

The Massage Educator

issue 2, 2012



The number of states in the continental United States that have some type of state regulation for massage therapy.

Created by Associated Bodywork & Massage Professionals • [philosophy for instructors](#)



BRING COMMUNITY INTO YOUR CLASSROOM

UTILIZE THIS LOCAL EDUCATIONAL RESOURCE

Instructors often think of themselves as solo facilitators in the classroom, but the reality is they have an extensive supply of subject-matter experts available to them in their local community. Community members' unique backgrounds, perspectives, and experiences make them fantastic resources for students, and give them the ability to share information with students in a powerful way.

Community members offer a variety of body types, ages, health histories, needs, and expectations, which give students a realistic and varied hands-on experience. These clients also give your students a more personal experience with the subject you're teaching. For example, instead of having students

pretend to have a chronic pain injury as they work on each other in class, bring in community members that are living with chronic pain and suddenly the lesson has a profound impact.

OPPORTUNITIES TO UTILIZE THE COMMUNITY

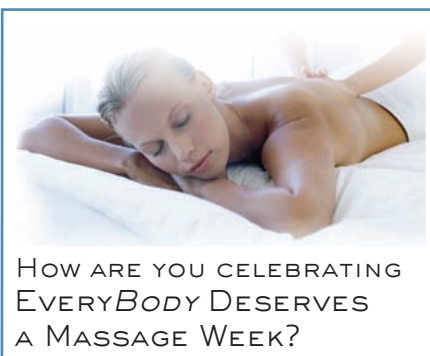
A student's interaction with the community is often limited to the student clinic and internships, but many areas of their program can benefit from a little outside experience. Here are some ways to bring your community into your classroom:

MODALITY CLASSES: Are you teaching a sports or pregnancy massage course? Think of what a valuable experience it would be for your students to work on real athletes or pregnant women with accurate body types and treatment needs, rather than practicing the techniques on each other. Ask community members to come in for an in-class clinic on the day and time you're already teaching the course.

PATHOPHYSIOLOGY: Individuals with specific pathologies bring that condition to life in the classroom. Who better to tell students about the effects of a specific condition than someone living with that condition? Imagine how powerful it would be for your students to interact with someone with multiple sclerosis, rather than just reading about the condition in a textbook.

Boggle It!

This activity is inspired by the classic family game of Boggle. Use this approach when you want students to actively engage in idea generation or test their knowledge of a topic. Give three minutes for groups to brainstorm all of the possible answers to a question—name all of the muscles of the anterior body, list all possible target markets, etc. Then, as if you were playing Boggle, have each group read their answers aloud. Subsequent groups read only the unique answers left on their list.



HOW ARE YOU CELEBRATING EVERYBODY DESERVES A MESSAGE WEEK?

PAGE 3

CONTINUED ON PAGE 2

PROFESSIONAL PANELS:

- **Therapists**—Therapists who have been through the process of choosing and building their career path make great panelists to discuss career options and lessons learned along the way. A diverse panel makes an effective experience: female and male therapists, varying years in practice, different settings and clientele, employees and sole proprietors, etc.
- **Employers**—Employers are a fantastic resource to give students the ins and outs of getting and keeping a position. Inviting employers from different settings—spa, chiropractor, clinic, hospital, sports team, etc.—not only teaches students how to prepare to be great employees, but it expands their knowledge of the diversity of job opportunities.
- **Health-Care Professionals**—We want our graduates to be able to work and communicate successfully with other health-care professionals. Bring in a variety of health-care professionals to talk with your students and give them insights on how to create and maintain professional relationships.
- **Business Professionals**—Talking about taxes? Bring in an accountant. Insurance billing? Bring in a specialist. Learning about specific business-related subjects from someone who knows the topic and is up-to-date on current changes is an incredibly valuable resource for students and instructors.
- **Male Therapists**—Giving male students the opportunity to meet with professional male therapists, even if it's in a group meeting outside of class, allows them to voice concerns and get advice about the unique challenges they may face in the profession.

ALUMNI:

Bringing alumni back to campus is not only an excellent resource for current students to learn from therapists who've had a similar experience, but it's a wonderful way for your graduates to stay connected to your community. Invite them to participate as mentors and event supervisors, be part of in-class clinics and panels, and participate in an alumni day in the student clinic.

Look at your program and the courses you teach for opportunities to bring community members into the classroom. It will deepen your students' understanding of massage and be a rewarding experience for everyone involved. 🍏

ABMP'S INSTRUCTOR RESOURCE PROGRAM ... A DISCOUNT AND SO MUCH MORE!

Are you taking advantage of the ABMP benefits that are available to you as a massage and bodywork instructor?

To say thank you for the part you play in advancing our profession, we've created the **ABMP Instructor Resource Program** for all teachers working at state-approved massage and bodywork programs (those programs that prepare students for entry into the field of massage).

Benefits include:

- \$24 discount on your professional membership fee.
- Access to Student Success Curriculum Teaching Kits on topics like study skills, time management, and more.
- Study forms, digital flash cards, and other resources you can use for student success.
- On-demand webinars on instructor-specific topics.
- On-demand webinars on massage-related topics to use in the classroom.
- Website with unlimited pages at no additional charge.
- Discounts on products and services: online scheduling program, cell phones, etc.
- And so much more!

Want to learn more? Contact Taffie Lewis, ABMP Education Facilitator, at 800-458-2267, ext. 629 or email Taffie@abmp.com. 🍏

HOW ARE YOU CELEBRATING EVERYBODY DESERVES A MESSAGE WEEK?

The 18th Annual EveryBody Deserves a Massage Week will be held July 15–21. Every year, schools, instructors, and students celebrate this award-winning event by holding grassroots events in their communities and offering massage to those who may not normally receive the work. We encourage you to get creative and plan events that will not only benefit and educate the community, but will be fun learning experiences for your students. Information is available at http://www.abmp.com/members/marketing_center_everybody_deserves_a_message_week.php.

Keep us posted on your inspired activities by sending event recaps and photos to Kristin Coverly, ABMP Education Facilitator, at kristin@abmp.com. 🍏



Art-Based Learning

ABMP Director of Education Anne Williams presented an incredible session at the 2012 ABMP School Issues Forum titled “Right-Brain Teaching for Creative Classrooms.” One of the activities she introduced was Body Thinking, an art-based activity that connects the senses to thought during the application of massage techniques. She encourages instructors to use it to promote fluidity of massage application, bypass the inner critic, and create better body connection to the application of massage.

BODY THINKING ACTIVITY DIRECTIONS:

- 1 During a massage exchange, instruct students to start applying massage to a specific body area, as they normally would, and allow them to settle into a massage.

- 2 Next, direct students to perform the massage from a variety of perspectives. For example:
- a. Apply massage as if you are rain (wind, thunder, sunshine, etc.).
 - b. Apply massage as if you are the color blue (red, black, purple, etc.).
 - c. Apply massage as if you are an old woman (child, blind, etc.).
 - d. Apply massage as if you are a giant and you are trying not to hurt the client.
- 3 Play and have fun—anything works!
- 4 At the end of the session, process the results with questions like:
- a. How did it feel to apply massage as if you are rain? How did that change the way you moved your body? How did that change the way you thought about the stroke?
 - b. How easy was it to embody the color blue? What did you visualize as you applied massage?
 - c. What were the challenges with this activity? Was it easy? Was it fun? Was it hard? Why or why not? 🍏



ABMP Instructors on the Front Lines Workshop Series

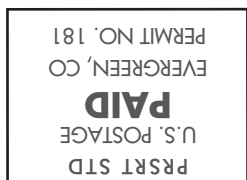
“Building Critical and Creative Thinking Skills in Massage Students”

Critical thinking. It's a skill set that most instructors say is missing in many massage students. It's also a term that can be hard to understand and define. The newest offering in the ABMP Instructors on the Front Lines Workshop Series focuses on how massage instructors can build critical and creative thinking skills in their students by incorporating specific teaching methods and activities into the content they're already teaching. Participants leave the workshop with more than 30 new tools to use immediately in the classroom.

We're bringing this complimentary five-hour workshop to 27 different locations across the country. Visit www.abmp.com to find and register for a location near you! 🍏



Register at ABMP.com for an Instructors on the Front Lines Workshop near you.



PO Box 1869
Evergreen, Colorado 80437