AIHA Content Channel Policy Document

October 23, 2020

At AIHA, our mission is to provide cutting-edge education and training to protect and improve occupational and environmental health and safety (OEHS) in the workplace and community. AIHA invites members to submit their ideas as we are always looking for new topics and authors to help provide well-informed and well-written information to our membership and other audiences. Moreover, AIHA creates opportunities for professionals and students to publish intellectual, creative work; nurtures developing new authors for success; and fosters professional development.

Get your name in front of your peers, exchange ideas, earn CE credit hours, and establish yourself as an expert. Authors should cover relevant, new developments in the field or in-depth technically oriented and scientifically proven subjects with a broad appeal and focus on practical matters.

Before You Propose an Idea

When you are ready to propose your idea, think about the answers to the following questions:

- What new information are you trying to convey?
- Why is it important to AIHA and the OEHS/IH profession?
- Is there an existing gap in AIHA content and education?
- Who is the intended audience, and therefore, what format and type of content channel should this piece be submitted to?
- Why would this audience be interested?
- Who might want to work on this idea with you?

Author’s Responsibility

You are responsible for the integrity of your content. All content submitted for publication needs to be free from plagiarism and include properly documented sources. You are responsible for providing proof of permission to use previously published or copyrighted material, including photos and graphics.

Content Channels

Content channels are the channels in which you share and promote the content you create. The channels you use to deliver your idea will vary based on your audience. When it comes down to putting your idea to paper, it can be difficult to decide which type of content channel you want to use. This document will cover the various content channels you can use to distribute your content. When submitting your proposal for review, you can choose one primary channel, as well as additional channels for distribution of your content.
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Publications

AIHA University Body of Knowledge/Framework

Description: Complete set of concepts, terms, and activities that make up a certain professional domain as defined by an academic or professional body. Can be used to share knowledge in a particular area and how an individual is expected to master it to be considered or certified as a practitioner.

Target Audience: OEHS/IH audience

Right for Me? Choose this format if you are looking to create content more in-depth than Fact Sheet, Guidance document or White Paper with specific knowledge and methodologies included in your findings.

Format Outline:
- Lists the knowledge, skills and abilities required to work in a particular field or industry
- Serves as the first step in the development of a Registry, certificate, or training program
- Includes reference list, using APA style, to support content

Book

Description: Distributes academic research and/or professional developmental information.

Target Audience: OEHS/IH audience

Right for Me? Choose this format if you are looking to create content more in-depth than Fact Sheet, Guidance document or White Paper with specific knowledge and methodologies included in your findings.

Format Outline:
- Page count depends on content and format (is it a guideline, field manual, or college textbook?)
- Can be presented in PDF or Hardcover form
- Includes reference list, using APA style, to support content
Fact Sheet
Description: A presentation of data in a format which emphasizes key points concisely, usually using bullet points, headings, and/or tables on a single page. Fact sheets often contain technical data, lists, statistics, educational material, or how-to advice. On occasion, they may be a summary of a longer document. May be presented more graphically as an Infographic.

Target Audience: OEHS/IH or public audience

Right for Me? Choose this format if you are writing on a particular topic to inform a specific audience with high level knowledge of that topic.

Format Outline:
- 3 pages or less
- Visually appealing comprising of tables, charts, graphs, and bullet points of supporting facts
- Summary of most important information; should be brief and concise
- Cite sources or attributions and where to go for more information

Guidance Document
Description: Written guidelines, or suggested opinions of best practices, which provide non-binding advice in following a prescribed procedure or process. Guidance documents should be viewed only as recommendations unless specific regulatory requirements are cited.

Target Audience: OEHS/IH or public audience

Right for Me? Guidance documents represent the organizations and its members current thinking on a particular subject. Choose this format if you want to document the way activities should be performed to facilitate consistent conformance.

Format Outline:
- Provides broad advice in following a procedure or process
- Include a brief purpose statement to clarify the reason for the document, including reference to any directly related document such as the policy or regulation it supports
- No mandatory statements are to be included in guidelines; these need to be in a policy, procedure, or standard document
- In some situations, guidelines will be structured best as FAQs or a bulleted list
- Content may provide more extensive guidance/advice around best practice
- Reference list, using APA style, to support content
- May include infographics
Position Statement
Description: A short statement, which reflects the association’s stand on a particular viewpoint or issue pertaining to occupational and environmental health and safety. A position statement may be proposed as an executive summary of a white paper.

Target Audience: OEHS/IH or public audience

Right for Me? Choose this format if you have a stance related to CPAG or AIHA’s recently discussed topic

Format Outline:
- 2 pages or less
- Rationale to support a position
- Should be stated as the position of the OEHS professional and not AIHA

White Paper
Description: A persuasive, in-depth report, or essay with an executive summary, supported by scientific research, to educate OEHS professionals on an issue or explain and promote a particular methodology. White papers are meant to help readers understand an issue, solve a problem, or make a decision. A white paper may also include a proposed position statement in the executive summary.

Target Audience: OEHS/IH or public audience

Right for Me? A white paper is a research report or guide that helps solve a problem. White papers are used to educate readers to bring to light a new or different perspective. Choose this format if you want to write a report that reaches the Broad Membership of AIHA.

Format Outline:
- Include an executive summary summarizing the main points of the document, including any recommendations or crucial data supporting the recommendations
- Visually appealing with features like diagrams, charts, graphs, examples, case studies, infographics, and tables
- Reference list, using APA style, to support content
E-Learning & In-Person Teachings

AIHA University Webinar

Description: A live, virtual event that is an educational or instructive session that includes audio and visual communication between a speaker and their audience.

Target Audience: OEHS/IH or public audience

Right for Me? Choose this format if you want to share OEHS information, trends, technology, and best practices with a live audience outside of our AIHce conference program.

Format Outline:

- Typical duration options include: 60; 90; and 120 minutes
- Webinar Formats can include:
  - Interview Webinar: Moderator interviews expert in the field on a topic, based on pre-determined questions
  - Panel Webinar: a panel of up to 3 experts come together to discuss a topic, offering different perspectives. A moderator is helpful to facilitate the discussion
  - Presentation Webinar: One or more presenters, typically presenting on discrete parts of a topic
- Recommend time allotted to learner questions during or at the end of the presentation
Presentation at Conference

Description: An opportunity to share data and information via an education session, case study, scientific research, pop-up, or poster at AIHce EXP.

Target Audience: OEHS/IH or public audience

Right for Me? Choose this format if you want to share OEHS information, trends, technology, and best practices with a live and/or virtual audience during the AIHce conference program.

Format Outline:

- **Case Studies** and **Scientific Research** presentations at AIHce are **30 minutes in length** and have a **single presenter**. If selected, your presentation will be paired with another separate 30-minute presentation, from the other presenters, addressing a similar general topic, to create a single 60-minute session, called a Research Round-up.
  - Scientific Research (30 minutes) – These presentations focus on the generation of new knowledge and understanding of basic mechanisms of a physical, chemical, or biological agent. Abstracts and presentations based on this type of research must have a research objective, detailed methods, results, and data-driven conclusions. Scientific research may be conducted in the laboratory, on a sample of subjects, or in a sample of facilities or situations. Scientific research may also include data review and analysis.
  - Case Study (30 minutes) – A case study will focus on a problem-solving approach in a specific situation. These presentations should describe applications of knowledge to real-world problems or an actual situation that was investigated or tested. Instructional type abstracts, e.g., describing a new methodology or equipment, should be submitted under this format. Abstracts and presentations based on professional practice must clearly present the situation or problem at issue, the resolution for fixing the problem as well as the results and lessons learned.
- **Education Session** (60 minutes) – These are sessions addressing topics within OEHS and are delivered in any format from traditional lecture, interactive problem solving, and more. We encourage sessions that involve the participants and create an engaging education experience. Education Session can involve a single presenter or up to a maximum of three presenters.
- **Pop-Up Session** (25 minutes) – A short and interactive session designed to deliver bitesize, timely, targeted learning. These sessions are held outside of session rooms, in an open area of the convention center. Pop-up sessions can involve a single presenter, or up to a maximum of three presenters.
- **Professional Poster** – OEHS professionals are invited to submit proposals for posters. Publicize your work to conference attendees by creating a poster that summarizes your research and generates discussion and feedback.
Professional Development Course at Conference

Description: Professional Development Courses (PDCs) are held immediately before and after AIHce EXP, usually on Saturday, Sunday, and Thursday. PDCs are live events, that include in-person and sometimes additional virtual attendees. Similar to a workshop, in nature, they can include lecture, discussion, problem solving and/or hands-on exercises.

Target Audience: OEHS/IH audience

Right for Me? Choose this format if you would like to deliver an in-depth, concentrated, formal learning experience designed to broaden knowledge and enhance technical competence.

Format Outline:
- A PDC can be a half-day (4 hours), full day (8 hours), or two days (16 hours) in length, with an unrestricted number of presenters.

Articles or Blogs

Article in the Journal of Occupational and Environmental Hygiene

Description: A peer reviewed body of work published in both print and online editions to enhance the knowledge and practice of occupational and environmental hygiene and safety, advancing, and protecting worker health worldwide.

Target Audience: OEHS/IH audience

Right for Me? Consider submitting to JOEH if your article discusses ideas, methods, processes, and research in core and emerging areas of occupational and environmental hygiene.

Format Outline:
- JOEH publishes five article types: technical manuscripts, short reports, review articles, commentaries, and letters to the editor. Detailed descriptions of these article types are available from the [JOEH website](https://www.aiha.org/joeh).
Article in the Synergist
Description: A body of work which will be published in the Synergist, a monthly magazine which provides readers with in-depth news and information about the occupational and environmental health and safety fields and the industrial hygiene profession.

Target Audience: OEHS/IH audience

Right for Me? Consider submitting to the Synergist if you have practical information that will be helpful to working industrial hygienists and OEHS professionals, or if you have an opinion or viewpoint you’d like to share on a current topic relevant to IH/OEHS. Authors of AIHA publications (fact sheets, guidance documents, white papers, etc.) may wish to consider submitting a Synergist article on their topic to give it higher visibility within AIHA.

Format Outline:
- Feature articles are typically 2,000-3,000 words, and columns are typically 600-1,400 words. The editors will assign a specific word count based on the space available in a given issue.

Blog post on SynergistNOW
Description: A typically short (600-1,000 words) discussion of a timely topic of potential interest to audiences beyond AIHA’s core group of OEHS and IH professionals. Blog posts may or may not incorporate the author’s viewpoint or opinion.

Target Audience: OEHS/IH or public audience

Right for Me? Consider submitting to SynergistNOW if interest in your topic may extend beyond AIHA’s membership to related organizations.

Format Outline:
- SynergistNOW posts are similar in format to Synergist columns and are typically between 600 and 1,000 words. Occasionally, posts originally published on SynergistNOW may be subsequently republished in the Synergist.
Other Products

**Document Translation**

**Description:** Translating existing publications into another language.

**Target Audience:** OEHS/IH audience

**Right for Me?** Choose this format if you are looking to increase effective communication with the international community of OEHS/IH professionals.

**Format Outline:**
- Existing publications translated into other languages, in the following order of priority:
  - Spanish
  - Portuguese
  - Mandarin Chinese

**Tool Kit**

**Description:** A scientific method or software tool developed to provide the practicing OEHS/IH professional with quick and easy access to the information necessary to evaluate and control hazards in the workplace.

**Target Audience:** OEHS/IH audience

**Right for Me?** Choose this format if you are looking to develop tools to assist OEHS/IH professionals in collecting, evaluating, and controlling hazards in the workplace.

**Format Outline** (include but are not limited to):
- Decision logic spreadsheets (could be interactive)
- Case studies
Videos
Description: Providing information through a visual medium, either live action or animation

Target Audience: OEHS/IH audience

Right for Me? Choose this format if you are looking for high exposure about a topic, idea, or other content through various social media channels. Explainer videos are extremely effective ways to share important information on topics, processes, ideas, research, analysis, or other content and can take various forms.

Format Outline

Animation: this format can range from animated infographics, which use data visualization, cartoon characters, stock imagery, and other visual tools. This is a format that is effective in providing complex information in a simplified manner to reach a wider public audience whose knowledge base is low in OEHS/IH topics.

- Length can range from 15 – 60 seconds, which is ideal for social media channels, to upwards of 3 minutes, which is appropriate for evergreen content that is tailored to be featured on a webpage.
- Cost can vary depending on the level of animation desired; it is also, on average, of less cost and time to produce versus a live action video.

Live action: this format typically features real people and real locations and is best used to communicate, via visual storytelling, content that is of importance. Live action creates a sense of intimacy with the subject due to familiarity and relatability. This content is accessible to most people, especially if captioned, and requires an understanding of who the direct audience is to be.

- Length can range from 30 – 60 seconds, which is ideal for social media channels, to upwards of 15 minutes, which is more appropriate for evergreen content intended to be homed on a specific webpage.
- Cost varies depending on the shoot variables and the editing and post-production process. These videos require a longer lead time for production from start to finish.

Casual: this format is specific to social media usage, typically featuring someone recording themselves via a ‘selfie’ mode sharing about a specific piece of information. Cost is minimal, as most users can record and edit their own content for posting. This content is also considered extremely volatile, in that it rarely has evergreen usage, is of variable quality, and not easy to control once it is released into the social media stream.

- Length is typically between 10 seconds and 2 minutes and is intended for personal social media channels, where AIHA can be tagged.
Submission & Approval Process Guidelines

Submission Guidelines

Ready to submit your idea? Ideas for publications, e-learning, articles, blogs, tool kits, and document translations can be submitted to AIHA using the Content Proposal Form. In-person teachings (i.e., PDCs and sessions at AIHce) are submitted during the annual Call for Proposals that usually occur in June of each year and close in September.

Once a proposal is submitted, an AIHA staff member will review your proposal and may contact you if clarification is needed. Additional steps may be warranted depending on the type of product you are looking to develop.

For publications and webinars, please check out the AIHA University before submitting a proposal to avoid proposing a product that we already offer. You may want to contact us about product viability prior to submitting a proposal as we know our market and can help you focus your proposal.

Select a content channel category below to view details on the approval process.

- **Publications**
- **AIHA University Webinars**
- **Presentations & Professional Development Courses at Conference**
- **Articles or Blogs**
- **Other Products**
Publications
New content proposals must be reviewed and approved by the Content Portfolio Advisory Group (CPAG) and the AIHA Board of Directors. Position statements, however, do not need to go through CPAG for review and approval.

A part of the approval process includes determining how the proposal aligns with AIHA’s CPAG Content Priorities. Please review the CPAG Content Priorities Summary to see how your proposal can best align with one or more of the priorities.

STEP 1: The proposal is reviewed by AIHA staff, VG leadership, and the VG Board Liaison concurrently.

For bodies of knowledge/frameworks, books, fact sheets, guidance documents, white papers:

STEP 2: Comments are compiled, and an email is sent to members of CPAG to notify them that a proposal is ready for review.

STEP 3A: CPAG members are given approximately 5 Business Days to review the initial proposal and provide preliminary feedback to the Project Leader. The Project Leader is then given approximately 5 Business Days to make modifications to the proposal based on CPAG’s feedback. CPAG has approximately 5 Business Days to score the final proposal. The Project Manager, Technical Initiatives, CPAG Board Liaison and CPAG Chair will make an initial recommendation for a decision.

STEP 3B: The initial recommendation(s) for a decision are sent to the CPAG members. The CPAG group will ‘speak with one voice’ after the decision has been made. The possible decisions are as follows:

A. Overall average score ≥3.5 – the proposal has been approved without further discussion.
B. Overall average score ≤3.5 – the proposal is declined.

*NOTE: For proposals requesting updates to existing content, skip to step 6.

STEP 4: Proposals approved by CPAG are sent to the AIHA Board for review and final decision. If by e-ballot, the Board makes their decision within 5 business days and communicates it to staff. Please note that all e-ballots require 100% unanimous agreement. If this is not achieved, the decision will be discussed at the next scheduled Board meeting.
STEP 5: Once a decision from the Board to either support the CPAG recommendation or not support the CPAG recommendation has been determined, there are several possibilities at this step:

A. AIHA Board approves a project that CPAG has approved - If there is no need for funding requests, then the VG Project Leader may start work. If the proposal is approved and there is a need for funding, then the VG Project Leader will submit funding requests at the time of their annual business plan submission or work with staff to secure funds.

B. AIHA Board approves a project CPAG has not approved - The Project Leader can submit a new proposal that addresses, eliminates, or mitigates the CPAG’s concerns. If there is no need for funding requests, then the VG Project Leader may start work.

C. AIHA Board disapproves a project that CPAG has approved - The Project Leader can submit a new proposal that addresses and eliminates or mitigates the Board’s concerns.

STEP 6: Staff communicates the decision to the Project Leader, Proposal Sponsors, including VG Chair and Vice Chair, CPAG, and any staff who played a role in providing input on the verdict of the proposal.

For position statements:
STEP 2: Comments are compiled and are sent to the AIHA Board for review and final decision. Depending on the complexity of the issue, the Board may decide via e-ballot (generally with a 5-business day timeframe and subject to 100% unanimous agreement) or defer discussion until its next scheduled meeting. If a Board member recuses him/herself, this does not count towards the unanimous consent provision (i.e., if the remaining members are all in accord).

There are several possibilities during this review stage:

A. AIHA Board approves the project.

B. AIHA Board disapproves the project - The Project Leader can submit a new proposal that addresses, eliminates, or mitigates the Board’s concerns.

STEP 3: Staff communicates the decision to the Project Leader, Proposal Sponsors, including VG Chair and Vice Chair, and any staff who played a role in providing input on the verdict of the proposal.
AIHA University Webinars

Step 1: Staff review internal data to determine topical priorities for AIHA University Webinars and determine the total amount of webinar programming to be offered each year. Factors we look at include:

- Gap Analysis, member or subscriber needs assessments/surveys
- Synergist topics/search items
- Upcoming publications, technical frameworks
- Committee Business Plans
- Sales Data of existing products
- Budget for execution

Step 2: Staff reach out to SMEs in priority topical areas to gauge interest in collaborating.

Step 3: Webinar Description Form is provided to potential presenters

- Description
- Learning Objectives, learning levels and topics
- Audience
- Format
- Preferred Timing and Duration

Step 4: Once form is received, the webinar topic is evaluated based on identified topical priorities and feasibility is evaluated based on capacity and time to adequately market the program.

Step 5: Webinar Decision Made by Staff

- Move ahead with scheduling webinar
- Refer webinar to another internal group (Synergist webinar series, Product Stewardship Society, etc.)
- Hold webinar topic for future year
- Decline the webinar
Presentations & Professional Development Courses at Conference

Presentations at conference and Professional Development Courses (PDCs) must be submitted during the annual Call for Proposals. The call usually opens in June and closes in September.

Step 1: Submit presentation content via the online submissions system. For specific data collected, visit www.aihceexp.org.

Step 2: Review

Each PDC submission receives a bi-level review. First, a technical reviewer serves as the subject matter expert and reviews submissions to ensure they are scientifically sound, innovative, and relevant to the profession. The technical review process occurs prior to the Continuing Education Committee (CEC) reviews and assists the committee in selecting the final content to be presented as the program for the coming year. For a flowchart of this process, click here.

Technical Review questions include:

- Is the topic relevant to OEHS (Yes/No)?
- Is the topic: New/Emerging, Core/Foundational, Waning (Rated on a 1-5 scale)
- The proposal has a sound technical basis (Rated on a 1-5 scale)
- Course description is clear and concise (Rated on a 1-5 scale)
- Learning Outcomes are appropriate for level (Rated on a 1-5 scale)
- Outline describes the content appropriate for selected course level (introductory, intermediate, advanced) (Rated on a 1-5 scale)
- Recommendation (Should the CEC accept or reject the proposal)
- Comments (Open text box)

How does the CEC review PDCs?

Each proposal is evaluated by at least two members of the CEC to assure that it is relevant to the profession, titled properly, and meets its stated objectives. Course outline and teaching methods are critiqued, and presenter credentials/biographies are reviewed.

The Committee then considers all proposals and their ratings to ensure topical balance within the program, educational needs expressed by member surveys, and AIHA’s strategic goals.

For courses previously conducted, student evaluations are the major factor in the review.
How are PDCs selected?

- Wide range of topics representing field of IH
- 40% introductory, 50% intermediate, and 10% advanced
- 75% full-day, 15% half-day, 10% two-day
- One PDC addressing each of the CPAG content priorities
- At least 25% new courses each year

Top 5 courses from the previous year (based on ratings and attendance) automatically accepted

Final selections are limited by the number of rooms available to us at the convention center

Why would the committee not accept a PDC proposal?

Many more proposals are submitted than can be accommodated at AIHce EXP. There are several reasons for not selecting a particular course including:

- relevance to the members
- accuracy of technical information presented
- previous student evaluations
- overabundance of course offerings in one area
- content similar to another course
- need for course rotation
- lack of interest by the members at large

How does the Conference Program Committee review and select proposals for the education program?

AIHce EXP review is bi-level. First, technical reviewers (selected from an open call for volunteers within the AIHA membership) serve as the subject matter experts. They review submissions to ensure they are scientifically sound, innovative, and relevant to the profession. There is no cap on the number of reviewers, but each proposal will have at least two technical reviewers evaluating content. The technical review process occurs prior to the Conference Program Committee (CPC) review and assists the CPC in selecting the final content to be presented on the education program. In addition to scores and feedback from technical reviewers, the CPC also utilizes ratings from previous conferences to inform the selection process. Finally, data from AIHA surveys helps to identify content priorities and needs for the current year’s conference. The review process is blind and speaker information is not shared.

The reviewers review all proposals to ensure a balance of topics. Tracks are identified based on accepted proposals. If there are content gaps, the Conference Program Committee may choose to reach out to specific members or committees for curated presentations. Where there are major shifts in current events, such as with the COVID-
19 pandemic response in 2020, sessions may be added outside of the official review process. The merit of these sessions will be determined by the CPC on a case by case basis.

**Technical Review questions include:**

- This presentation will be of interest to the AIHce audience *(Rated on a 1-5 scale)*
- The content of this session is current and relevant to OHS professionals *(Rated on a 1-5 scale)*
- This proposal is clear, well-organized, and well-written *(Rated on a 1-5 scale)*
- This presentation should be accepted for AIHce EXP *(Rated on a 1-5 scale)*

**Why would the committee not accept a proposal?**

Many more proposals are submitted than can be accommodated at the AIHce EXP in any given year, therefore the Conference Program Committee must be selective when choosing content to offer, given limited space at the convention center. Some reasons proposals are not accepted include:

- Poor writing, inaccurate technical information, or a lack significant data findings. To be eligible for presentation, there should be at least some preliminary data findings that attendees would find relevant and useful in their daily work.
- Lack of audience appeal and relevance to the profession. While worthwhile, some topics may be better suited to a webinar or magazine article than a session at conference.
- Too many proposals in any given topic area. The CPC will select the proposal with the highest scores or that touches on different aspects of the same issue to ensure there is a good balance of information and viewpoints represented at the conference. The CPC also reviews content to ensure that it aligns with the educational needs expressed by members as well as AIHA’s strategic goals.

Step 3: Selection committees hold a virtual meeting and make final program selections.

Step 4: Staff schedules sessions and sends out accept/decline notifications to submitters.

Step 5: Accepted sessions/PDCs are presented in-person/virtually at AIHce EXP.
Articles or Blogs
The Synergist and SynergistNOW
Before beginning to write, authors should send a 2-3 sentence description of their proposed topic to synergist@aiha.org. Specify whether the proposal is for the magazine or the blog. An editor will respond to verify whether the topic is a good fit. If the topic is approved, the editor will suggest a word count and a deadline. More information is available in the authors’ guidelines.

Journal of Occupational and Environmental Hygiene
Complete instructions for authors are available on the website of Taylor & Francis, the JOEH publisher. Please direct any questions to JOEH Associate Editor Jenn Patterson.

Other Products
Document Translations, Tool Kits, & Videos
These product proposals must first be reviewed and approved by the AIHA Board of Directors prior to moving forward with development.

STEP 1: The proposal is reviewed by AIHA staff, VG leadership, and the VG Board Liaison concurrently.

STEP 2: Comments are compiled and are sent to the AIHA Board for review and final decision. Depending on the complexity of the issue, the Board may decide via e-ballot (generally with a 5-business day timeframe and subject to 100% unanimous agreement) or defer discussion until its next scheduled meeting. If a Board member recuses him/herself, this does not count towards the unanimous consent provision (i.e., if the remaining members are all in accord).

There are several possibilities during this review stage:

A. AIHA Board approves the project.
B. AIHA Board disapproves the project - The Project Leader can submit a new proposal that addresses, eliminates, or mitigates the Board’s concerns.

STEP 3: Staff communicates the decision to the Project Leader, Proposal Sponsors, including VG Chair and Vice Chair, and any staff who played a role in providing input on the verdict of the proposal.