

# Massage Therapy Awareness Week

## October 19 - 25

*Massage Therapy Growing Across the Province*



The profession of massage therapy is growing across the province. According to the Massage Therapy Association of Manitoba, the Association has grown 10% on average over the last 10 years and in 2014, membership has grown 15%. Over 35% of their 920 members work and live outside of Winnipeg.

Many massage therapist's start out with a natural inclination to help others. Massage therapy can be a very rewarding career in this regard, but many are surprised to find out the variety of expertise, skill, interests and education that is required to become a successful massage therapist.

Professional massage therapists are generally self-employed health professionals. They can work in a variety of settings including home-based business, health clinics, spas, long-term care homes, sports organizations, and hospitals, but to be most successful, a

massage therapist in any setting needs to have a number of common skills and interests.

You can expect your massage therapist to be compassionate, interested in helping people, a good communicator, knowledgeable in anatomy and physiology, inquisitive and good at analyzing information, constantly learning and educating.

### Massage Therapists are Passionate About Their Profession

The top reasons why massage therapists love what they do, likely translates to why public demand for massage therapy continues to grow.

1. Massage therapists love to help people. People of all ages and stages of life, people experiencing pain or stress, people with injuries or health conditions, and people seeking improved health.

2. Long term thera-

peutic relationships. While some people seek massage therapy to fix a single injury, most will work with their massage therapist for years to maintain health and wellness, manage pain and stress, and prevent dysfunctions from developing or worsening.

3. Massage therapy offers highly skilled therapeutic touch in an increasingly technological, fast-paced, touch-less society.

4. Massage therapy is a health profession that takes pride in offering natural, non-invasive, and drug-free therapy.

5. Holistic skills. Massage therapists deliver safe and effective care using skilful hands

and body mechanics, knowledge and problem solving, empathy and respect.

6. Great venues. Massage therapy has flexible working hours and work settings are calm, quiet, comfortable, clean and professional.

7. Massage therapy offers many opportunities to specialize in an area of particular interest working with athletes, chronic pain, pregnancy, seniors, cancer patients, and many other specialties.

### With High Education Standards Comes Assurance

The level of education that is required today is a key fac-

tor in the increasing awareness and popularity of massage therapy.

According to MTAM President, Sue Kos-Whicher, "public perception of massage has become more positive with the increase of well-trained professionals and as the benefits of therapeutic massage are validated through research."

Recognized massage therapy diploma programs in Manitoba offer two-year programs with at least 2200 hours of instruction and include studies in human anatomy, physiology, musculoskeletal, neurophysiology, anatomy, pathology, massage techniques, ethics and professionalism.

### Massage Therapy Training

Manitoba has only three recognized schools of Massage Therapy that currently provide comprehensive two-year programs of study: The Massage Therapy College of Manitoba, Robertson College, and Wellington College of Remedial Massage Therapies. In addition, Winnipeg's Hua Xia Acupuncture & Herb College of Canada is in the process of developing a massage therapy program to meet the growing demand for this exciting career.

For more information and a list of local schools visit the [www.mtam.mb.ca](http://www.mtam.mb.ca)

Without adequate training, inappropriate assessment and treatment methods may be applied. This increases the risk of contraindications to treatment being overlooked, or professional and ethical standards being compromised, which may result in poor treatment outcomes, physical or psychological harm.

The Massage Therapy Association of Manitoba, the provincial association that has assisted in monitoring the profession for over 41 years, holds their members to a very high standard to ensure public safety and for the benefit of a long-term career in massage therapy.

Check to see if your massage therapist is registered with the MTAM, it is your assurance they have met the national standards of education, competency, and care. Visit [www.mtam.mb.ca](http://www.mtam.mb.ca) or call 204-927-7979.

## MASSAGE THERAPY AWARENESS WEEK

OCTOBER 19<sup>TH</sup> TO 25<sup>TH</sup>

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**Massage Therapy**  
ASSOCIATION OF MANITOBA INC.

There are over 920 registered massage therapists in Manitoba. Find one near you at:

[massageforlife.ca](http://massageforlife.ca)

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