



Sunday News – August 29, 2021 – Is it starting to feel like fall yet where you are? It is hard to believe that the kids are going back to school in just a few days. As we look forward to the coming season of falling leaves, and pumpkin spice lattes to read with the Sunday News, consider this #DadJoke question of the week – Why don't fish ever get a summer vacation? To find the answer continue reading this post and check out the highlighted news and research articles we are sharing with you this week!



There are many in this post pandemic world that are in desperate need of touch – here is an interesting article about how touch can help through turbulent times -

<https://www.massagemag.com/touch-deprivation-post-covid-a-tsunami-of-need-for-massage-129803/>

We know that Christmas is just under four months away, but we all know that some people start their shopping early. Gift certificates are something that many in the industry offer – here is a great article that you may want to check out related to Gift Certificates - <https://www.massagetherapycanada.com/massage-gift-certificates-does-it-make-sense-for-your-practice/>

“Where does it hurt?” predicts chronic pain outcomes, study shows ... In clinical practice, the bodily distribution of chronic pain is often used in conjunction with other signs and symptoms to support a diagnosis or treatment plan. For example, the diagnosis of fibromyalgia involves tallying the areas of pain that a patient reports using a drawn body map. It remains unclear whether patterns of pain distribution independently inform aspects of the pain experience and influence patient outcomes. The objective of the current study was to evaluate the clinical relevance of patterns of pain distribution using an algorithmic approach agnostic to diagnosis or patient-reported facets of the pain experience. Read the results of the study here - <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0254862>

Does the Brain Think? Just ponder that question for a moment and try not to get a headache ... this is an article that examines that question in relation to pain, and it is worth the read - <https://themtcd.com/does-the-brain-think/>

Here is an autobiographical article that tells the story of a massage therapist who discovered what it is like to be on the client side of oncology massage therapy – read all about it here - <https://themtcd.com/wp-content/uploads/Message-NZ-Magazine-Feature.pdf>

And finally check out our FOUI article (totally not related to Massage or Manual Osteopathic Therapy in any way) – if you want some humor then check out this article about the worst



cookbooks of all time - <https://www.msn.com/en-ca/health/wellness/the-worst-cookbooks-of-all-time/ss-AANvGHP?li=AAggV0S&ocid=mailsignout>

This is the final week to register for one of the 10 Continuing Education courses being offered at this year's CMMOTA Fall Conference. Registration will close at 10 AM on Friday September 3!!! Check out the remaining course availability by visiting <https://www.eventbrite.ca/e/cmmota-2021-conference-tickets-152131811343> Don't miss out on a course that you have been waiting to take in person.

Members – did you know that your membership includes Member Perks? Here is our membership perk highlight for the week. OrthoCanada, in addition to its continuing education course offerings, also has therapist merchandise, from scrubs, to table linens, to a wide variety of tables, and CMMOTA members have access to exclusive discounts. To find out more about this and other member perks, contact [info@cmmota.com](mailto:info@cmmota.com).

Not yet a member of CMMOTA?? – there is no better time to start the process of joining our growing association that right now - here is the link to our application page - <https://app.cmmota.com/apply>

#DadJoke answer – They spend every day in schools. (ha ha – poor fish)

Do you have a podcast/blog/article/YouTube source that you would be interested in potentially having us share? If so, please send a link to [jeremy@cmmota.com](mailto:jeremy@cmmota.com).

Strong Hands, Strong Hearts, Strong Minds!  
The CMMOTA Team