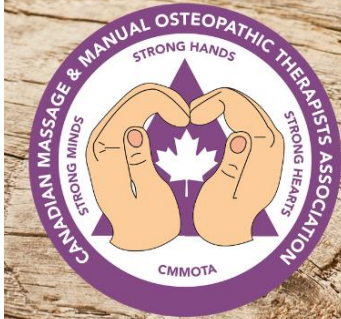


**“RESPONSIBILITY  
IS THE PRICE  
OF GREATNESS”  
~ WINSTON CHURCHILL ~**



*Sunday News*

## Sunday News – December 31, 2023

The Countdown is on, and 2023 is nearly in the books! 2023 has been a great year. Through it we have watched the Association grow both in numbers and impact across the nation! We look forward to 2024 and all the great things that are planned and in store for the New Year! We are again glad to have you reading this publication, so before you head off to whatever plans you have for this evening we hope that you will enjoy the great articles, video, podcast, and research highlighted in this edition! Now, as always, to help break the ice here is the #DadJoke of the day – “Where can you find comedians on New Year’s Eve?” Find the answer to this one by reading on – the answer below somewhere...

Podcast Highlight – this podcast comes from educator and podcaster Troy Lavigne and is entitled *The Basic of Pain and Long-Term Potentiation*. In this episode Troy updates our understanding of the Pain Gate Theory and how synaptic behaviour can help reduce chronic pain. Understanding habituation, sensitization and adaptation is essential to long term recovery for clients experiencing chronic pain – listen to it by downloading it from this link - <https://www.buzzsprout.com/1671958/8123012-sensory-approach-to-manual-therapy-podcast-on-the-basic-of-pain-and->

[long-term-potential.mp3?client\\_source=small\\_player&download=true](#)

As it is now the last Sunday in 2023 and as we look forward to the week ahead, and the beginning of a new year and all that it holds we know that one thing many people do is take the time to set a New Years Resolution. This article, published earlier this year looks at 4 ways to set healthy resolutions – have a read here – <https://www.massagemag.com/4-ways-to-set-healthy-new-years-resolutions-138061/>

Body shaming, or as some call it, Fat Shaming, is a reality in our society. Those who live with bigger bodies know it, have likely experienced it, and whether we like it or not it is prevalent within the health care industry. This article challenges that stigma which many people put on the larger among us – entitled *Shutting Down Stigma: Reduce Fat Bias in the Treatment Room* this is an important read – <https://www.massageandbodyworkdigital.com/i/1509769-november-december-2023/80>

Business Tips – Here is a business resolution that you may want to consider as you head into the new year – it has everything to do with setting boundaries within your business. Have a read through this article entitled *These are the 5 Types of Clients You Should Feel Good about Breaking Up With*, and consider if this might just be the time to make some boundary changes within your business world. Read the article here – <https://www.massagemag.com/these-are-the-5-types-of-clients-you-should-feel-good-about-breaking-up-with-134576/>

Self Care – Over the next couple of weeks many people will start in on new exercise regimens as a part of fulfilling their new years resolutions. This article looks at factors that may affect the way that you feel after a workout and things that you can do to prevent that “sick” feeling post exercise – read all about it by visiting <https://theconversation.com/heres-why-you-might-feel-sick-after-a-workout-and-what-you-can-do-to-prevent-it-182823>

Video Highlight – Check out this good news story about how some of the grant funding supplied by the Massage Therapy Foundation was used from a grant that was given in 2022. Have a look here – who knows what interest it may spark in applying for your own grant



from the foundation -  
<https://www.youtube.com/watch?v=CzFhHdx0FBM>

Research – What does the evidence say? That is the whole point in both conducting and reading the research of others. Increased blood flow has long been a perceived affect of massage therapy – but is it really? Have a read through this piece of research entitled *Effect of Massage on Blood Flow and Muscle Fatigue Following Isometric Lumbar Exercise* to find out their conclusions by visiting <https://pubmed.ncbi.nlm.nih.gov/15114265/>

Free eBook Resource – We love when authors provide their material for free – it is a huge benefit to the industry! All therapists need to check out this free resource – an eBook entitled *5 Myths and Truths about Massage Therapy: Letting Go Without Loosing Heart*. It can be found by heading over to this link - [https://www.tracywalton.com/wp-content/uploads/2016/09/5-Myths-and-Truths-about-Massage-Therapy\\_final-with-Page-Numbers.pdf](https://www.tracywalton.com/wp-content/uploads/2016/09/5-Myths-and-Truths-about-Massage-Therapy_final-with-Page-Numbers.pdf)

Finally – here is our FOUI article of the week – As we head into the season of new years resolutions if you are considering putting weight loss on your resolution then reading this article may help you determine a path forward on how you will accomplish your goals – have a read here - <https://blogs.bmj.com/bjbm/2023/04/14/exercise-versus-caloric-restriction-for-visceral-fat-loss-which-is-better/>



Members, in the busyness of the season don't forget to complete your membership renewal. All renewals must be completed no later than December 31, 2023 in order to avoid having your membership suspended. If you are looking to pay your renewal fees outside of regular office hours, please send your payment through eTransfer or Paypal – details on how to complete this are included in your invoice email.

Members – if heading to the gym is part of your self care routine, then this Partner Perk is a huge one for you – CMMOTA members can save up to 40% off



regular GoodLife Fitness Membership Rates. With over 250 GoodLife Fitness clubs across Canada this is one Partner Perk that can be very beneficial for you. For more details about this and other CMMOTA Partner Perks, contact [info@cmmota.com](mailto:info@cmmota.com).

Not yet a member of CMMOTA?? – there is no better time to join our nearly 2600 members of this incredible association - here is the link to our application page <https://app.cmmota.com/apply>

Do you have a podcast, blog, article, YouTube source that you would be interested in potentially having us share? If so, please send a link to [jeremy@cmmota.com](mailto:jeremy@cmmota.com).

#DadJoke answer: Waiting for the Punch line! 😊



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