

NANMT NEWS

"We Know the Power of Touch"



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Message from The President

GREAT NEW!!!

NANMT has been approved by "National Certification Board for Therapeutic Massage & Bodywork" (NCBTMB) to produce Certification Educational (CE's) workshops.

NANMT would like to give a very special thanks to Patti McHenry for all the volunteer hours she gave to make this certification happen.

Now we can forge ahead with our plans for our 2009 Conference to be held in Philadelphia in connection with the Cancer Institute.

Last week I attended the second meeting of the Body of Knowledge (consisting of 20 leaders of

top massage therapy associations - NANMT being one of them). Working together for the common cause of massage therapy was the underlining theme. And this goal was achieved beautifully. This week we have been polishing off the summary of what had been started during the 2 full days we worked together. You will be reading about this spectacular group in many of the magazines and editorials of the field.

NANMT, your association is taking a leading role in the industry; I am inviting you to be a part of this exciting organization. We need you, your ideas and your talents. If each of us will do a small part we will have so much to give to our massage

field. Nominations are now being taken for board and committee positions. Contact me at (jgarlandrn@comcast.com) or the NANMT management team (info@NANMT.com) for additional information. As an example, help is need in the planning of the 2009 Conference, the task force for the Body of Knowledge or producing CE programs. Even a small amount of time donated will aid in the growth of the field and its total acceptance in the medical field.

Joyce Garland RN, LMBT

New and Returning NANMT Members

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

Amy Beauregard, Groton, MA
Sally Chapman, Lexington, KY
Heather Horst, Goshen, IN
Jennie McNeil, Rockland, ME
Mary Meyerquinonez, Yakima, WA
Victoria Moore, Cheshire, CT
Valerie Curran Norris, Chesapeake Beach, MD
Ruthanne Reynolds, Walla Walla, WA
Roxanne Taylor, Plymouth, WI
Joyce Wong, Alea (Oahu), HI

Welcome Back!

June Burch, Champaign, IL
Vicki Grabicki, Bellingham, WA
Carol Lyn Schnedar, Suffolk, VA
Dahris Weingartner, Caldwell, ID

If you want to reach one of these new members, please visit the member public referral section or the online password protected member listing, or call us at 800.262.4017 for the information. If you would like a separate listing snail mailed or e-mailed to you for those members in your state, just let us know.

Nurse in Washington Internship (NIWI)

The Nursing Organizations Alliance™ is glad to promote 2009 NIWI. For three days in March, Nurse in Washington Internship will be meeting at The Liaison Capital Hill hotel. NIWI is open to any RN or nursing student (all levels of education) that is interested in learning more about the legis-

lative process. There is not an application or acceptance process to attend NIWI. For more information and registration information surf to this website: www.nursing-alliance.org/niwi.cfm

“People with HIV are seeking healing modalities that enhance the physical, psychological and spiritual aspects of their being.”



Sharon Burch, MSN, RN, CS, NCTMB created Health Positive in 1996 to meet the Continuing Education needs of massage therapists, bodyworkers and holistic nurses. She's the nationally recognized author of a pathology textbook for massage therapists and the author/instructor of more than 100 home study and "live" CE courses.

Bodywork for HIV-Infected Persons

In 1982, as a massage volunteer with the San Francisco Hospice, Irene Smith was called to see Michael. Michael was the first person to have AIDS in that hospice and there was very little known about the illness at that time. Irene was given some basic safety precautions to follow and a long list of infections that Michael was experiencing. Her reply was, "Gee, it sounds like this man really needs to be touched." Irene was lucky to pioneer this work before she was taught to fear it. She learned the fear later from the media.

In 1983, Irene began volunteering at San Francisco General Hospital in the nation's first AIDS unit. Shortly after, the hospice asked her to train a team of massage volunteers for people with AIDS. Due to the demand, the Service through Touch (STT) massage volunteer team was formed. By 1989, STT volunteers served 19 health-care facilities in the San Francisco Bay Area. Nine of those facilities were hospitals. To allow for greater community support, Service through Touch became a non-profit organization in late 1989. Throughout the 1990s, Irene

and her colleague, Ken Bridgeman, traveled worldwide training massage practitioners helping to establish massage projects for persons with HIV/AIDS. There are now massage services available to HIV-infected persons throughout the USA and abroad. These services include private practitioners offering their services in small communities, alternative health care clinics, hospice massage volunteer programs and AIDS massage projects serving clients in home and hospital settings.

The 1980s were about pioneering and assimilating information, and about caring for people with AIDS. The 1990s were about AIDS being recognized as the last stage within a continuum of HIV infection. In the present decade, the focus is on the huge number of persons included in the symptom continuum of HIV infection as a chronic illness.

As a whole, HIV-infected persons are taking an active role in their own healing process. People with HIV are seeking healing modalities that enhance the physical, psychological and spiritual aspects of their being.

Touch is in the forefront of these modalities. As a bodyworker in the 21st century, our clients expect us to approach our practice with education, awareness, sensitivity and maturity.

For more information on HIV and bodywork, see our 3-hour course Understanding HIV Infection, or our more in-depth 14-hour course Introduction to Skilled Touch for the Seriously Ill. Both courses are written by Irene Smith and both meet the HIV, communicable disease and/or Universal Standards requirements in most states. Another excellent home study course by Irene Smith is Providing Massage in Hospice Care, a 10-hour course.

Please call or visit our website for more info.

ALL of our CE courses are accepted by the NCBTMB and the Kansas Board of Nursing. Most state nursing boards accept our CE courses by reciprocity.

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www.HealthPositive.com

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- **FREE 1-Hour Ethics Refresher Course** from the homepage of our website
- **Irene Smith Special:** save 10% on Intro to Skilled Touch for the Seriously Ill; Understanding HIV or Providing Massage in Hospice (use code NANMT1)
- **Get 10% off** when you buy any 2 courses
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Choose the convenience of home study!

Massage Therapists Are Super Heroes

Although you likely do not wear a cape, leap tall buildings, have X-ray vision or wear a stylish (yet cartoon-like) spandex suit, it is really true. Consider the typical client who calls you for an appointment. They are calling you because they need pain management, stress relief or therapeutic massage as a regimen they have implemented and adhere to for their own wellness. They look to you to provide these invaluable services to them, flawlessly and without error. They expect to walk out of the session feeling relieved, less stressed, at peace, and well.

Wow. That is really a huge expectation to have of any profession, but nonetheless, it is fully expected in massage therapy. If a client visits a medical doctor and gets an initial consultation, they will likely go ahead and schedule a follow-up exam, regardless of whether the initial visit had any tangible results on their health when they leave the office. The same cannot be said of the massage industry. If a client walks out of a massage session feeling as if they have had no real benefit, they will likely not rebook.

Now consider that the client also expects you to provide all these fantastic immediate results, regardless of whether you're having a bad day, the bills are late, you missed your dentist appointment, your child has the flu or your dog ran away from home. Your stresses are somehow supposed to be placed on hold and completely out of mind, so you can fully concentrate on making the client feel better. If this is not a feat worthy of a super hero, I don't know what is!

So, how is it accomplished? How do you pull off this mira-

cle, day after day, and be fully present and available for your client and their needs? How can you live a normal life with all the stresses everyone else has, and still be able to give of yourself freely and uncompromisingly to better the lives and health of others? I don't have all the answers, but I do have a few tips to help you stay grounded and centered so you can be clear to provide the service they expect and, ultimately, retain your clientele.

As we preach, so should we abide by the suggestion that massage is essential therapy? Simply put: Get regular massages. I can't tell you how many therapists I speak to at conventions and on the phone who lament about how long it has been since they received a massage. How can this be? We know the therapeutic value and health benefits, yet we will not always take the time required for our own well-being. If costs are the concern, find a therapist in your area and trade services. No doubt you are not the only therapist who could use a good massage. Then it simply becomes a scheduling concern. Schedule this time for yourself as you would schedule an appointment for a client, and do not miss it. This time investment will build major equity in the longevity and success of your practice. Do not overlook this important part of self-care.

Take care of yourself and practice quality self-care techniques that can prevent injury from using improper body mechanics. Make sure your table is at the proper height for your frame, which will prevent over extension. Have your supplies close at hand so you do not have to twist and reach them, (holsters are great for this)! Perform stretching techniques

and exercise to keep your body in shape, because massage therapy is a very physically demanding profession. Be certain to take the appropriate time and measures to heal properly should an injury occur.

How do you clear your mind of all the day-to-day clutter that can distract you from your client? Some people meditate for a brief period before giving massage, while others perform yoga stretches. Whether you chant, hum, stretch, walk or just breathe before your client arrives, find a pocket of time to just relax. I like to simply take three or four deep breaths, slowly in and out, and focus on emptying the clutter for a while. You are not ignoring your issues; simply think of it as hitting the "pause" button. There is plenty of time to address your issues, but while we have a client on the table, we must think of only them. To do anything less will come across in the treatment and cloud the client's perception of a successful session.

Taking the time to do a couple of these suggestions will inevitably make your body and your mind more open to providing the client an experience they will enjoy, and give long-lasting effects that will help heal and leave them wanting more.



“Consider the typical client who calls you for an appointment. They are calling you because they need pain management, stress relief or therapeutic massage as a regimen they have implemented and adhere to for their own wellness.”



Angie Patrick has been active in the massage industry for the past 8 years. Currently, she is Director of Massage Business Development and Corporate Sales for Massage Warehouse, Scrip Companies. Published in the October/2008 issue of *Massage Today*, www.massagetoday.com

The first key to having a successful holistic health practice is to have a clear vision of what you want to create.



Dawn Fleming, is a Holistic Health Educator, Consultant/Mentor and author of *Creating a Successful Holistic Health Practice*. She has worked in the field of energywork for 19 years and has been a teaching since 1992. reikidawn@yahoo.com; www.energytransformations.org/workshops.html

Inner Factors to Create a Successful Holistic Health Practice –Part 2

In Part 1 I discussed working with your vision, goals and paying attention to your intuition to support success. In Part 2 I will focus on the inner attitudes that we cultivate that either support us or defeat us. Read on.

Next on the inner realm exam, your views about money and success. Some people on a subconscious level have taken an oath of poverty. Other people believe, if they have money, others are doing without. Then there is the self defeating attitude about money and success, which is that your money goals are out of reach or you will never be successful. Money is a form of energy, which is an exchange for a service. You work providing your client with your expertise and you receive money as a form of exchange. If you have something worthwhile to offer then money is the proper form of exchange. Stop blocking the flow of energy (money) into your life. Look within at your attitude toward money and success.

A lot of practitioners and therapists carry around their parents' views about money and success. Growing up with parents that experienced the depression or some other related experience of lack has impressed a lot of practitioner's psyches with some levels of lack and poverty consciousness to include the beliefs: there is never enough, when will the rug be pulled out from under me, that career field will never support me, people should not have to pay for massage because it is a gift, it will take at a couple years to make any money at this, etc. If you carry these beliefs, you will need to make it a priority to do a lot of work in this area.

The negative beliefs act as a magnet drawing back to you situations and circumstances of lack which matches the beliefs that you are holding.

The inner work that you can do is to listen to what attitudes and voices are occurring inside your head that do not support you and actually sabotage your success and abundance. Weed out these negative dialogs and cultivate an inner garden that supports I am abundant, I am successful, I have the capacity and potential to be as successful as I want to be, I am skilled and serving the people that I can assist, I am unlimited potential expressing as an abundant practitioner.

You might call these statements affirmations. They support how you want to be. However, the real transformation is turning these affirmations into how you really think and who you really are. Affirmations become part of our inner motivating team and influence and energize the foundation of our holistic health practice. As you transform your attitudes to support your success and abundance, you align with the energy that magnetizes and draws the right clients and situations to you to create success. By listening to your inner attitude about money and success, you can create from within and around you a strong energy field that supports your success.

I find that a lot of practitioners think that there is competition around getting clients or students to fill their practices or classes. So while you are sending Reiki, be a part of the collective mindset of abundance for all practitioners and send Reiki to the holistic health

practices of all practitioners for the success of everyone that is working in the field of spreading this loving energy. You can avoid the attitude of competition with others by knowing that you are attracting the students and clients that are right for your practice and by holding for the success of all. From my point of view, there are not enough Reiki practitioners on the planet yet to fill the healing need that is present. I honor all of those who have chosen this path and wish each practitioner the best.

Finding time to reflect on gratitude will also draw to you like a magnet positive energy that will support your practice. Each morning or evening, spend some time being thankful. Send gratitude to your guides, mentors, teachers, clients, students, the Ascend Masters, and anyone else that you feel gratitude toward. And always remember to thank your clients for coming to you for a session.

My last key inner factor is activating your awareness. Day to day we fill each moment with a lot of busyness that does not relate to our vision or goals. Old habits of talking on the phone that is non work related, spending hours on the computer or internet in not related to fulfilling our vision, or running other people's errand because that is what we are use to, will not create success. By eliciting your inner awareness to watch your day-to-day activities to make sure those activities are directed toward completing your vision, goals and strategies will ensure that you stay on track for success.

Do not criticize yourself. This is a learning process to make you more aware of how you



A Successful Holistic Health Practice –cont'd from page 4

are spending your time and energy. You are learning to make wise choices. Allow your inner awareness to guide you to release the activities and people that do not serve your vision. You will experience more energy for reaching your potential success as you invest it in marketing, networking, and

sharing your vision with others. Activating a higher level of consciousness will also make you more in tune with your client's energy body allowing you to understand at a deeper level what is going on. It opens your intuition and allows your higher knowing to guide you to success.

Gandhi said "That which you cultivate, you become." Everything that you cultivate, comes from within. So if you want to create a successful holistic health practice, begin creating success on the inner realms to become the master of success on the outer!

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You can and should be able to make a living doing what you love!

Register at www.energytransformations.org/workshops or call Dawn 480-456-8904

Pennsylvania Message Therapy License Law

**Professions
exempt from
massage
therapy
licensure would
include energy
work,
movement
education, and
reflexology.**

In October, Pennsylvania House Bill 2499, a legislative proposal to license massage therapists, was signed into law by Governor Rendell. The law requires the governor to appoint a regulatory board to implement the law. The board will have the responsibility of writing rules and regulations to implement the law, including an application process.

The law will allow existing practitioners to qualify for a license without obtaining additional education or taking an exam. To qualify for a license under the grandfathering provision an applicant will be required to demonstrate they have actively practiced massage

therapy and meet ONE of the following requirements:

- 1.Has been in active, continuous practice for a minimum of 5 years; OR
- 2.Has passed a massage therapy exam that is part of a certification program accredited by the National Commission of Certifying Agencies (NCCA); OR
- 3.Has completed a minimum of 500 hours of massage education; OR
- 4.Has completed at least 100 hours of massage education and passed the National Exam for State Licensure (NESL) offered by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB); OR

5.Has completed at least 100 hours of massage education and passed the Massage and Bodywork Licensing Exam (MBLEx) offered by the Federation of State Massage Therapy Boards (FSMTB).

After obtaining a license through the grandfathering provision, the only maintenance requirement would be to complete 24 hours continuing education for renewal every two years.

Professions exempt from massage therapy licensure would include energy work, movement education, and reflexology.



“RVs, cars and tents provided sleeping quarters for the families lining up on Thursday for the following thirty hours of medical care over the course of the weekend.”



RAM: Remote Area Medical Clinic & Massage

On July 25, 26, and half day on the 27th this year, health care services were provided for the 9th time at the Kentucky/Virginia fairgrounds in Wise, VA. The Remote Area Medical Corps, a Tennessee organization founded in 1985, has both a domestic (60%) and international medical relief mission for the underserved and working poor. I was one of the 200 University of Virginia Health System clinic volunteers. I provided chair, foot, neck, and shoulder massages for the staff.

The UVA medical tent offered services that included; internal medicine, gynecology, cardiology, nephrology, gastroenterology, geriatrics, neurology, dermatology, ear, nose, and throat services, ultrasound, screening for diabetes, colon cancer, breast cancer, hypertension, HIV, and provides pneumonia vaccinations. The team was composed of physicians and nurses from the local area, neighboring states, and as far away as California. Several non-clinician employees from UVA Health System also attended to serve as “general volunteers” in the medical area. Many volunteers were there as family teams, with husband, wife, and children all lending a helping hand. Some young volunteers told me their older siblings had participated and this year it was their turn to help. According to the RAM and UVA websites here are the statistics from Wise this year: approximately 1,584 volunteers working 20,000 hours to provide care for 2,500 patients receiving 8,401 medical procedures with an estimated value of \$1,725,418.00 of care.

Tents dotted the fairgrounds as volunteers from private medical practices, churches, schools, civic groups, and businesses

began working from before sunrise until evening hours helping to coordinate health care for clinic patients as well as providing meals for the volunteers, and bag lunches for the patients and family members. Other volunteers were busy directing parking, checking patients in, providing tours for media, coordinating transportation for volunteers, setting up and breaking down tents, and delivering ice for lab specimens. Education booths were scattered throughout the grounds. Eye glasses and dentures were being crafted, as people were being scoped, scanned, screened, and X-rayed, often as their only medical care for the entire year.

RVs, cars and tents provided sleeping quarters for the families lining up on Thursday for the following thirty hours of medical care over the course of the weekend. Some patients were told to return for procedures on the following day and some left crying because they needed to return to work and could not choose to stay. Tired gazes (and mouths with bloody gauzes from teeth extractions) met my eyes as I walked through the crowds. The line at my chair began to form after lunch and I did not stop until there was no one left waiting to be touched. I did not stay for the half day on Sunday so my count of 40 chair massages, 6 foot massages, and countless shoulder and neck massages could have been higher.

I believe the opportunity for education about massage for stress relief and muscular aches and pains was available for patients but I believe the pressures and strains on the staff took precedent at this particular time. I was able to discuss posture and the role it plays in

neck and back tension and headaches, as well as the importance of stretching and deep breathing exercises, and healthy nutritional habits, but mainly I was there to briefly touch those giving selflessly during this weekend marathon of care. There were plenty of complaints of sore backs, necks, and arms among those seated at computers checking in patients, those filling prescriptions, providing lab analysis, and among the many runners that accompanied each patient to every medical station.

It was an inspiring weekend watching the patience and at times humor and affection displayed by both givers and receivers of care. I believe this could be a worthy and rewarding two and a half days of healing touch for interested therapists.



Paula Ruffin is a nurse massage therapist in the BSN to PhD program at the University of Virginia School of Nursing in Charlottesville, Virginia. Her dissertation research focuses on the effects of therapeutic massage among women at risk for breast and ovarian cancer.

Membership Application...

Name _____

Business Name _____

Mailing Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____

Fax _____ Email _____

RN LPN LVN LMT RMT NCBTMB Student Nurse Massage Student

RN/LPN LN# _____ Massage LN# _____

Nurse Specialties _____

Massage/Bodywork Specialties _____

New Member Renewal Member # _____

How did you find NANMT? Web School Book Referral 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 license 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. FEE: \$100 year

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

Student: (no vote) A licensed nurse enrolled in a massage therapy/bodywork program which will qualify him/her to take a state massage licensing exam, the NCBTMB exam, or a nurse massage therapist enrolled in graduate level nursing program, or a practicing massage therapist who is enrolled in an accredited school of nursing. Please enclose proof of status. Fee: \$55 year

Institutional Member: (no vote) A university, college or school of nursing or massage therapy, corporation, or individual business supporting NANMTs goals and mission. Benefits: discounted advertising and exhibit space at conferences. Fee: \$300 year

Supporting Member: (no vote) An individual interested in supporting NANMT philosophy and goals Fee: \$75 year

Elder Member: (no vote) An individual age 65 or over. Fee: \$65 year

PAYMENT: Check Money Order



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

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