

[News release](#)

[Learn more](#)

Seven Honored with Climate Adaptation Leadership Awards for Safeguarding - *America's natural resources from climate change*

For their outstanding work in raising awareness and addressing the impacts of climate change on the nation's natural resources, seven organizations and individuals were honored today by an interagency group of federal and state agencies as the first-ever recipients of the Climate Adaption Leadership Award for Natural Resources. Recipients were selected from 47 nominations representing activities from individuals and federal, tribal, state, local and non-governmental organizations from around the country.

[News release](#)

[Learn more](#)

Write repurpose-able *bites* and *snacks*

Science & Technology

Recent Science Stories

Small variations in breeding pools make for big differences in Yosemite toad use

Paul Meznarich, June 30, 2017 at 12:00pm

The Yosemite toad (*Anaxyrus canorus*) is a rare species found exclusively in California's Sierra Nevada. While its range encompasses hundreds of miles, spanning five national forests and two national parks, the livelihood and future survival of this federally threatened species may come down to mere centimeters.



A breeding pair of Yosemite toads (*Anaxyrus canorus*); a rare species found exclusively in California's Sierra Nevada mountain range. Christina Liang, USDA Forest Service.

Write headlines that work numerous channels



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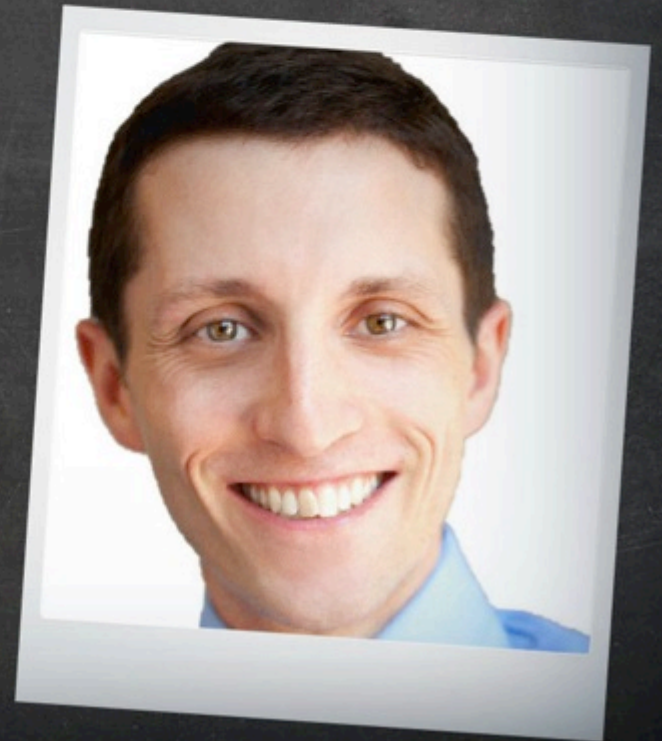
ARIZONA RURAL HOSPITAL FACILITIES AND MARKET STUDY

The Arizona Health Facilities Authority has sponsored a comprehensive examination of Arizona's rural hospital facilities. All of Arizona's 34 rural hospitals participated in the study, including those managed by the Indian Health Service (IHS) and two by Arizona Indian nations. The study was prepared by Health Solutions and Market Intelligence, Inc. under a contract with the Rural Health Office of the University of Arizona Mel and Enid Zuckerman College of Public Health.

The study determined Arizona needs 290 additional hospital beds, 230 additional physicians, and \$2.1 billion in capital for new hospital construction, renovation, and equipment to serve the growing health

From the beginning, plan to repurpose

Brian Reich's Rule of 4



The Rule of 4: A repurposing plan

“I advocate for the ‘rule of four’ – the idea that every piece of information that an organization presents should be available in multiple formats, four to be specific. The four I recommend are video, audio, text, and graphic. These four formats cover the full range of different ways that people like to get/share information and provide more flexibility in terms of which devices and channels someone can use to easily access content...”

-- Brian Reich

Case study: Rule of 4 - Infographic

LIGHTING MADE EASY

BRIGHTEN OUR PLANET'S
FUTURE WITH ENERGY STAR®

Even with all the new lighting choices, saving money on your electricity bill is still simple: Look for the ENERGY STAR for energy savings. No matter the technology or the performance claims, only bulbs with the ENERGY STAR label meet strict guidelines for efficiency and performance that set them apart.

Look for the ENERGY STAR

ENERGY STAR MEANS HIGH QUALITY AND PERFORMANCE. BULBS WITH THE LABEL HAVE BEEN INDEPENDENTLY CERTIFIED AND UNDERGONE EXTENSIVE TESTING.

ENERGY STAR certified bulbs use less energy, so they cost less to operate than standard incandescent bulbs. And less energy means fewer greenhouse gas emissions.



- ★ Use **70-90%** less energy than incandescent bulbs
- ★ Save **\$30-\$80** in energy bills
- ★ Provide the same brightness (**lumens**) with less energy (**watts**)
- ★ Last **10-25** times longer than incandescent bulbs
- ★ Help protect the environment and prevent climate change

Case study: Rule of 4 - Infographic

Choosing the Right Brightness & Color

INSTEAD OF WATTS, LOOK FOR LUMENS TO MEASURE THE BRIGHTNESS OF THE BULB.

[MORE LUMENS = MORE LIGHT]

Look for the light output you need to match the brightness of your old incandescent bulbs.

Old Incandescent Bulbs (**Watts**)

ENERGY STAR Bulb Brightness (**Minimum Lumens**)

100 watts

→ **1,600 lumens**

60 watts

→ **800 lumens**

40 watts

→ **450 lumens**

Watts measure the amount of electricity a bulb needs to operate. ENERGY STAR certified bulbs **provide the same brightness (lumens)** with less energy (watts).

ENERGY STAR bulbs are available in a wide range of colors. Light color, or appearance, matches a temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.



Case study: Rule of 4 - Infographic

Lifetime Savings

ENERGY STAR certified bulbs last
10-25 times longer
than standard incandescent bulbs.



1 12-Watt LED ENERGY STAR Certified Light Bulb
Total Cost: \$45



2.5 13-Watt ENERGY STAR Certified Light Bulb
Total Cost: \$45



25 60-Watt Incandescent Light Bulbs
Total Cost: \$180

20 years

1 ENERGY STAR certified light bulb prevents **460-1,100 lbs.**
of greenhouse gas emissions over its lifetime.

Impact of ENERGY STAR

LIGHTING AN AVERAGE HOME CAN USE MORE
ENERGY THAN YOUR LAUNDRY EQUIPMENT,
REFRIGERATOR, AND DISHWASHER COMBINED.



The Average Household:

Has approximately
30 light
fixtures.



Nearly **70%** of light bulb sockets
in the U.S. still contain inefficient bulbs.

If every household replaced just **one** light bulb with
one that has earned the ENERGY STAR,

we would save enough energy to light **2 million**
homes for a whole year



prevent greenhouse gas emissions equivalent to that of
550,000 vehicles



550,000

Learn more at energystar.gov/lighting.


Case study: Rule of 4 - Video



Ask the Expert: How to Choose a Light Bulb



ENERGY STAR

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32,757

Case study: Rule of 4 – Consumer Fact Sheet



LIGHTING MADE EASY Just Look for the ENERGY STAR®

Only bulbs that have earned the ENERGY STAR label have been independently certified and undergone extensive testing to assure that they will save energy and perform as promised.



- ★ Use 75% less energy than incandescent bulbs
- ★ Save you \$40 to \$135 in energy bills
- ★ Provide the same brightness (lumens) with less energy (watts)
- ★ Last 10 to 25 times longer than incandescent bulbs
- ★ Help protect the environment and prevent climate change

ENERGY STAR certified CFL and LED bulbs are available in a variety of shapes and sizes for any application—including recessed cans, track lighting, table lamps, and more. You can even find certified bulbs that are dimmable. **Use this chart as a guide to finding the right ENERGY STAR certified bulb for your light fixture and remember to always check the packaging for proper use.**

		BULB TYPES					
TABLE OR FLOOR LAMPS							
		SPIRAL	A SHAPE				
PENDANT FIXTURES							
		SPIRAL	A SHAPE	GLOBE	MR16	CANDLE	
CEILING FIXTURES							
		SPIRAL	A SHAPE	CANDLE			
CEILING FANS							
		SPIRAL	A SHAPE	CANDLE			
WALL SCONCES							
		SPIRAL	A SHAPE	GLOBE	CANDLE		
RECESSED CANS							
		MR16	SPOT	FLOOD			
ACCENT LIGHTING							
		MR16	SPOT				

BRIGHTNESS

For brightness, look for lumens, not watts. Lumens indicate light output. Watts indicate energy consumed. ENERGY STAR certified bulbs provide the same brightness (lumens) with less energy (watts). **Use this chart to determine how many lumens you need to match the brightness of your old incandescent bulbs.**

Old Incandescent Bulbs (Watts)	ENERGY STAR Bulb Brightness (Minimum Lumens)
40	450
60	800
75	1,100
100	1,600
150	2,600

COLOR/APPEARANCE

ENERGY STAR certified bulbs are available in a wide range of colors. Light color, or appearance, matches a temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.

2700K	3000K	3500K	4100K	5000K	6500K
WARM					COOL
Warm White, Soft White			Cool White, Natural White		Natural or Daylight (think blue sky at noon)
Standard color of incandescent bulbs.			Good for kitchens and work spaces.		Good for reading.

Visit energystar.gov/lighting for more information.

Case study: Rule of 4 - Newsletter



- [Get Ready! Major Milestones for ENERGY STAR Light Bulbs are Right Around the Corner](#)
- [Lighting Made Easy: Cut Through the Consumer Confusion of Choosing a Light](#)

particular luminaire application.

[Back to the top](#)

Lighting Made Easy: Cut through the Confusion of Choosing a Light

It's no secret that purchasing a light bulb can be a confusing endeavor with the wide range of choices now available on the market. Fortunately, this topic has been getting a lot of attention in recent months. In February, NPR featured Noah Horowitz from the National Resources Defense Council in a story that educated consumers on how to purchase bulbs, including the important guidance to look for ENERGY STAR certified products. You can read and listen to the story [here](#).

ENERGY STAR's two-part lighting podcast "Illuminated" provides a good dialogue on the changing lighting market and guidance on how to shop for energy efficient light bulbs. Visit www.energystar.gov/podcasts or search for the ENERGY STAR podcast on your device to listen to "Illuminated."

EPA breaks down buying a light bulb into four easy steps in this [short video](#).

EPA provides updated troubleshooting and buying guidance on www.energystar.gov/lighting.

Want to Strengthen Your Customer Education? Let's Work Together to Make it Happen!

Do you want to be more effective in connecting with your customers and cutting through the confusion? A lot of peers need this too and voiced an interest in collectively figuring out a better way to successfully connect consumers with ENERGY STAR certified lighting products so they will come back for more. We are leading the way by pooling key stakeholders and resources to uncover specific, effective messages and tools. Interested? We're looking for a range of perspectives from program managers, marketers, and market researchers. **Join us for a call on May 29, 2014 from 1:30-3pm to discuss this important topic.** Please contact Taylor Jantz-Sell or



Involve SMEs in repurposing



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News Release

U.S. Forest Service Awards Grants to Expand and Accelerate Wood Energy and Wood Products Markets in 19 States

Projects Support Innovation and Forest Health

Press Office
(202) 205-1135
[@forestservice](#)

MAY 24, 2017 AT 3:15 PM EDT - U.S. Forest Service Chief Tom Tidwell today announced over \$8.3 million to substantially expand and accelerate wood products and wood energy markets. Federal funds will leverage almost \$37 million in matching funds from 36 business, university, nonprofit, and tribal partners in 19 states for a total investment of over \$45 million. The public-private partnerships leveraged with these grants will lead to the removal of hazardous fuels from forests while spurring the economic development of rural communities. The awarded funds will stimulate the removal of hazardous fuels from national forests and other forest lands to reduce the risk of catastrophic wildfires and promote forest health.

"The Wood Innovations Grant Program helps create jobs in rural communities and keeps our forests healthy," said U.S. Forest Service Chief Tom Tidwell. "By investing in strong markets for forest products, we can incentivize sustainable forest management and sustain our rural communities".

This year the Forest Service received 114 proposals, highlighting the expanding interest in using wood as an innovative building material and renewable energy source. Since 2005 more than 230 grants have been awarded to small businesses, nonprofits, tribes, states, and local governments to improve forest health while creating jobs, renewable energy, and healthy communities.

Of the 38 projects funded, 26 focus upon expanding wood products markets, and 12 increase wood energy markets. Projects address a wide range of issues that include increasing capacity at mass timber manufacturing facilities, testing the resiliency of cross-laminated timber (CLT) structures against explosives, establishing biomass district energy systems, and examining the use of biochar in restoring water quality.

Since 2013 this funding has helped establish 22 Statewide Wood Energy Teams and six Statewide Wood Utilization Teams that collectively expand and support wood energy and wood products markets. This year, two more Statewide Wood Utilization Teams will be established in Alabama and Arkansas. These multiagency teams include federal, state, business, nonprofit and other partners.

Recipients of the 2017 Wood Innovation grants are from Alaska, Alabama, Arkansas, Arizona, California, Colorado, District of Columbia, Georgia, Idaho, Massachusetts, Minnesota, Nebraska, New Mexico, New York, Oregon, Pennsylvania, Washington, Wisconsin, and West Virginia. A complete list of the awards and more information on the grant and cooperative agreement program is available online at the Forest Service [Wood Education and Resource Center](#).

The mission of the U.S. Forest Service, an agency of the U.S. Department of Agriculture, is to sustain the health, diversity and productivity of the nation's forests and grasslands to meet the needs of present and future generations. The agency manages 193 million acres of public land, provides assistance to state and private landowners and maintains the largest forestry research organization in the world. Public lands the Forest Service manages contribute more than \$13 billion to the economy each year through visitor spending alone. Those same lands provide 30 percent of the nation's surface drinking water to cities and rural communities and approximately 66 million Americans rely on drinking water that originated from the National Forest System. The agency also has either a direct or indirect role in stewardship of about 900 million forested acres within the U.S., of which over 130 million acres are urban forests where most Americans live.

Identify evergreen content: old but timeless



Lifelines: Lung Cancer Awareness



National Cancer Institute ✓

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Published on Nov 3, 2009

Dr. Pebbles Fagan, a Health Scientist in the Tobacco Control Research Branch at NCI, discusses tobacco-related deaths and lung cancer, particularly as it affects African American men. She also explains that smoking has risks beyond lung cancer, including other cancers, heart disease, and other lung diseases. Hear what Dr. Fagan has to say about the short-term and long-term benefits of quitting smoking.

Category

Science & Technology

Identify evergreen content: Published by others

Health & Science

Black bear charges, bites hiker in popular Idaho forest



In this Tuesday, July 4, 2017, photo provided by the Idaho Department of Fish and Game, authorities and volunteers gather to search for a black bear in the Idaho Panhandle National Forests after the bear with a cub attacked a 60-year-old woman and her two dogs. (Philip Cooper/Idaho Department of Fish and Game via AP) (Associated Press)

By Keith Ridler | AP July 5

BOISE, Idaho — A black bear with a cub attacked a 60-year-old woman and her two dogs in a popular area in Idaho but she was able to call relatives for help and they were forced to yell to scare off the animal, officials said Wednesday.

Identify evergreen content: Different audience



Questions? Comments?

Contact info:

Leslie O' Flahavan, E-WRITE

Leslie@ewriteonline.com

301-989-9583

www.ewriteonline.com

@LeslieO

**Know which types of web
content should not be
repurposed**

Organization-focused content doesn't make good social media messages

Mission Statement



Welcome to the American Association for Safe Patient Handling & Movement (AASPHM). The Association has been formed by a group of national safe patient handling and movement experts who reflect the inclusive approach the AASPHM has taken toward the development of the science and art of SPHM. Our mission statement reflects the need for research to be conducted into new technologies, for original and innovative studies in new areas and to validate existing conclusions, and for the

dissemination of new knowledge to practitioners who are at the front line of service provision. Our commitment to professional development is demonstrated through our resource section, our educational programs and the support we provide for those who are leading new initiatives within their organizations or businesses. But equally important is the collaboration between all the stakeholders affected by SPHM. These include patients and their families, formal and informal caregivers, businesses who develop SPHM technologies and organizations who initiate the change to a safer patient handling culture.

To this end the mission of the American Association for Safe Patient Handling and Movement is to serve as a valuable resource to advance the practice of safe patient handling & movement through collaboration, professional development, and research initiatives, in order to improve the safety and function of patients and residents, as well as enhance the safety of those who provide their care.

AASPHM News

2015 Safe Patient Handling
and Mobility Conference -
Transforming Clinical Practice
April 20-24, 2015
[Click here for more
information](#)

Association Links



Obligatory content doesn't make good social media messages

American Association for
Safe Patient Handling & Movement

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BYLAWS OF THE AMERICAN ASSOCIATION OF SAFE PATIENT HANDLING AND MOVEMENT (A Florida Non-profit Association)



[Click here for a PDF version of this document.](#)

ARTICLE I OFFICES AND REGISTERED AGENT

Section 1.1. Offices.

The address of the initial principal office of the American Association of Safe Patient Handling and Movement (AASPHM) and the address of the registered office of the Association in the State of Florida are set forth in the Articles of Incorporation. The Board of Directors may, from time to time, establish additional offices for the Association within or without the State and may designate a different registered office in the State; provided, however, that any such designation of a different registered office shall become effective only upon the filing of a statement of such change with the Department of State of the State of Florida as is required by law.

Section 1.2. Registered Agent.

The name and address of the initial registered agent of the Association are set forth in the

AASPHM News

2015 Safe Patient Handling
and Mobility Conference -
Transforming Clinical Practice
April 20-24, 2015
[Click here for more
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Association Links



Tiresome content doesn't make good social media messages (duh)

Communicative Health Care Associates *Allied Rehabilitation Associates*

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Our Practice

Communicative Health Care Associates (CHCA) specializes in comprehensive speech-language diagnostic and therapy services. We also provide services in accent reduction, coaching for public speaking, hearing screenings, and instruction in American Sign Language. Through our **Allied Rehabilitation Associates (ARA)** division, we offer full, multidisciplinary rehabilitation services including physical and occupational therapies.

We address the needs of different populations diverse in age and setting, and are highly attuned and sensitive to each client's specific situation. Our staff is responsive to client time and format preferences; accordingly, we schedule individual daytime or small group sessions. We work closely with each client, the family and the primary care physician to ensure the best possible outcome.

CHCA is a provider in Harvard Pilgrim Health Care, Neighborhood Health Plan and the Commonwealth's Medical Assistance Program.

CHCA is approved by American Speech-Language-Hearing Association (ASHA) as a provider of Continuing Education (CEUs).

We encourage you to [contact us](#) to learn more about our practice and how we can help you.

Contact Us

Communicative Health Care Associates
Allied Rehabilitation Associates
977 Main Street
Waltham, MA 02451-7406

Tel: (781) 899-4709

Fax: 781-899-4788

E-mail: [info \[at\] CommunicativeHealthCare \[dot\] com](mailto:info[at]CommunicativeHealthCare[dot]com)

Our Services

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Laws & Regulations

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