



Sunday News – November 21, 2021 – Just a little over a month left until Christmas!!! Who can resist a good #DadJoke? Definitely not us, so, in honor of the coming festive season: Which one of Santa’s reindeer has the worst manners? The answers are contained below, along with all the wonderful things we are highlighting this week. Happy reading!

Business Tip – social media can be a huge asset in building a business, but which platforms should you use? Here is an article you may want to check out, whether your business is already established or especially if you are just getting started - <https://www.massagetherapycanada.com/whats-your-social-presence/>

Business Tip – for the mobile massage therapist. If you are, or are thinking about going mobile, this article is one that you should read! Click here - <https://www.massagemag.com/this-is-how-mobile-massage-therapists-stay-safe-secure-and-sanitary-124371/>

As a therapist this can be one of the toughest conditions you will every have to treat. Check out this great refresher type article on Frozen Shoulder - <https://massagefitnessmag.com/massage/frozen-shoulder/>

If you have been a therapist for long, you have likely heard “I woke up with this crick in my neck.” Here is a great refresher article surrounding neck treatment – check it out <https://erikdalton.com/blog/crick-neck-pathology-pain/>

We have all heard about placebo’s or nocebo’s – but why/how do they work? This article examines that question - <https://www.science.org/content/article/why-do-placebos-work-scientists-identify-key-brain-pathway>

Bonus today (a sixth highlight) – Research Article on “The Accumulated Effects of Foam Rolling Combined with Stretching on Range of Motion and Physical Performance: A Systematic Review and Meta-Analysis.” <https://pubmed.ncbi.nlm.nih.gov/34267594/>

Finally – here is our FOUI article of the week – Merriam-Websters added 455 new words this year – check out the story here - <https://www.cbsnews.com/video/dad-bod-is-officially-a-word-in-the-dictionary-after-merriam-webster-adds-455-new-words/>

Members – did you know that your membership includes Member Perks? Here is our membership perk highlight for this Sunday. Did you know that CMMOTA Members have a discount available for some products at OrthoCanada, including select treatment tables? To find out more about this and other member perks, contact info@cmmota.com.

Not yet a member of CMMOTA?? – there is no better time to start the process of joining our 1900 + members than right now - here is the link to our application page - <https://app.cmmota.com/apply>

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.

#DadJoke answer – Rude-olph! 😊

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