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REASONS TO GET A MASSAGE

- 1 Relieve stress
- 2 Relieve postoperative pain
- 3 Reduce anxiety
- 4 Manage low-back pain
- 5 Help fibromyalgia pain
- 6 Reduce muscle tension
- 7 Enhance exercise performance
- 8 Relieve tension headaches
- 9 Sleep better
- 10 Ease symptoms of depression
- 11 Improve cardiovascular health
- 12 Reduce pain of osteoarthritis
- 13 Decrease stress in cancer patients
- 14 Improve balance in older adults
- 15 Decrease rheumatoid arthritis pain
- 16 Temper effects of dementia
- 17 Promote relaxation
- 18 Lower blood pressure
- 19 Decrease symptoms of Carpal Tunnel Syndrome
- 20 Help chronic neck pain
- 21 Lower joint replacement pain
- 22 Increase range of motion
- 23 Decrease migraine frequency
- 24 Improve quality of life in hospice care
- 25 Reduce chemotherapy-related nausea

Massage is good medicine.
Find the right massage therapist for
you at FindaMassageTherapist.org



amta
american massage therapy association

Massage Therapy

fast Facts



The Business of Massage

- ABMP estimates 320,000 trained therapists provide massage and bodywork in the United States.¹
- There are more than 250 known types of massage and bodywork.²
- Spas employ an estimated 338,600 people in the United States. Massage services are provided at 88 percent of spas.³
- Sixty-eight percent of massage consumers in 2012 received their massage at a spa (including franchise spas) or independent therapist's office, with a minority receiving massage at hair salons, hotels, medical practices, or other locations.⁴
- The median price for a one-hour massage in 2012 was \$60.⁵ This hasn't changed significantly since 2005. Prices vary by geographic location; in general, prices are higher in large metropolitan areas.
- Revenue for the U.S. spa industry continues to grow: \$12.8 billion in 2010, up from \$12.3 billion in 2009 and \$10.9 billion in 2007.⁶
- There are 1,267 state-approved massage training programs in the United States.⁷
- Massage therapists are licensed in 44 states, Puerto Rico, and Washington, D.C. Requirements vary considerably among licensed states.⁸

Consumer Perspectives

- Consumers in 2012 had a positive response to massage, with 75 percent reporting very favorable feelings about their most recent experience.⁹

- Sixteen percent of U.S. adults visited a massage therapist in 2012, and 37 percent have received a professional massage sometime in their life.¹⁰
- A higher proportion of U.S. adults received at least one massage therapy session in 2012 than accessed chiropractic or physical therapy services, even though most physical therapy services and many chiropractic treatments are reimbursed by health insurance, while most massage therapy sessions are not.¹¹
- Women make up the majority of both massage consumers (60 percent)¹² and spa visitors (78 percent).¹³
- Seventy percent of consumers surveyed cited relaxation or stress relief, and 49 percent cited pain, soreness, or injury rehabilitation as reasons they visited a massage therapist in 2012.¹⁴
- Even non-consumers tend to view the profession favorably, with 58 percent of those who have never had a massage associating it with positive therapeutic effects and relaxation.¹⁵

Benefits of Massage

Research has shown that massage therapy has a beneficial effect on the following:¹⁶

- Acute pain (headache, pre- and postoperative); chronic back and neck pain; bone, joint, and muscle pain; nerve impingement pain (sciatica, carpal tunnel); noninflammatory pain.
- Balance, range of motion, flexibility.
- Circulatory disorders.
- Constipation, other digestive disorders.
- Fibromyalgia.
- Immune function.
- Loss of sleep, relaxation.

Choosing a Massage Therapist

Visit massagetherapy.com for:

- A 250-item glossary and searchable 1,000-article archive to learn about the types of massage or bodywork that best suit your needs.
- Practitioners listed by massage type and location. All ABMP practitioners have agreed to follow the ABMP code of ethics; their training and credentials are verified by ABMP.
- Complete information on what to expect during a massage session.
- A state-by-state listing of regulations and training requirements for massage therapy.

Associated Bodywork & Massage Professionals

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- Nausea and fatigue associated with cancer treatment.
- Reduced hospital stays for surgery patients and premature babies.
- Reduced workplace health-related expenses.
- Stress, anxiety, depression, mood disorders, agitated behavior.
- Support for rehabilitation from substance abuse.
- Wellbeing, self-esteem, self-awareness.

Touch may help alleviate symptoms of depression, according to the *American Journal of Psychiatry*. Researchers suggested the release of oxytocin and relaxing aspects of massage help improve this condition. (March 2010)

A study in the *Journal of Clinical Nursing* indicates weekly hand and foot massage is helpful to the bereaved in resolving grief. (April 2010)

A Canadian study showed a combination of exercise and therapeutic massage is effective in providing short-term improvement of sub-acute and chronic low-back pain.¹⁷

In a study of migraine sufferers, massage therapy reduced the duration and intensity of pain, reduced depression, and increased functional status and quality of life when combined with exercise, stress management, and relaxation therapy.¹⁸

Touch Research Institute at the University of Miami (www.miami.edu/touch-research) reports its massage therapy studies indicate effectiveness in:

- Reducing risk of premature delivery and postpartum depression.
- Improving sleep for babies.
- Reducing pain from migraines and arthritis.
- Reducing aggression in adolescents and hyperactivity in adolescents with ADHD.
- Increasing alertness in autistic children.
- Improving lung function in asthmatic children.
- Reducing glucose levels in diabetic children.
- Reducing stress and improving performance for employees receiving workplace massage.



About ABMP

Associated Bodywork & Massage Professionals is the largest national professional membership association serving the massage therapy profession.

Founded in 1987 and headquartered in Golden, Colo., ABMP is employee-owned and serves more than 82,000 professional, student, and school members.

Consumers can locate qualified practitioners nationwide at www.massagetherapy.com.

Notes

¹ February 2013 estimate based on state licensing lists, totals from primary membership organizations (ABMP and AMTA), and state populations.

² Massage, bodywork and somatic therapies are often complex mixtures of holistic healing practices involving physical, emotional, and spiritual components. Definitions compiled from a wide variety of sources over two decades can be found at www.massagetherapy.com/glossary.

³ International Spa Association (ISPA) 2011 U.S. Spa Industry Study.

⁴ Harstad Strategic Research 2013 National Consumer Survey of 610 adults 21 years and older, conducted January 6-9, 2013.

⁵ *ibid.*

⁶ ISPA, 2011.

⁷ ABMP survey, 2013.

⁸ Compiled from state websites. For more information, visit www.massagetherapy.com/media and click on "Public Policy and Licensing."

⁹ Harstad, 2013.

¹⁰ *ibid.*

¹¹ *ibid.*

¹² *ibid.*

¹³ ISPA, 2011.

¹⁴ Harstad, 2013.

¹⁵ *ibid.*

¹⁶ For complete citations, see ABMP's "Position Statement Submitted to the National Prevention, Health Promotion, and Public Health Council," available at www.abmp.com/home/Position_Statement_Dec_10.pdf.

¹⁷ L. Brosseau et al., "Ottawa Panel Evidence-Based Clinical Practice Guidelines on Therapeutic Massage for Low-Back Pain," *Journal of Bodywork and Movement Therapies* 16, no. 4 (2012): 424-55.

¹⁸ M. Lemstra et al., "Effectiveness of Multidisciplinary Intervention in the Treatment of Migraine: A Randomized Clinical Trial," *Headache* 42, no. 9 (2002): 845-54.

Feel Better Boston

Massage & Community Wellness Event Sports Massage Handout

Special Thanks to:
John Balletto, BSc, LMT, CKTP

Definition:

Sports massage is a manipulation of the soft tissues of the body systematically applied and within a context of sport or activity

- Regular exercise
- Recreational activities
- Competitive sports
 - Amateur or professional
- Non-sport related or competition related activities
 - Letter carrier who walks 7+ miles per day on the job

Pre-event massage

Appropriate techniques:

- Need to be applied both with and/or without lubrication
- Needs to be applied over clothing (at event, for sure!)
- May need to work with the athlete that is sitting, standing—not just on a table
- Keep in mind this is about preparing your athlete—not about treating your athlete
- Usually, you have 5-20 minutes max if onsite!

Typical techniques include:

- Compression
- Effleurage (quick, faltering rhythms)
- Pêtrissage
- Vibrations
- Tapotement
- Joint movements (Range of motion or Range of movement)

Post-event massage

Typical techniques include:

- Compression (slow and light)
- Effleurage (slow and smooth rhythms)
- Vibrations (low amplitude, low frequency)
- Joint movements (assist return to resting length)

Post event massage

- Can take place onsite or in your office
- Timing can be immediately after or up to a couple of days after the event
- Primary purpose is to restore the athlete to rest conditions
- Decrease muscular tension

- Warm up joints (Range of motion) to encourage good mobility and normal resting length
- Helps to prepare the athlete mentally as well as physically to deal with the event and prepare for what is next
- Assess for rehabilitative needs

Post-event interview

- How do you feel?
- How did you do? Be prepared for fist bumps or tears...
- Any problems during the event?
- Have you cooled down?
- Have you hydrated? Did you pee?
- Where do you want me to work?
- Look for the following conditions
 - Blisters, contusions, open wounds
 - Cramps
 - Heat injuries
 - Signs of dehydration
 - Signs of thermal injuries
 - NEVER assist the athlete with shoe removal or getting on/off the table

Appropriate techniques

- Need to be applied both with and/or without lubrication
- Needs to be applied over clothing (at event, for sure!)
- May need to work with the athlete that is sitting, standing—not just on a table
- Keep in mind this is about restoring your athlete—not about treating your athlete
- Usually, you have 5-20 minutes max if onsite!

Cramp Management

Approximation

This method inhibits the cramp by pushing the cramping muscle fibers together

- Grasp the muscles proximally and distally from the area of cramping
- Draw your hands together towards each other slowly and gently
- This increases the tension in the tendons, stimulating the golgi tendon organs inhibiting further contraction
 - Works best on superficial fusiform muscles

Post-isometric Relaxation (PIR) *Also called Contract-Relax*

- Position yourself so that you can provide mild resistance to the agonist action and instruct the athlete, clearly and succinctly, to perform the desired action
- Hold the resistance for 5-20 seconds
- Release the resistance and slowly lengthen the cramping muscle
- This can be repeated several times if the cramp does not resolve

Reciprocal Inhibition combined with Direct Pressure

- Direct pressure provides a mechanical resistance to the muscle fiber shortening
- The reciprocal inhibition provides reflex inhibition of the cramping muscle
- This combination reverses the physiological muscle fiber shortening and when followed by gradual lengthening helps to avoid microtearing of the muscle and any residual soreness

- While holding a sustained, static pressure at a depth to the athlete's tolerance, position yourself so that you can provide mild resistance to the antagonist action and instruct the athlete, clearly and succinctly, to perform the desired antagonist action
- Hold the resistance for 5-20 seconds
- Release the resistance and slowly lengthen the cramping muscle
- This can be repeated several times if the cramp does not resolve

Heat Exhaustion

- Profuse sweating
- Skin pale, cool to touch
- Weak and rapid respiration
- Weakness
- Nausea
- Vomiting
- Headache
- Lightheadedness
- Muscle cramping
- Move athlete to a cool, shaded area
- Remove restrictive clothing
- Give fluids
- Apply active cooling measures such as fans or cool compresses
- Refer to medical tent for evaluation promptly

Hypothermia

A medical condition when body loses heat faster than it can produce heat. Causes a lowering of core body temperature below 95F.

Possible causes include:

- Cold exposure
- Inappropriate clothing
- Rapid change in weather conditions like a drop in temperature, increase in wind, thunderstorms, etc.
- Symptoms include shivering
- May stop as hypothermia progresses
- Pale or bluish pallor to the skin
- Slow, shallow breathing
- Drowsiness or exhaustion
- Slurred speech
- Loss of coordination
- Slow, weak pulse

Next Steps

- Move athlete to a dry, warm location
- Remove any wet clothing
- Cover the head of the athlete
- Cover with blankets
- Drink warm water, electrolyte drink, or broth
- If necessary lay with the athlete under blanket and share your body heat
- Refer to medical tent for evaluation

Have Fun!