

# **Copyright Guidelines for TherapyWorks, Inc.**

*TherapyWorks, Inc.*

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## INTRODUCTION

To legally protect against copyright infringement and to ensure that the Alert Program® is implemented in an authentic and up-to-date way to promote optimal outcomes, we monitor and enforce copyright laws as they apply to the use of Alert Program® information, materials, and products. Theft of intellectual property is a criminal offense. This document is provided to clearly delineate what is and what is not acceptable as it pertains to sharing, presenting, publishing, and/or engaging in research projects in which you'll be using concepts related to the Alert Program®.

### **IN GENERAL,**

#### **IT IS PROHIBITED to:**

- ✓ Share, publish, or utilize any materials that include Alert Program® copyrighted concepts, vocabulary, or materials *without* appropriate permission, referencing and citation;
- ✓ Teach or train groups of individuals or professionals beyond the scope of supporting the clinical application of the program with clients and their treatment teams;
- ✓ Post Alert Program® graphics, diagrams, photos or intellectual materials on-line;
- ✓ Record and/or distribute any electronic lectures, discussions, or instructions created by TherapyWorks, Inc. for use without permission by Therapyworks, Inc.;
- ✓ Adapt or create derivative works from the Alert Program® and call it your own!

#### **IT IS ACCEPTABLE to:**

- ✓ Share Alert Program® copyrighted materials with appropriate credit/referencing to support clinical application of the program with clients and their treatment teams;
- ✓ Share basic concepts and underlying theory with others to support the implementation of the program with identified clients (adults and children);
- ✓ Request permission to use copyrighted graphics, diagrams, photos, or intellectual materials; and
- ✓ Tell people about our program, give them a link to our website, and any of our Free Resources.

Information in this packet is relevant to you if you desire to reference, reproduce, and/or copy any portion of TWI copyrighted materials for the purpose of:

- Developing handouts or visual aids for an in-service presentation, workshop, conference, or other educational offerings;
- Providing educational information for parents, teachers, or other interested individuals;
- Electronic communications including websites, CD, and/or DVD;

- Professional work or publications including (but not limited to) texts, manuscripts, articles, manuals, handbooks, posters, etc.;
- Engaging in research;
- Program development/proposals; or
- Product development (i.e. games, therapeutic tools, books).

Copyright law exists as a way to honor and protect an individual's work and intellectual property. TherapyWorks, Inc. (TWI) owns the legal copyright to the Your Best Self: The Alert Program® For All Online Course and the Alert Program® Online Course. TWI owns the legal copyright and trademark to the terms "Alert Program"® and "How Does Your Engine Run?"® and any related published or electronically available products. While TWI encourages and promotes the use of the Alert Program® (AP), it expects that:

- 1) the intellectual property of TWI be appropriately referenced in publications, presentations, programs, products, research/literature and professional documents; and
- 2) TWI be compensated when marketing and promotion of Alert Program® concepts result in personal monetary gain.

Note: TWI understands that copyright issues can be complicated. In today's world, many professionals do not understand or are simply unaware of the complexities of copyright law. To learn more about how copyright affects your work, we recommend watching [this](#) quick crash course on copyright basics from the Copyright Clearance Center. Further, AOTA has a Clinical Plagiarism and Copyright Violations publication explaining the importance of abiding by copyright guidelines and the legal consequences of infringement. AOTA members can access the publication [here](#).

## **SHARING INFORMATION ABOUT THE ALERT PROGRAM®**

Sharing concepts about the Alert Program® (AP) is a great idea! In fact, TherapyWorks, Inc. (TWI) encourages participants to actively talk to others about the AP and the basics of the underlying theory. This sharing is an essential ingredient for successful use of the program. However, we have found that the concept of “sharing” needs further clarification so that the success of the AP is not compromised.

### ***A. Who is best qualified to share concepts of the Alert Program®?***

It is intended that the “AP Leader” who adapts and implements the AP have sufficient background, experience and understanding of the core concepts of the program, the underlying Theory of Sensory Integration, and related self-regulatory issues. This individual, typically an occupational therapist, although not exclusively so, is most qualified to share information about the AP and the basic underlying theory. Of importance, TherapyWorks, Inc. believes that individuals, who plan to present a brief overview of the Alert Program® to others should:

- have completed the Alert Program® Online Course training or have previously attended the two-day live training (two-day live-training participants are encouraged to take the updated online course due to the number of updates and new information); and
- have optimally a year or more of experience using the program and possess solid knowledge of the Theory of Sensory Integration in order to help problem solve, adapt the program to meet the unique needs of each individual, and create conditions for optimal success.

### ***B. Given copyright restrictions, what AP information can be shared with others?***

In considering sharing information about the AP with others, the critical question one should ask oneself is, “What outcome am I striving for in sharing this information?” Are you hoping to entice other professionals to explore and learn about this approach? Are you providing an overview to other team members to support your implementation of the program? These are perfectly reasonable outcomes. On the other hand, are you hoping to train others to go out and apply this program in their respective settings? This outcome is problematic.

TWI does not believe, due to copyright restrictions related to proprietary information, that teaching *groups* of individuals to implement the program through training sessions, workshops, or in-service trainings is appropriate. This is solely the role of TWI who will gladly work with individuals, facilities, or school systems in developing the most appropriate training to meet intended outcomes. It is important that you understand that training others how to implement and use the AP is solely the right of TWI. Be an AP Leader and not an AP Instructor.

Our [Blogs](#), [Recorded Conference Calls](#), [YouTube Channel](#), and other Free Resources in the footer of our website all offer helpful resources to share with parents, guardians, and teachers. When sharing this information, please link to the resources directly to provide consistency in presentation of the information to clients and customers.

### ***C. What should be the AP Leader's focus for sharing?***

As an AP Leader, it is important to entice others to explore and learn the basic concepts of the Alert Program® so they can support an individual's use of the program vocabulary and strategies. This "leading" includes helping team members to experientially learn about the AP basics (and sensory processing theory basics) so that the individual's social and cultural environment is supportive of developing self-regulation. Obviously, the more experienced the practitioner, the better he/she will be in enticing others to be detectives in supporting the use of the Alert Program®.

It is recommended that the AP Leader's sharing of basic concepts and underlying theory occur in brief sessions with specific outcomes identified. Outcomes should focus on that which supports the Leader's implementation of the program with a specified group of individuals. Examples of possible outcomes might be as follows:

- Understanding one's own personal sensorimotor preferences to become a better observer of another individual's self-regulation;
- Understanding the use of the engine analogy or appropriate self-regulation vocabulary;
- Understanding of how to be a "detective" to guide an individual's choice of self-regulation strategies; and
- Understanding and becoming familiar with all self-regulation strategies an individual may be using in a home, community, facility, or school settings.

Whatever instructional strategies (PowerPoint, handouts, visual aids, etc.) are used, TherapyWorks expects that the intellectual property be appropriately referenced. Other sections of this document provide guidelines to support this endeavor (see Citation and Reference section).

### ***D. Are there supportive training materials available from TherapyWorks?***

When providing in-service or sharing sessions, we encourage you and your participants to take advantage of our free and for purchase resources offered on our website (Alert Program.com). Contact us for information on bulk rate pricing.

TWI continues to develop teaching tools for use in larger facilities such as school districts and regional programs. Be sure to check regularly for new products on our website and also assure that we have your current email address by signing up for our newsletter on the website here so that we can notify you when new training materials are available.

### ***E. What is our intention for these detailed guidelines related to "sharing"?***

It is important to realize that while the AP is a simple framework, it is also a precise method that works only if understood and applied accurately. TWI is not willing to accept the AP being altered, watered down, inaccurately taught, incompletely taught or otherwise compromised to the extent that a client, parent, teacher or caregiver might say "I tried, it, but it wasn't as successful as I had hoped." This would not be of benefit to any of us who strive to help individuals with self-regulation, let alone to the children/individuals who might benefit from the program.

We are dedicated to ensuring the Alert Program® is implemented and distributed in an authentic and effective way to promote optimal outcomes. Please help us protect this work through responsible sharing and copyright protection.

If you see inappropriate and/or illegal use of the AP, please notify us via email at [manager@AlertProgram.com](mailto:manager@AlertProgram.com) or contact us on our website ([www.AlertProgram.com](http://www.AlertProgram.com)).

## **PROFESSIONAL PROJECTS**

### **Guidelines Supporting Professional Writing, Research, or Program Development**

#### **A. Support for general professional writing/projects**

TherapyWorks, Inc. (TWI) office staff is available to help you to adapt figures, clarify references, or offer other support for you to finalize your project with proper copyright and trademark information related to the Alert Program® (AP). If this service is desired, it is critical to build sufficient time into your timeline to allow adequate support to occur. Receiving last minute requests adds enormous stress to all involved, and such deadlines often cannot be met due to current work demands of TWI staff. Prior proper planning is always prudent. As previously suggested, it is best to allow at least 14 days advance notification. Need support? Submit your request [here](#).

#### **B. Research**

TWI actively encourages and supports a research process that examines the effectiveness of the Alert Program® with varied populations. The Alert Program® Literature and Research document was developed to support the researcher—you can access it [here](#).

#### **C. Developing integrated intervention programs**

All professionals work towards developing effective intervention programs that provide services to meet the needs of a given population. Program development takes many forms. Intervention/service programs may be developed around the expertise of one professional discipline or may be developed with an interdisciplinary focus. For example, an occupational therapist may develop a unique systematic program (that incorporates/adapts all or portions of the AP) for use within one or several classrooms within a given school; or, the practitioner may be involved in a system-wide program development that is more comprehensive and, perhaps interdisciplinary in nature. Systematic, well developed model programs may emerge that may be applied more broadly to additional settings or marketed for broader distribution.

Those individuals involved in developing intervention/service programs that incorporate all or portions of the AP are encouraged to familiarize themselves with the "Citation and Referencing Guidelines" and "Duplication of Alert Program® Materials" sections of this publication. When the AP approach (concepts, strategies, vocabulary) is integrated into an overall documented therapeutic program, appropriate referencing is essential. Also, due to the inclusion of intellectual property (all or parts of the Alert Program®), all such programs that are marketed and sold for monetary gain must be reviewed and negotiated with TWI with regards to appropriate division of royalties. Submit your requests for a review of your materials [here](#).



## CITATION AND REFERENCING GUIDELINES

The following provides general guidance for trademark usage, naming, vocabulary, contact information, titling, referencing, and accessing training materials.

### A. Trademark symbol (®)

The names *Alert Program*® and "*How Does Your Engine Run?*"® are both trademarks of TherapyWorks, Inc. and must be referenced using the federal registration symbol (®).

### B. Authors' names

Use the author's correctly spelled names and order: *Mary Sue Williams* (listed first) and *Sherry Shellenberger* (**not** *Shelly Shellenberger*).

### C. General referencing and appropriate naming of the Alert Program®

When referencing the *Alert Program*® in a manuscript, text, article, handout, or naming a therapeutic group program refer to the program as the *Alert Program*® and **not** "*How Does Your Engine Run?*"® and **not** *Engine Program*. An *example* of an acceptable in-service/sharing session title is:

An Overview of the Alert Program®  
(Co-authors: Mary Sue Williams & Sherry Shellenberger)  
presented by Jane Smith on September 15, 2016

### D. Vocabulary related to the Alert Program®

The use of the word "Engine" and other related Alert Program® words and symbols in relation to the concepts of modulation, self-regulation, central nervous system (CNS) arousal or self-management is the intellectual property of TherapyWorks, Inc. and needs to be referenced when used in dissemination of information.

### E. TherapyWorks, Inc. website

When you reference the Alert Program® in any printed form or verbally, we ask that you include a link to our website.

website: [www.AlertProgram.com](http://www.AlertProgram.com)

### F. Titles and reference citations (American Psychological Association (APA) format) for publications and products

For reference citation examples beyond the citations given below, please visit the APA Style website [here](http://www.apastyle.org). This website is a great resource to accurately cite textual works, audiovisual media, and online media.

#### 1. Booklet

Proper Title:

An Introduction to "How Does Your Engine Run?"® The Alert Program® for Self-Regulation (1992)

Proper APA citation:

Williams, M.S., & Shellenberger, S. (1992). *An introduction to "How Does Your Engine Run?"® The Alert Program® for self-regulation* [Booklet]. Albuquerque, NM: TherapyWorks, Inc.

#### 2. Songs for Self-Regulation (CD Version)

Proper title:

The Alert Program® CD: with Songs for Self-Regulation (1995)

*TherapyWorks, Inc.*

Proper APA citation:

Williams, M.S. & Shellenberger, S. (1995) *The Alert Program with songs for self-regulation* [CD]. Albuquerque, NM: TherapyWorks, Inc.

3. Songs for Self-Regulation (Digital Version)

Proper title:

The Alert Program® With Songs for Self-Regulation Digital Version (1995)

Proper APA citation:

Williams, M.S. & Shellenberger, S. (1995) *The Alert Program with songs for self-regulation digital version* [MP3 files]. Albuquerque, NM: TherapyWorks, Inc.

4. Book

Proper title:

"How Does Your Engine Run?®" A Leader's Guide to the Alert Program® for Self-Regulation, Second Edition (2025)

Proper APA citation:

Williams, M. S., & Shellenberger, S. (2025). "How Does Your Engine Run?"® A Leader's Guide to the Alert Program® for Self-Regulation (2nd ed.). Albuquerque, NM: TherapyWorks, Inc.

5. Book

Proper title:

Take Five! Staying Alert at Home and School (2001)

Proper APA citation:

Williams, M.S., & Shellenberger, S. (2001). *Take five! Staying alert at home and school*. Albuquerque, NM: TherapyWorks, Inc.

6. Book/Digital Songs/CD

Proper title:

Test Drive: Introducing the Alert Program® Through Song (2006)

Proper APA citation for Book:

Williams, M.S., & Shellenberger, S. (2006). *Test drive: Introducing the Alert Program® through song*. Albuquerque, NM: TherapyWorks, Inc.

Proper APA citation for Digital Songs:

Williams, M.S., & Shellenberger, S. (2006). *Test drive: Introducing the Alert Program® through song* [MP3 files]. Albuquerque, NM: TherapyWorks, Inc.

Proper APA citation for CD:

Williams, M.S., & Shellenberger, S. (2006). *Test drive: Introducing the Alert Program® through song* [CD]. Albuquerque, NM: TherapyWorks, Inc.

7. Game

Proper title:

Alert: Go Fish! (2008)

Proper APA citation:

TherapyWorks, Inc.

Williams, M.S., & Shellenberger, S. (2008). *Alert: Go fish!* Albuquerque, NM: TherapyWorks, Inc.

8. Game

Proper title:

Alert Bingo (2008)

Proper APA citation

Williams, M.S., & Shellenberger, S. (2008). *Alert bingo*. Albuquerque, NM: TherapyWorks, Inc.

9. Game

Proper title:

Keeping on Track: Alert Program® Companion Game (2008)

Proper APA citation

Williams, M.S., & Shellenberger, S. (2008). *Keeping on track: Alert Program® companion game*. Albuquerque, NM: TherapyWorks, Inc.

10. YouTube Video

Proper title:

Alert Program® Research Using fMRI 2019

Proper APA citation

Alert Program®. (2019, February 1). Alert Program® Research Using fMRI 2019 [Video]. YouTube. Albuquerque, NM: TherapyWorks, Inc.  
<https://www.youtube.com/@AlertProgram>

11. Your Best Self Online Course

Proper title: Your Best Self: The Alert Program® for All Online Course

Proper APA citation

Williams, M. S., Shellenberger, S. A. (2019). Your Best Self: The Alert Program® for All Online Course. AlertProgram.com. <https://alertprogram4all.com/>

12. The Alert Program® Online Course

Proper title:

The Alert Program® Online Course

Proper APA citation

Williams, M. S., Shellenberger, S. A. (2025). Alert Program® Online Course. AlertProgram.com. <https://www.alertprogram.com/need-continuing-education-units/>

13. Pyramid of Learning

Proper title:

Pyramid of Learning

Proper APA citation

Taylor, K. & Trott, M. (1991) in (2025). In Williams, M. S., & Shellenberger, S. (2025). *"How Does Your Engine Run?"® A Leader's Guide to the Alert Program® for Self-Regulation* (2nd ed.). Albuquerque, NM: TherapyWorks, Inc.

Under the pyramid image, whenever possible, your text might read something such as: This Pyramid of Learning is reproduced with permission from [AlertProgram.com](http://AlertProgram.com) (included in their Alert Program® Online Course and its textbook).

14. Sensory-Motor Preference Checklist

Proper title:

Sensory-Motor Preference Checklist

Proper APA citation

Williams, M.S. & Shellenberger, S. (2019). Sensory-motor preference checklist (for adults). [Alert Program® Online Course (2025), Your Best Self Online Course (2019), and Leader's Guide 2<sup>nd</sup> edition (2025) Albuquerque, NM: TherapyWorks, Inc.

## DUPLICATION OF ALERT PROGRAM® MATERIALS

The Alert Program® (AP) is about getting the right tools into the right hands to help make kids and adults with self-regulation issues happy and functioning members of their community! We know first hand that appropriate use of the AP can support that intent. While it is a *simple* framework, it is also a *precise method* that works only if understood and applied accurately.

Consequently, we do not allow copies to be made of certain parts of our books if we believe that the consumer does not have sufficient background and understanding of the core concepts and underlying theory for application. It is important that individuals learn how and why to choose sensorimotor strategies to support an individual with self-regulation difficulties. With this in mind, the following copyright processes have been put into place to help assure ethical and appropriate use of AP materials.

**A. Materials Exempt from Requiring Copyright Permission:** Permission to copy the following materials has been granted by the authors:

1. Appendix pages of the "*How Does Your Engine Run?*"® *A Leader's Guide to the Alert Program® for Self-Regulation* (Leader's Guide) are exempt from requiring copyright permission from TherapyWorks, Inc. (TWI). The Appendix pages may be photocopied if properly referenced and used for non-profit educational purposes.

No other TWI printed materials from the Leader's Guide may be reproduced/copied without express written consent by the authors.

2. Lyrics and Chords (Appendix) from *Test Drive: Introducing the Alert Program® Through Song*" (book) are exempt. No other materials from *Test Drive* are exempt from requiring permission from the authors to reproduce.

Please note that **ALL** materials from the Alert Program® CD, Take Five!, Test Drive (book and CD), Introductory Booklet, games, and all handout pages from any Alert Program® training require the copyright permission process (see "B" below).

**B. Reproducing or Adapting Non-Exempt TWI Materials:** To obtain permission to reproduce or adapt TWI non-exempt materials, submit your request [here](#).

1. All pages from any TWI publications (booklets, books, games), with the exception of those pages exempted above, require explicit written permission to duplicate or adapt from TherapyWorks, Inc.
2. Burning (or any other technological reproduction of) copies of any of TWI CD, DVD, or digital productions is considered pirating, an infringement of copyright law, and is illegal.
3. Posting or publishing any TWI materials online is infringement of copyright law and is illegal. Forbidden online forums include, but are not limited to online blogs and social media sites.
4. Direct use or adaptation of [figures](#) from any of the TherapyWorks, Inc. publications requires special copyright permission.

- a. When permission is granted by TWI for direct use of an original figure, it is correct to state: *"Reprinted with permission from TherapyWorks, Inc."*.
- b. When permission is granted by TWI for use of an adapted figure, it is correct to state: *"Adapted with permission from TherapyWorks, Inc."*.
- c. TherapyWorks can only provide permission for figures created by Williams and Shellenberger (figures 1-1, 1-5, 1-7, 1-15, and 1-16 in the Leader's Guide). For all other figures in Chapter 1 of the Leader's Guide, you must request copyright permission directly from the originator:
  - 1) Figure 1-2: Contact Western Psychological Services (WPS) at [customerservice@wpspublish.com](mailto:customerservice@wpspublish.com)
  - 2) Figure 1-3: (Pyramid)\_Note: Maryann Trott and Kathleen Taylor have given copyright permission for this figure to be photocopied for educational purposes with their correct reference included (see proper referencing about in Citation & Referencing section of these guidelines).
  - 3) Figure 1-4: Cutler, Stevens-Dominguez, Oetter, and Westby at University of New Mexico, University Affiliated Program (UAP) Training Unit; Contact the Center for Development and Disability <http://cdd.unm.edu>
  - 4) Figure 1-6: Refer to Avanti Educational Program through their contact email [AvantiEducationInc@gmail.com](mailto:AvantiEducationInc@gmail.com)
  - 5) Figure 1-8: Patti Oetter; Email: [oetterp@yahoo.com](mailto:oetterp@yahoo.com)