

NANMT NEWS

"We Know the Power of Touch"



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Message from the President

World Massage Festival

This year's festival was held on the campus of Berea College in Berea, Kentucky June 17 to June 20. Four days of Continuing Education hours were offered on a variety of categories from popular and new massage techniques to business practices. The vendor area offered free samples and items for purchase at discounted rates.

The best part of the WMF for me was seeing old friends, meeting new ones, and enjoying the positive energy that developed over the four days. Photos from the WMF are posted on our website, on the Board Member Page.

New Website

Our new website launched July 15, 2010 with a contemporary professional look that is easy to navigate. More information will be added over the next several months including vendors you may find helpful, and a listing of massage and nursing schools. We're getting positive feedback and would love to hear from you. According to our web analytics, there are 9% more visitors 85% more page/visits and 100% more page views as compared to last year. If you haven't visited the new website the web address is the same: www.nanmt.org.

Kudos to our web gurus at Long and Associates, our management company for their excellent work.

Survey

We want to hear from you, NANMT members, on a variety of topics. Please take the time to read and complete the survey being sent out now. We need your input in order to meet your needs and improve our communications, educational offerings, and conferences. If you have not received this survey, you can find it online on the Membership page. All responses and suggestions are welcome and gratefully accepted.

Sincerely Submitted

Deborah Shields,
President



“Mother Massage” Book Review - Deb Vierling

She gives an overview of massage and other modalities that the mother and partner can use to deal with the discomforts and changes associated with pregnancy



Deb Vierling has her masters degree in Adult Psychiatric/Mental Health Nursing and has practiced in that field for more than 30 years. She has been a massage therapist for 7 years and has practiced therapeutic massage in a doctor's office for nearly as long. In addition, she has her own business entailing massage and spa services. She is also the NANMT Treasurer.

I just finished reading *Mother Massage: a Handbook for Relieving the Discomforts of Pregnancy* by Elaine Stillerman, LMT, and enjoyed it very much. In addition, after taking an open book test, I received 8 hours of continuing education through NCBTMB for reading this book and a few handouts and passing the test. Doing the test itself I found to be a good learning experience since it made the reader read the book and materials well enough to get something substantial out of it rather than dismissing the book as being too basic.

While the book is written mainly for mothers-to-be and their partners, I, as a nurse massage therapist, still found it informative and interesting. A nurse massage therapist might decide to put the book aside or dismiss its relevance to his or her practice since the massage strokes are mostly effleurage in nature. However, the author explains well her rationale for choosing effleurage as the main type of stroke, though not the only one. Also, I appreciated her explanation of how to do the effleurage strokes on the legs to help reduce non-pitting edema- i.e., working first at the proximal end of the extremity and moving in the direction of its distal end while effleuraging toward the heart. She goes into greater detail of explaining the massage strokes for edematous extremities, but incorporating that idea is crucial in reducing edema, she states. That exam-

ple helps to illustrate why I wouldn't throw out the book as being too basic for nurse massage therapists just because effleurage is the main massage stroke used in *Mother Massage*.

She gives an overview of massage and other modalities that the mother and partner can use to deal with the discomforts and changes associated with pregnancy. Some of the other techniques include herbal remedies, aromatherapy, nutritional recommendations, exercises, use of various postures, foot reflexology, and acupressure. She also provides a good understanding of which techniques can be specifically geared to which discomforts and pregnancy-related changes. She also discusses when massage and some of the other modalities for pregnant mothers are contraindicated. She explains very well how and why massage benefits the pregnant mother (unless contraindicated).

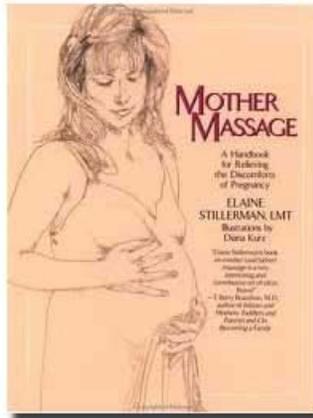
She goes into great detail on the various changes mothers are likely to go through as well as some changes that a minority of pregnant mothers may go through. One of the things I appreciated about the book is that she gives more than one way to deal with each of the main discomforts of pregnancy that she describes so that if one method isn't helpful or helpful enough for a particular problem, there are other methods that can be drawn upon. Her approach is synergistic since using more than one

method for a particular problem area enhances the effects of the other methods on reducing that discomfort.

She describes in the book how to give a full body massage safely to the pregnant mother, but also emphasizes that a whole body massage doesn't necessarily need to be done every time. Massaging the worst area of discomfort may be all that is needed at a particular session.

In short, I definitely would recommend this book to nurse massage therapists as well as to the main audience for whom it is intended expectant mothers and their partners.

By the way, a few years ago I also did a review for a NANMT newsletter of the excellent book, *Trigger Point Therapy*, by Claire Davies. A nurse massage therapist can earn 12 hours of continuing education by reading that book and passing the test that can be obtained from the website, www.healthpositive.com. The new company (Integrative Health Studies) that bought [healthpositive.com](http://www.healthpositive.com) went out of its way to accommodate me on getting the test for *Trigger Point Therapy* without extra cost even though I'd gotten the coursework several years ago before it bought out Health Positive. I will be writing other reviews of books of interest to NANMT readers for which one can obtain continuing education credits. That same website also grants continuing education credits for nurses and massage therapists to view DVDs and understand the material well enough to pass the associated test, such as on cranio-sacral therapy. The book and coursework for *Mother Massage* can be obtained from www.mothermassage.net.



Long-Term Findings With Weekly Use - Deanna Elliott

When a baby is newly arrived in the world he or she can be sore from being curled up in the womb for an extended period of time and then extended outward. Often arms and legs are tangled around like pretzels and cords are interwoven into the mix creating quite the posturing for the baby to exist within. If the parent incorporates infant massage into the daily routine the process of doing the massage will assist the child to



release and relax. Sometimes this can include crying as the baby communicates to the parent the discomfort of womb postures in contrast to the extension of life in the outer world. The massage encourages the little one to release those traumas and come into the body in a much fuller way thus leading to a heightened sense of presence in the body. This leads to more eye contact, greater listening skills and healthier eating and elimination habits. Learning is easier and physical dexterity is much more optimal. Confidence in life and self are much higher.

We live in a time when attachment disorder is of huge concern. Many children are raised in infant day care centers 40 hours a week with minimal contact with primary caregivers who are stretched already with the demands of their work. These children are the ones who fall between the cracks so often for they simply lack consistent contact with anyone for strong bonding. Not having any other way of coping they may disassociate from being

fully present in the body as a way to cope and this can lead to many behavioral and learning problems. However, there is a tool that can assist the baby, the parent and the centers that house these children. If the parent does infant massage at the end of the day with the baby before bed the bonding is reinforced in both directions and many processes add to the baby's healthy development. For the parent, knowing they have just given this nourishing process to the baby reduces guilt. For the baby, quality time with the parent every day can't help but re-connect the loving

bond between the two and release the accumulated stress of the day.

Each time the parent massages the baby there is increased bonding, increased symmetry around the midline of the body resulting in greater balance between right and left sides of the body. In addition, there is increased myelination of the nerve sheath meaning there is more coating on the nerve bundles in the brain, making it easier to cope with outer forms of stress.

Other benefits include increased self-awareness and increased self esteem because they are getting the messages that "you are loved; you belong." Increased regulation of the intestinal region and decreased colic have been seen, along with increased output of antibodies, circulation, and deeper respiration. Other benefits include decreased toxicity as it is moved out of the colon. Last but not least there is an increased tendency toward compassionate behavior later on. If a mother is carrying a baby inside her body and she herself is in chronic stress the majority of the blood supply is going to the development of the reptilian brain with

(Continued on page 5)

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NANMT Advertising

NANMT is growing and you have the opportunity to advertise in the newsletter. In a few months, website advertising opportunities will be made available.

Quarterly Newsletter

This is a quarterly publication mailed to the ever growing NANMT mailing list. Ads are due 25 days prior to publication. Prices are single issue / yearly.

Full Page (7" x 9") \$200 / \$600
 1/2 Page (5.5" x 4.5") \$100 / \$300
 1/4 Page (5.5" x 2.3") \$50 / \$200

Specs: DPI at least 150 dpi
 Formats: jpg, gif png formats

For more information contact NANMT Headquarters,
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Success is more than reaching a final goal. It is a process.



Dawn Fleming, holistic health practitioner and teacher. She is an author and creator of the home study course *Creating A Successful Holistic Health Practice*. She has worked in the field of holistic health for over 20 years. She can be contacted at mylifeisgood22@cox.net. www.energytransformations.org/workshops.html

Navigating The Road To Success - Dawn Fleming

Have you ever felt stuck, that a big boulder was blocking your way? You push and work even harder, but success feels elusive. What do you do? Give up, work harder, or create another plan?

Success is more than reaching a final goal. It is a process. Success comes from knowing when to push harder, when to rest, reflect, plan and connect with others. Like driving through a city, you need to stop at the red lights and wait until it is time to proceed. Some red lights are longer than others. But it is imperative that you stop or you could get injured. You will reach your final destination if you pay attention to the signs along the way.

Life occurs in phases – the hard working phase, the rest and reflection, the networking and connecting with others, and the learning and planning phase. Most of the time these stages overlap to some degree. Being able to identify which phase(s) you are in so that you can apply your energy appropriately is very important. This will help you to direct your energy. The hard working phase has to have some endings or you will burn out before you find your success. When this phase is working for you everything seems to fall into place. You naturally know what is next because it presents itself to you. There is a quickening of events. This is usually followed by the rest and reflection phase. The rest and reflection stage is essential! This is where you listen deeply to your inner knowing to

present new ideas and information about your path. You reflect on what is and is not working. You don't try to "fix" things. You open to new ways of being or handling issues. It is

someone holds the answer to some question. Change can occur more quickly when group minds are at work. Moving that mountain seems less hard when you have a team behind you.



important to rest your mind so you can get in touch with your higher thoughts and wisdom. This is what fuels your next steps. Take time to get a massage for yourself, read a good book, just be good to yourself. If you refuse to pause, you risk the chance of hitting a roadblock and experiencing anxiety and despair. Your inner voice tells you stop, go, talk to this person, attend this meeting, etc. If you don't listen to it, you are traveling without your GPS turned on. Listen to your inner wisdom.

The networking and connecting with like-minded people phase also supports your success. We do not exist in a vacuum. We learn and are blessed by the company of others. Connect with positive people who share and support your vision. Do not spend time with negative people who steal your energy and bring you down. Many times

Spend time with like-minded people and be energized by the time you spend with them. The learning and planning phase usually occurs before the hard working phase and after the rest and reflection stage. It is important to take the time to acknowledge what you learned from your experiences and revise your plans according to how the path now presents itself. This phase allows you to respond to the changes going on in your environment. Nothing is static. The world around you is in constant change and this phase allows you to plan accordingly.

When you identify and participate in all the phases, you will no longer feel frustrated and stuck. You feel empowered to take the steps that are appropriate for that phase. This will propel you on your road to success.

Long-Term Findings With Weekly Use – cont'd

(Continued from page 3)
less going to the frontal lobes.

This leads to a baby who is in fight-or-flight mode most of the time, an extremely high stress way to grow. The body is "told" as it was developing that the outer environment is one of alarm so they, too, are in a state of alarm. They come into the world in a state of alarm and stay there unless there is an intervention to change that. Infant massage is the perfect way to redistribute the blood supply by virtue of the increased circulation, release the stress of life from the birthing process, and calm the baby into a new state of being. This

again leads to a personality that is geared to compassion and openness rather than survival and defensiveness. We have all seen the many articles and television specials on inappropriate touch with adults and infants/children. Yet all humans need constructive touch or they simply cannot survive. If infant massage is incorporated into a baby's life early on he or she has a reference for constructive, healthy touch.

There are some other factors to consider in regard to children in our culture at this time. It has been found in research that two things may cause brain

dysfunction. They are extended time in front of the television and extended time away from primary caregivers. Many children are in front of television at least six hours a day and away from parents in day care centers 40 hours a week. What is the antidote? In both cases infant massage can become a balance. It will enhance left-right brain development and symmetry in the body and will deepen bonding with the family. In a culture where quality time is hard to find this ancient indigenous art can give us so very much to keep our families in touch with each other and self.

Deanna Elliott is an instructor-trainer of 28 years for Infant Massage USA, the American chapter of the International Association of Infant Massage with their base in Sweden. In addition, she has produced a documentary called Cellular Echoes, Environmental Influences in the Journey From the Womb to the World.

TAMT Convention—October 15-17

The TAMT 10th Annual Convention, Exhibition and Banquet will be very unique in that they will be bringing in some of the country's best instructors in the fields of Western massage and Asian bodywork modalities. There will be multiple classes offered in both Western and Asian tracks of study. Therapists will be able to get their CE's for the State of Texas and the NCBTM. TAMT is expecting more than 40 vendors to be present offering

goods that today's massage therapist will want to use in their practice, along with over 300 therapists attending the convention.

Entertainment from both a Western and an Eastern style will be presented. A Dragon Dance team will bless the opening of the convention as the dancers move through the convention hall.

This years theme is "East meets

West"; TAMT will have two keynote speakers, one from each bodywork spectrum: James Waslaski-Orthopedic Massage and Terry Norman-Chinese Medical Massage "Tuina".

This convention will take place at the Hurst Conference Center in Hurst, Texas, just north of Arlington. There are four registration packages from which to choose. For Info and Registration: <http://mytam.org>



New and Returning Members

We welcome all new members and are grateful to our renewing members.

NEW MEMBERS

Nicole Jager, RN LMT, Elburn, IL
Deidra Kerrick, LPN CMT, Morrisville, PA
Jana Griebler, LMT, Charlotte, NC

WELCOME BACK!

Rose Bloom, LPN LMT, Philadelphia, PA
Leslie S Gannon, RN LMT NCBTMB, Birmingham, AL
Sandi Niles, RN NCTMB, Brighton, MI
An-Ping Schafermeyer, RN LBMT NCBTMB, Charlotte, NC
Dawn Turner, RN LMT NCTMB, Duanesburg, NY
Carole M Burkhardt, RN LMT CHTP/J Sarasota, FL

If you want to contact one of these new members, please visit the member public referral section or the member section. If you would like a listing mailed to you for those members in your state, just let us know call 1.800.262.4017 or email info@nanmt.org.

new members

**Preemptively
addressing
these five
common
preoccupations
of a new
massage
recipient helps
ease the first
time jitters.**

Nicole Cutler, L.Ac., MTCM is a long time advocate of integrating perspectives on health. With a Bachelor's degree in Neuroscience from the University of Rochester and a Master's degree in Traditional Chinese Medicine from Five Branches Institute, Nicole has been a licensed acupuncturist since 2000. She is a certified specialist with the National Acupuncture Detoxification Association, has earned diplomat status with the National Commission of Chinese and Oriental Medicine in Acupuncture and Chinese Herbology and is a member of the Society for Integrative Oncology.

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Five Concerns of First Time Massage Client - Nicole Cutler

Due to its benefits becoming more widely known, an increasing number of people are booking massage for the first time ever. Unfortunately, many seasoned bodyworkers are so accustomed to their routine that they easily forget about the fears often accompanying first time massage recipients. For many people, the idea of taking off their clothing to receive a touch-based therapy from a stranger sounds to be anything but relaxing. However, therapists who are sensitive to a first time recipient's anticipation can help these clients feel at ease right away.

Massage therapists commit to long hours of learning and log in countless practice sessions before they even enter the professional arena. By the time their career is established, most bodyworkers are completely comfortable and trustful of intentional, therapeutic, physical touch. However, this comfort level with touch therapy is not shared by everyone. Considering the concentrated focus massage therapists must have on how the human body's form and function impact health and wellness, they may not always be thinking of a client's massage worries. Upon learning that an upcoming session is your client's first massage experience, directly addressing several common uncertainties can help them relax so they can have a positive experience.

Some unknowns that could be anxiety-provoking to massage newcomers, include:

1. Should I take off all my clothes? - Casually informing a client to take off as much as they wish is usually too vague for a first-timer. If you offer massage where the recipient is clothed (such as Shiatsu Anma), make sure to provide this as an option for anyone potentially shy about disrobing. Otherwise, describe the clothing options in detail, such as leaving underwear and bra on or taking everything off. Make certain you explain that, regardless of what the client wears, he or she will be professionally draped to fully conceal his or her private regions.

2. Should I assist? - A person unaccustomed to massage may be unsure about assisting the therapist when a part of his or her body is lifted or moved. To prevent this uncertainty, explain that, unless specifically requested, clients should resist any attempts to help you. Furthermore, encourage recipients to be a limp noodle in order to support the session's therapeutic benefits.

3. Should I speak up? - Make sure to ask your client what his or her goals are for your session, and to keep you informed if he or she is uncomfortable with your degree of pressure, the temperature of the room, etc. Because newbies might be shy in conveying their needs, periodically ask your clients how they are feeling.

4. Should I tip? - While the answer to this question depends on your employment situation, tipping policies should be shared with all clients. Al-

though this may be uncomfortable for some massage therapists to address directly, most first-time massage recipients don't know if tipping is appropriate. A discrete sign explaining a standard tip percentage if a client is pleased or describing any other type of tip policy removes the awkwardness associated with not knowing what is expected.

5. Should I chit-chat? - A common question first-time massage recipients have is whether or not they should talk to their therapist during a massage. At the onset of a massage, directing clients to close their eyes and relax helps put many people at ease. While most people enjoy meditating or forgetting about their worries during a massage, some will chit-chat to mask insecurities and nervousness. Gentle encouragement to focus on breathing and/or directing a client in some guided imagery are great tools to help someone relax and forget about his or her conversation concerns.

Preemptively addressing these five common preoccupations of a new massage recipient helps ease the first time jitters. Once someone relaxes into receiving a treatment, massage's therapeutic benefits can really take effect - and chances are you will have gained a new, regular client.

First Time Massage Client



Membership Application

Contact/Name _____ Email _____

Business/Company/Institutional Name _____

Mailing Address _____

City _____ State _____ Zip _____

Home Phone _____ Cell _____ Fax _____

Nurse/Massage Business Phone _____ Website: _____

**** Professional Designations (Include all that apply) ****

RN LPN LVN _____ LMT MT CMT NCBTMB _____

** Student Nurse _____ Institution _____ City State _____ ** Massage Student _____ Institution _____ City State _____

**RN/LPN Lic# _____ State # _____ **Massage Lic# _____ State # _____ Not Required

**NCBTMB/NCTMB # _____ Business Lic# _____ State/County/City _____ Not Required

Nurse Specialties _____

Massage/Bodywork Modalities _____

I want my information to appear in the NANMT public online referral directory at www.nanmt.org Yes No
(For Active, Elder and Supporting Members with Nurse Massage Therapy Professional Designations currently offering services.)

How did you find NANMT? Web School Book Referral Friend Other _____

I testify that all this information is true and correct. I understand I am responsible for notifying NANMT if any changes in this information occur. _____

Signature

Date

Membership Type Please check the appropriate boxes:

ACTIVE:(one vote) A licensed nurse who holds NCBTMB certification or a state license to practice therapeutic massage/bodywork, or has completed a minimum of 500 hours verifiable instruction in massage and/or bodyworks. **Please send proof of status by mail, fax or email. This is required to process Active Members.** \$100 yearly dues

As an active member, I am interested in a leadership role within NANMT.

STUDENT: (non-voting) One of the following applies: a licensed nurse enrolled in a massage therapy/bodywork program which will qualify him/her to take a state massage licensing exam or the NCBTMB exam; a nurse massage therapist enrolled in a graduate level nursing program; a practicing massage therapist who is enrolled in an accredited school of nursing . **Please send proof of school enrollment by mail, fax or email. This is required to process Student Members.** \$55 yearly dues

INSTITUTIONAL MEMBER: (non-voting) A university, college or school of nursing or massage therapy, corporation, or individual business supporting NANMT's goals and mission. Benefits: discounted advertising and exhibit space at conferences. \$300 yearly dues

SUPPORTING MEMBER: (non-voting) An individual interested in supporting NANMT's philosophy and goals. \$75 yearly dues

ELDER MEMBER: (non-voting) An individual age 65 or over. \$65 yearly dues [Type not mandatory – you may choose to be Active if qualified or Supporting.]

Please make payable to NANMT in US funds and return completed application and fee to:
National Association of Nurse Massage Therapists (NANMT) PO Box 232, West Milton, OH 45383-0232.

****PLEASE SEND PROOF OF STATUS:** copies of licenses, certifications, student status proof of enrollment, etc.
MAIL or FAX TO: 937-698-6153 Attn: Membership **EMAIL SCANS to:** info@nanmt.org

** Required

**NATIONAL
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OF
NURSE
MASSAGE
THERAPISTS**

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The Power of Touch...

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