



Sunday News – July 23, 2023

We hope that you are enjoying your summer, and getting some time to vacation, enjoy family and friends out in the great outdoors. We also hope you enjoy your read through this edition of CMMOTA Sunday News. We have some excellent articles on listing yourself on Yelp, why massage therapy needs critical thinking, stretching nerves, pregnancy massage, and so much more ... but first, as always, before we get started highlighting those awesome articles here is the #DadJoke of the day – “What did the ocean say to the shore?” Find the answer to this one by reading on – the answer below somewhere...

Business Tip – we have all heard about the importance of being able to be found as a business. Whether it is having a presence in your local newspaper (if you still have one of those), or by word of mouth that your clients provide, or being active on social media. But have you heard of Yelp? If not then you may want to have a look at this article – it just may be the thing that helps take your business to the next level, and helps draw new clients to your door - <https://www.massagemag.com/yelp-fast-facts-for-massage-therapists-142776/>

When it comes to continuing education that you are partaking in, we want to ask one quick question – does what you are taking involve critical thinking? When it comes to evidence based practice, critical thinking when it comes to providing treatment to your client is crucial. Critical thinking in education is something that the author of this article looks at – have a read by visiting <https://massagefitnessmag.com/massage/why-massage-therapy-needs-critical-thinking/>

We have all heard about stretching muscles to help alleviate pain, but what about stretching the nerve? This article is a follow-up to one that has previously graced these pages, and looks again at neurodynamic stretching – have a read of this article by Paul Ingraham by visiting <https://www.painscience.com/blog/exercising-neurodynamically.html>

In the past we have talked about a variety of potential modality avenues that therapists may wish to pursue as they expand and seek to be experts in treating special populations – one of those potential special populations revolves around pregnancy. This article looks at what pregnancy massage is – have a read by visiting <https://www.massagetoday.com/articles/1678134090175/what-is-pregnancy-massage>

Self Care - Vitamin supplementation is something that has been a very controversial subject in the past, and likely will continue to be in the future. If you were to take a poll on whether or not people thought that they should be topping up their nutritional needs with a multi-vitamin you would get a broad spectrum of answers and belief – but what does the science have to say? Here is a recent article that looks at some new research – have a read by visiting <https://theconversation.com/can-a-daily-multivitamin-improve-your-memory-208114>

Stress is a normal part of everyday life, but there comes a point where too much stress can bring about a myriad of negative effects on the body. This article looks at 10 Strange things that stress can do – and now would be a great time to add them to your knowledge base. This would be a great article to share out to your client’s with a gentle reminder that massage therapy is a great treatment to help bring about stress reduction. Find the article here - <https://health.clevelandclinic.org/things-stress-can-do-to-your-body/>

Hands, like feet, take a lot of abuse no matter the profession that a person find themselves in. This refresher type article takes a deep dive into the treatment of the hands and wrists. Take the time to refresh and expand your knowledge base with this excellent article and accompanying video from educator Erik Dalton by visiting <https://erikdalton.com/blog/manually-evaluating-treating-wrist-hands/>





One of the many tools that you can add to your practice through education is that of the TENS machine. This next article explains the benefits of using TENS to help a client deal with low back pain – have a read by visiting <https://medicalxpress.com/news/2015-12-higher-tens-dose-ease-pain.html>

Finally – here is our FOUI article of the week – week four of our summer of recipes brings a look at a classic picnic dish from days of old! Getting to your favorite picnic spot and having a cold batch of Southern Fried Chicken is a great way to start of a day in the great outdoors. Here is a link to this recipe – <https://middleeastsector.com/southern-fried-chicken-batter/>

EARLY BIRD PRICING ends at 12 PM Mountain Time July 25!!! This September 15-18 we have Sheryl Hamilton returning to teach two very popular courses on Craniosacral Techniques and Assessment and Treatment of Viscera. Bundel the two courses together for extra savings - these courses are some that you are not going to want to miss! Tickets are selling fast and registration for these courses are currently available at Early Bird Discounted Pricing until July 25th! The conference will be hosted at Westerner Park, 4847A 19 St., Red Deer, AB. For more information on this course and the conference please visit <https://cmmota.com/2023-fall-conference/> or to register right now visit <https://www.eventbrite.ca/e/2023-cmmota-fall-education-conference-tickets-638464694087> This conference is open to all Massage and Manual Osteopathic Therapists from ALL associations, so please share this information with your non CMMOTA colleagues and friends. Members do have preferential pricing, but all are welcome.

Members – if heading to the gym is part of your self care routine, then this Partner Perk is a huge one for you – CMMOTA members can save up to 40% off regular GoodLife Fitness Membership Rates. With over 250 GoodLife Fitness clubs across Canada this is one Partner Perk that can be very beneficial for you. For more details about this and other CMMOTA Partner Perks, contact [info@cmmota.com](mailto:info@cmmota.com).

Not yet a member of CMMOTA?? – there is no better time to join nearly 2450 members of this incredible association - 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](mailto:jeremy@cmmota.com).



#DadJoke answer:  
Nothing, it just waved. 😊

Sunday News Disclaimer - Please be aware that the Association (CMMOTA) does not receive any monetary compensation for highlighting any articles or news pieces which are published as part of the CMMOTA weekly Sunday News. Further the views expressed in the articles are those of the author(s) and do not necessarily reflect or represent the views, values, or mission of the Association (CMMOTA). In some cases, our highlighted membership perks may have some sort of affiliate compensation, which provide monetary or other compensation to the Association based on products or services sold, and that all such compensation received by the Association is used solely for the purposes of the Association.

## EDUCATION CONFERENCE:

LEARN HOW YOU CAN GO BEYOND CRANIAL RHYTHM AND INTO MID-TIDE AND LONG-TIDE WHICH ARE THE DEEPER EXPRESSIONS OF FLUID POTENCY IN THE CRANIAL SYSTEM.