

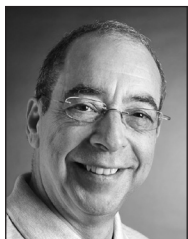


NEWSLETTER

ISRM | ISSUE 17 | AUGUST 2011



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Breaking news! Breaking news!

The ISRM Qualification Grows From Mel Cash

The Massage Training School (MTS) in Exmouth is the latest to have become an ISRM-validated centre, and they recently completed their first Diploma course. It is a lovely coastal venue and the premises are very good. Anna Maria Mazzieri is a highly experienced therapist and teacher with a true deep passion for both. She runs the school very efficiently and the students did exceptionally well in the exams. As well as a high level of skill they all have the confidence and enthusiasm to succeed and we are confident they will.

MTS are also going to run the ISRM qualification at a centre in Bristol as well. So along with our other centres in Southampton, Oxford, and London, we

have the South of the country covered. The market for our quality of training and the demand for the level of treatment we provide are growing slowly, but we do not want to flood the market or create internal competition. So ISRM has no intention of opening any further centres in the South of England. We only have one small centre at Loughborough in the Midlands, but we hope this will build up a bit more.

LSSM has opened a branch in North Wales which got off to a good start in the spring. It began at the Plas Menai sports centre, but we have now moved to better premises in Llanberis. Inside the Snowdonia National Park this has to be the most spectacular ISRM venue, and a very nice place to

stay at. With the expert teaching skills of Zac Laraman and Paul Martin, we can be confident the students will do very well there too.

We are now registering over 300 students a year on the ISRM/BTEC qualification, which is a significant size.

Mel's News

I have finally finished writing my new book, *Advanced Remedial Massage and Soft Tissue Therapy*, which will be published in January 2012. It seems like a long time to wait, but as I was two years late handing it in I can't really complain...



Editorial

From Tanya Ball

Welcome...

To our 'impromptu' second electronic-only ISRM Newsletter. While the original plan for this year was to produce a hard copy summer edition, as was suggested in the previous Issue, a combination of 'challenging' circumstances have led us to opt for this more cost- and time-effective solution once more. I would like to reassure all contributors and readers alike that all relevant (i.e. not obsolete) material featured in any electronic publication – notably articles and stories – will definitely be reproduced in the following hard copy Newsletter.

On a related, positive note, the process of creating a database of useful reference

material, is currently under way. This will comprise a twofold facility, enabling members to access (a) previous issues of the Newsletter, and (b) individual clinical, educational, or otherwise relevant articles, study reports, etc. on the other. It goes without saying that the setting up phase of this project will inevitably be a lengthy process due to the various inputs required from rather busy people... but we *will* get there, and will of course keep you all informed of progress!

In this Issue...

Mel Cash's 'Breaking News': Mel updates us on how the ISRM is expanding, with two further accredited Schools, in Exmouth and Bristol respectively.

Our profession and its future: Find out how our representative voluntary Regulatory Body has been working behind the scenes, and read up on how to submit a successful press release.

Feature articles: Discover how a group of skiing- and snowboarding-fanatic therapists managed to combine work and sport throughout an entire winter season...

Event work: Enjoy reading about first-hand event massage experiences, including superbly colourful and humorous stories from the recent Brighton and London Marathons...

'Educational' section ('Expand your knowledge, enhance your skills'): select

from a wide range of mouth-watering 2011 courses and workshops for variable levels in London, Oxford, Southampton, and Basingstoke. There are also a number of Kinesis UK courses listed for those with a specific interest in 'fascia'.

My grateful thanks, as always, to all who have contributed to this Issue, and my

renewed appeal to all readers please, please to send me your contributions for the autumn edition. No story is too small or trivial – who knows how much you could inspire, inform, or just lighten up someone else by sharing your knowledge or experience.

Please keep sending your newsletter contributions to me at: editor@theisrm.com

Please note that the submission deadline for the Autumn 2011 Issue is **Friday 9th September 2011**, thank you.

Our profession and its future

Continuing Professional Development (CPD) –

New Standards applicable

From Mel Cash

CNHC, the regulator for complementary healthcare, have consulted with all sectors to arrive at a standard CPD requirement across the whole industry. ISRM will now adopt this standard. The full CNHC document is available on request or on the ISRM/CPD page but here are the key points:

CPD is defined as 'a range of learning activities through which professionals grow and develop throughout their careers to ensure that they retain their capacity to practise safely, effectively and legally within their evolving scope of practice'.

When working as a professional practitioner, it is important that you keep your theoretical and practical / knowledge and skills up to date in two main areas:

- Learning more about your discipline or therapy
- Learning more about how to work as a professional practitioner, including any new legislative or other requirements.

A minimum of **15 hours per year** overall must be spent on CPD to meet the new requirements. Your CPD must include activities which involve learning specifically about your own discipline(s), as well as more general learning to support your development as a practitioner. This general learning could be focused on issues such as health & safety, first aid, or business development.

We recognise a wide range of activities which you can count towards your CPD. These could include, for example:

- Attending seminars
- Reading or writing articles
- Taking part in research
- Receiving supervision or mentoring which enhances learning and development
- Work shadowing – almost any practice related activity
- First aid
- Marketing.

Unable to meet the requirements?

If you cannot/do not complete the number of hours required, this does not mean you will automatically lose your membership. Mitigating circumstances will be taken into account. Advice will be offered to enable you to complete your CPD, where possible, over an agreed period of time. Should it still not be possible to meet the standards, registration will lapse until such time as they are met.

Choosing relevant CPD activity

These are examples of some types of activities that you may wish to consider when planning your CPD:

Group activity

- *Attendance at seminars, workshops and lectures* which enhance your knowledge and skills about your CNHC

registered discipline(s) – this could include webinars where you are interacting with other practitioners online or by telephone.

- *Attendance at conferences or meetings* which are dedicated to clinical practice or learning more about the discipline(s) you practice.
- *Peer supervision* – where you meet with other practitioners from your discipline(s) and learn from each other about best practice.
- *Being an examiner, tutor, or assessor* in the discipline(s) for which you are registered – where these are developmental and learning opportunities rather than regular activities included in your work.
- *Providing taught sessions* – where these are occasional and represent a developmental activity for you rather than something you do on a regular basis as a tutor.

Personal study

- *Client case studies* – undertaking these would be used to demonstrate the learning which has resulted through the course of providing treatments and how this will improve the service you provide to others in future.
- *Personal study* – this could include following a formal programme of study either taught (with contact/classroom hours) or possibly distance-learning. In

either case you must be able to describe what you have learned from this and how you will put it into practice in your work.

- *Reading* – such as articles in journals, books or online, which provide learning you are able to put into practice in your work as a practitioner.
- *Research* – participating in a piece of research which is enhancing your understanding of your discipline and / or practice.
- *Writing articles or books* which are subsequently published.

Supervision

- *Receiving supervision* that supports your learning and development. This should be as a time-limited specific activity rather than any guidance received as a regular part of your work. Such supervision could be individual or in small groups.

- *Receiving mentoring* that supports your professional development over time, against agreed objectives. This could be individual mentoring or in small groups.
- *Work shadowing* – where you are working alongside another practitioner to enhance your knowledge and skills about your practice.

Personal and professional development

- *Attendance or presentation at conferences*, which may be related to subjects other than your CNHC-registered discipline(s), but would improve your knowledge and skills or professional practice, or involve personal development which will be of benefit to you in your role as a practitioner.
- *Business, marketing and other courses* that enhance professional practice.
- *Certified first aid training*

- *Health and safety training* that is relevant to your professional practice.
- *Involvement in professional association activities* – this could include attendance at meetings, providing articles for your association newsletter, involvement in local or national events, representing your discipline in some way.
- *Organising events, conferences, or meetings* that could be related to your discipline or to some other aspect of professional practice. For example this could include community activities such as taster sessions or demonstrations.
- *Personal development* that enhances your professional practice. For example this could include courses which enhance your ability to be empathetic with your clients.
- *Training to enhance ethical practice* – such as how to maintain professional boundaries or how to deal with issues of confidentiality.



Complementary & Natural
Healthcare Council

CNHC News

Register hits 5,000

The CNHC is delighted to announce that registration numbers hit 5,000 this month. Registrant 5,000 is a practitioner of microsystems acupuncture, the most recent discipline to join the CNHC register.

The CNHC welcomes new practitioners to the register and looks forward to a continued increase in numbers over the coming months.

Update on Advertising

CNHC's Executive Chair, Maggy Wallace and Chief Executive, Maggie Dunn, had a productive meeting with Miles Lockwood (ASA Director of Complaints and Investigations) and colleagues in May. A number of issues relevant to the complementary healthcare sector as a whole were discussed, including the nature of acceptable evidence, the wording of publicity materials including that on web sites, the campaign by The Nightingale Collaboration and the detail of the CAP Code.

CNHC is continuing to work with colleagues from ASA and CAP and will report on outcomes as appropriate.

CNHC registered practitioners are reminded to ensure that the wording on websites and all advertising material is in line with the CAP Code.

For further information about the CNHC and how to register call **020 3178 2199**, email info@cnhc.org.uk or visit www.cnhc.org.uk



Complementary & Natural
Healthcare Council

PR tips for CNHC registered practitioners

Hello and welcome.

This is the first in an occasional series of public relations tips designed to help CNHC registered practitioners to get the most from their PR activities.

There are many ways to generate media coverage for your practice.

First of all, think about anything that's new and interesting – for example have you had a record year, expanded your business or added another therapy area? Have you helped someone who would be willing to be a case study? If you have, you could put a press release together to send to your local media. You may also want to consider trade or professional association publications who may be interested.

Find the contact details of the publications and send them your release, making sure to follow up afterwards. You should also keep a note of who you speak to and their contact details. This will help you to build your own media database.

How to write a press release

- The first thing to be aware of is that journalists are very busy people. They receive around 100 press releases every day. You need to get their attention in the first paragraph and keep your release short and to the point, ideally one page but no more than two. More importantly – it has to be newsworthy.
- Press releases should be sent by email with the text in the body of the email and not sent as an attachment. Journalists will not open attachments in case they contain viruses. Likewise, don't include photographs. If you have one available say so in the press release and the journalist will contact you if they want a copy.

Audience

- Write your release with your audience in mind. If you are sending something to your

local newspaper then it needs to be of interest to their readers – the local population. Write your release in the third person – 'it' not 'we'. Keep your sentences short, to the point and avoid jargon and exclamation marks.

Headline

- An eye-catching headline is a must. It should be in the subject line of the email and grab the reader's attention. Ideally it should sum up your story, for example 'Local therapist doubles size of business' or 'Hypnotherapy helps local woman pass driving test at last.'
- Make sure you include the date – ideally it should be the date it is distributed.

First paragraph

- This is crucial and should contain the key points. Think of what you would say if you only had a minute to convey the main points to a friend. The first paragraph should be your story in a nutshell. For example, 'A massage therapist from Shrewsbury has had a record-breaking year treating more than 1,000 people from the local area,' or 'A complementary health practice in Rutland is insisting that all its practitioners are registered with CNHC, the UK regulator for complementary healthcare.'
- Next you need to think of who, what, where, when, why – and how. So who is doing what, where, when, why and how? Make sure you answer all those questions in your release.

Quotes

- Include quotes in the release to bring it to life and add colour to the story. This breaks up the press release and allows the newspaper to use the story without needing to come back to you. The quote should be fairly short and sum up the key points. Don't quote more than two people in a press release.

Contact details

- Make sure you include your contact details so that the journalist can contact you if necessary for further information. You also need to be available to take any calls.

Notes to editors

- You can include any relevant background information in this section but again, keep it short and to the point.
- Once sent, it's worth following up with the publication to see if they need any further information.

Finally, read through your release to ensure it makes sense and always remember to use your spell check.

Feature

Climb every mountain, forge every stream, — follow every rainbow... and join the *Reload* Centre Team!

From Sophie Rayner

'Acclimatisation and enthusiasm began with the first step off the bus onto the crisp white snow. A week of marketing our massage service commenced, enabling us to get to know other familiar faces in the resort; the clinking of drinks with colleagues started in earnest, and I began to realise that I was embarking on an incredible few months.'

'I look back on my Reload experience with great fondness and as a crucial contribution to my fledgling career as a therapist. This was a personal quest for confidence in my new skills, to meet kindred spirits within a profession, and to have a good time – all which criteria were met with a big fat tick.'



5 out of 7 of the Reload team 2010

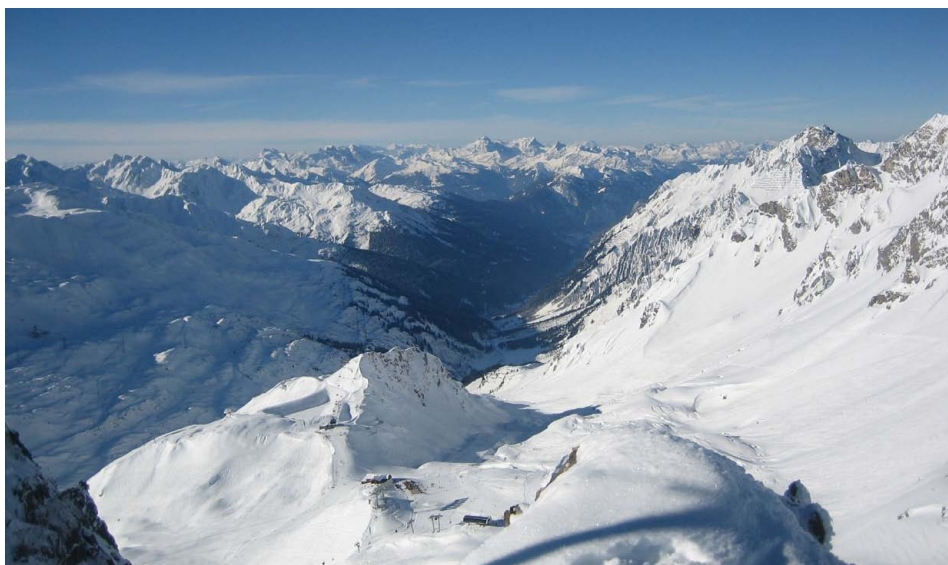
As far back as I can remember, I have aspired to dance barefoot on the green grass of the Austrian Alps à la Maria in the childhood classic *The Sound of Music*. As fortune would have it, the Austrian Alps became my home last winter. Admittedly, my style was less Julie Andrews, twirling innocently atop vertiginous mountain pastures, more Will Ferrell (think *Blades of Glory*), hurtling down snow-capped mountains with all the grace of a cat on roller-skates.

Nestled in these mountains, in the Arlberg region, lies St Anton, home to the *Reload* Centre – the place to go when a hard day's skiing has left your quadriceps on fire; when your attempts to learn snowboarding have resulted in whiplash; or when you simply need a damn good massage. *Reload* is entering its fourth year of business, and at the helm is Jo Bennett, taking St Anton by storm.

I had the privilege of working for *Reload* last winter, and as a progressive step in a massage career it was second to none. Prior to qualifying in SRM, I knew that I wanted to work in a ski resort, not simply on account of my passion for skiing, but because I believed consistent hours of treatments would help consolidate and develop all that I had learnt from the Diploma Course. The only way to do this is to clock up regular hours.

Unlike other Therapy practices I found, *Reload* stood out as offering the type of massage I was trained in. Jo being a fellow LSSM graduate, I knew I would be utilising the extensive skill set I had learnt. Another significant aspect of my experience there was the opportunity to work as a multi-disciplinary team, which included physiotherapists, sports therapists, and sports massage therapists.

Alternative employment options seemed to offer the more lonesome prospect of driving to chalets solo and I had been working alone ever since qualifying. With *Reload* I not only anticipated learning from my colleagues, but also knew that help was always at hand if I needed advice. The



Centre provided a major boost to my self-confidence as a therapist.

Acclimatisation and enthusiasm began with the first step off the bus onto the crisp white snow. A week of marketing our massage service commenced, enabling us to get to know other familiar faces in the resort; the clinking of drinks with colleagues started in earnest, and I began to realise that I was embarking on an incredible few months.

The weekly timetable consisted of six days on, one full day off. Most of the time work started in the afternoon. There were two early morning starts for which a bright-eyed, bushy-tailed demeanour, or the appearance of it, was vital, even if a dance floor had been a feature of the previous evening.

The majority of the work was carried out in a studio, sub-divided by partitions. *Reload* also contracts out to a few luxury hotels and chalets, which offers a variety of working locations.

We treated locals, seasonal residents, holidaymakers, and famous ski cross and freestyle skiers (St Anton attracts professional and amateur skiers alike). There were many achy quads and calves, and holidaying office workers brought their sore lower backs and shoulders to our tables. Every client posed a different assignment, so the work was far from repetitive. You might throw in some STR, an MET, or a sneaky NMT but each treatment was different.

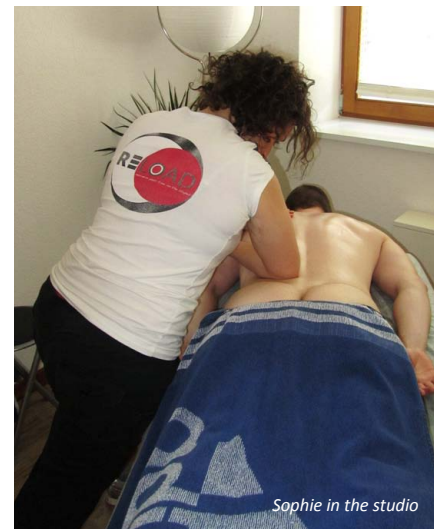
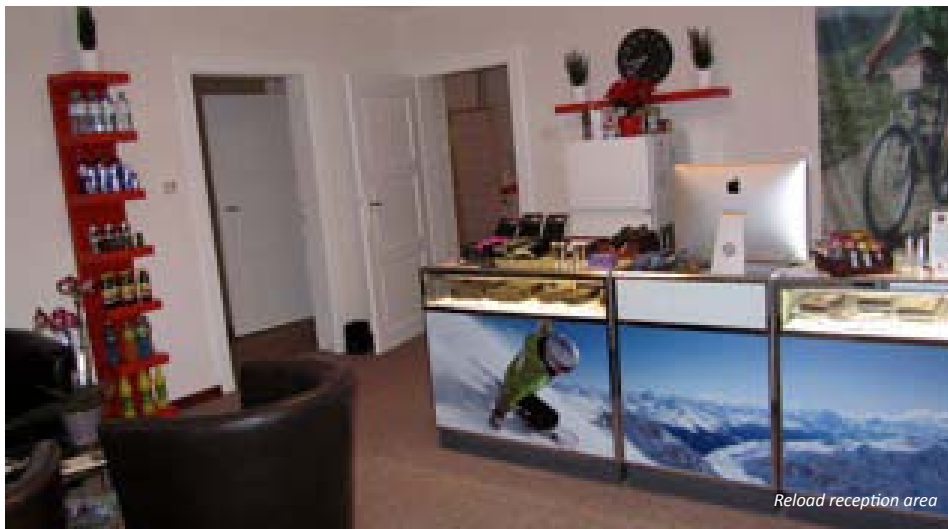
Some clients simply wanted to relax, while other talkative souls were so high on the holiday spirit you could barely get them to stay still while they giggled away with their friend in the next cubicle. The variety of nationalities also added an extra dimension to each treatment. We had clients from Scandinavia, Germany, Russia, Israel, South America, Spain, The Netherlands, and the UK. I met some fascinating people, and enjoyed some unforgettable and inspiring conversations. You never knew who or what you might encounter: an old friend, a prospective job offer, or members of a stag party that had escaped the labours of forced drinking, and just wanted to listen to the Sound of Music as they were massaged (that actually happened!).

One major advantage of working for *Reload*, compared with other resort jobs, is that you get ample time each day to explore the 440 km of pistes at leisure. But there is no doubt that it can also be tough at times, so you really do need to take good care of yourself, the hardest part being keeping your energy levels up. Much as chocolate supplies from the neighbouring Spar help, dancing into the night, skiing all morning, gym at lunchtime, and massage all afternoon make up a lot of activity, and you need to be sensible. You might have a tiring five-hour stint in a chalet of Russians who don't speak English, but you still have to be consistent and sociable in your work.

That said, there were moments that for me made it all worthwhile – even on days of severe sleep deprivation, when there was just one hour to go before finishing – such as when my client let out a joyous 'Super-duper!' in a broad Russian accent, giving me the thrill of satisfaction at the task in hand and leaving me, that evening, with a spring in my step from a job well done.

St Anton-am-Arlberg is a wonderful town. The locals are amiable and very forgiving for the lack of German spoken by its wayfarers. There are numerous restaurants to tickle your taste buds, a great live music scene, notorious après-ski entertainment, and a buzzing nightlife. A highlight for me was the outdoor swimming pool and heated whirlpool at the Wellness Centre. It was a surreal experience to be swimming along as





it was snowing, and skiers 'schussed' past on the slopes in padded warmth. In the darkness of the evening it was nothing short of magical: steam coming off the surface of the lit-up pool and the moon revealing the white peaks towering above, whilst you were floating along. The heated whirlpool brought you back to life: I defy anyone not to rejuvenate by at least twenty years after being spun round in the water at speed. In addition to the Wellness Centre, which also houses a gym and sauna, St Anton offers climbing, cross-country skiing, tobogganing, tennis, and squash. It is also renowned for off-piste skiing, and touring with a guide is very popular.

I would recommend *Reload* to anyone considering work of this nature. You do need to be committed, as it is a long season and although a lot of fun, it can often be hard work. Even though St Anton has much else to offer, it would ideally suit therapists with a desire to ski or snowboard. A keen interest in other people is important, not only in terms of client conduct, but being part of the team means supporting colleagues, sharing knowledge and, sometimes, treatments.

I look back on my *Reload* experience with great fondness and as a crucial contribution to my fledgling career as a therapist. This was a personal quest for confidence in my new skills, to meet kindred spirits within a profession, and to have a good time – all which criteria were met with a big fat tick. I will not forget the immense satisfaction of

being complimented post-treatment by a man who, 50 minutes previously, had told me I that I didn't look big or strong enough to give a good massage... or of treating someone who could barely move because he was in too much pain from skiing – and then called at the studio the following day to say he had managed to stay out skiing all day long. The *Reload* Centre delivers the high standard of treatment that the ISRM represent, and I am proud to bear the stamp of such quality.

Interviews for these positions start in August, so if you are interested, keep an eye on the ISRM online noticeboard, or send your CV through to: info@thereloadcentre.com.

Useful websites:
reloadsportsmassage.com
stantonamarlberg.com/en/home/2.html



Event Work

Hastings Half marathon, March 2011

From Sue Ridley-Anderson



Mary Sanderson, Senior Tutor at the London School of Sports Massage, worked continuously with her team of keen sports massage therapists, on the hundreds of runners who had taken part in the popular Hastings half marathon earlier this year.

Having trained with the LSSM at Southampton last year, I can only say we had such a great time working with Mary,

who is always such an inspiration. It is fantastic to watch her treat, and it was a great experience to be part of such a professional team.

(Brighton) Marathon Widow strips off

From Colette Marinko Maechler

'And so to work. Twelve thirty, and in strolled the first runner. This one hadn't spent long on his feet, a crisp 3.07 time – my 'veteran' husband. I set to work on the old crock, and found muscles with all the elasticity of my kitchen worktop. As the day went on, other kitchen worktops came and went and the afternoon sped by.'

Here's how: Fanatical coffee drinker meets biker. Biker turns 40 and becomes sub-three hour marathon wannabee. In-between, The Training Schedule progeny are born, long limbed and time chipped ready for the off. Family grows up and fanatical coffee drinker is left at home to contemplate the meaning of life, whilst husband, son, and daughter Go Training at the Track. The meaning of life is of course – Sports Massage.

Yeah but, no but, yeah...

Brighton Marathon day comes, and progeny decide to complete a mini marathon before Daddy's. Meanwhile Daddy is nowhere to be seen – suspected to be loitering with intent around the start of some endurance event – nasty habit. Cue Mum with water bottles, lucky bunnies, rain coats, and carry case with massage couch balancing precariously. Children abandoned at their start, arrangements made for their arrival at other end and Mum sets course for the charity village at the finish line as time is ticking for set up in the charity marquee.

Destination to be reached on foot as all useful roads closed off. Punishing struggle takes place over three-mile stretch, as wheels seem hell-bent on kamikazes on every uneven pavement slab. Tugging and monologuing, bag lady style, I get to a point where I doubt my ability to put up my couch, let alone deal with any form of post-event massage.

Banter with Security gets me into the village, and a power nap restores the life forces. Our charity partner, Teenage Cancer, was most welcoming and settled all 20 of us into a huge marquee area, where we were able to open up the rear canvas onto a sparkling blue Brighton sea. Breathtaking!

And so to work. Twelve thirty, and in strolled the first runner. This one hadn't spent long on his feet, a crisp 3.07 time – my 'veteran' husband. I set to work on the old crock, and found muscles with all the elasticity of my kitchen worktop. As the day went on, other kitchen worktops came and went and the afternoon sped by.

They queued patiently at peak times and were very appreciative of our work on them. One poor lady who had hobbled in, was stretched out, but it was all handled very calmly between officials and the First Aid team. It was a hot day, and the woman had looked as though she had sunstroke and exhaustion. She went away smiling and it made me think of what we were doing that day and how lucky we all were to be able to do it.

At the end of the day, my one big gripe with myself was that I had totally forgotten to use my magnetic egg timer, which I had so carefully purchased pre-event to help me manage my 20-minute time slots. Very few clients had a local connection, so I didn't give many business cards out. I did however use vast quantities of couch roll and sanitiser on account of the volume of drenched bodies that landed on my couch!

My next event will be the Brighton Phoenix 10 k, with a couple of local LSSM graduates. Adieu to the running widow...

Event Work

London Marathon 2011 – OXFAM Team

From Wendy Chaplin



As I suspect many other therapists did, I had second thoughts after volunteering to work at the London Marathon. I had naively thought that couches would be provided – surely they couldn't expect us to carry couches through central London! Then I received the email that suggested items to take including not only a couch but covers and a plentiful supply of towels plus a multitude of other items... oh, and lunch! Plus don't forget there are road closures. Ok... don't panic... surely everyone is in the same boat... there must be a system! Then came the team allocation – I am at the British Academy, just off the Mall, with the Charity Oxfam. Great – there are quite a few of us, so I hope that means that they will meet us somewhere to transport our stuff. Whizz off some emails still hoping some generous soul is offering to help us as to how to get our load there. More emails... No, it's official, it's 'get there any way you can'. More emails, and I agree to brave London Transport with fellow team-mate Liz.

We start off with a car journey down the M4 to Osterley tube station nice and early to avoid the crowds, then onto the Piccadilly line to Piccadilly Circus, to avoid changing tubes... which we are keen to do, being laden with two couches and rucksacks. Do you know there are two flights of stairs, followed by two escalators, to get out of Piccadilly Circus, not forgetting another flight of steps

to get to street level? A short...ish walk to the venue, then more steps to the grand hallway, followed by more to the first floor and the Grand Mall Room where we will be working – once our arms have recovered from carrying, that is! We are first there and are greeted by Dominic, our team leader. We set up and get the opportunity to go and watch some of the race. After seeing all the Elite finishes, we make our way back to base for a briefing, followed by an amazing lunch (a real bonus – as the lunch box had been jettisoned to lighten the load). The room had by now filled up with therapists.

We are given a quick demo of what is expected by an experienced therapist, as most of the volunteers are students. Then a further reminder that 'time is our enemy', and Dominic will be making sure that we stick to the plan of 20-minute treatments each. Dominic is starting with me – no pressure then. Then he arrives – the first Oxfam runner home comes in to a round of applause, and is led to my couch. He finished in 3 hours and 4 minutes! I carry out my massage... he looks and his muscles feel as though he has just been sitting in the sun. He is the first of many, and probably one of the freshest, some of them looking slightly the worse for their marathon experience. As it turned out, time wasn't really our enemy, as we had a steady flow of 'bodies' and a large team of therapists, Dominic looked like

Head Waiter as he determined who went to whom, and never seemed flustered.

All too soon we had finished and it was time to pack up and head for home. The only snag was that most of the runners, their families and friends, were also making their way to the tube station. It was busy, very busy, people were queuing everywhere. The kind staff opened the barrier for us when they saw our load. Unfortunately, most of the queue saw that opening too and made their move. I would like to say that people saw our burden and helped, or even that they let us through, but that would be a lie. So we had to force our way down all those stairs and escalators and push our way on to the first tube... it wasn't the right one... but never mind it was out of there. The finishing line was to escape the tube at Hounslow: as the staff wouldn't open the disabled barrier, we had to risk the usual exit, and yes it had its revenge and trapped me, my couch and rucksack. Alarms went off, I stayed put thinking someone would release me, but no one moved other than to watch the mad woman trapped in the barrier! So I resorted to pulling myself through the barrier and finally someone left a queue to help pull my couch through.

Wow, that was a week ago, my arms felt like I had done a week's worth of weight training. Would I do it again? Yes, I would love to massage there again, it was a great experience and I met some lovely people. But surely there is a more professional way to get our stuff to the venue, I am sure there is a business opportunity for someone to hire out couches for such events or even for the massage schools. I am not sure that many will want to repeat the experience once they are no longer students and do not require the logged hours, and yet that would be a shame as one of the great benefits of these events is to meet other therapists and see how they work.

Aegon International Tennis Tournament

From Sue Ridley-Anderson



What a brilliant event! The Aegon International Tennis Tournament took part again at the famous Devonshire Park Tennis Centre in Eastbourne prior to Wimbledon.

I was thrilled once again to be part of the team of therapists offering treatments to the players. I have been a part of this event for some six years now, and several players recognise me these days when they come for treatments. It was such a buzzing atmosphere at the centre, the grass courts

looked fantastic, the sun shone, and the wind blew!

Working in conjunction with Eastbourne Borough Council and the Lawn Tennis Association, our team offered three days of treatments which several players enjoyed. Some of the techniques that I learnt with Sarah [Tidey] and Tanya [Ball] at the LSSM – Southampton – were well received by the players. I am already looking forward to being part of the 2012 team!

2011 London Marathon a Supervisor's Day

From Phil Young



As a regular S & R Massage practitioner at the London Marathon, this year I was to supervise an eager group of students/ recent graduates, assigned to support 'my' 2010 Charity SPARKS, a very worthwhile cause supporting research into children's diseases. There was the usual highly positive response from all the team who could not wait to get going on the day; we had only one withdrawal, so I had a team of eight eager therapists.

The big day arrived, and unlike previous years, we were actually some distance from the finish, in the Virgin Active Gym along the Strand. Travelling to London from Huntingdon, I was the last to arrive and

all couches were set up and ready to go. Claire, last year's SPARKS co-coordinator was actually running the race, so we were well looked after by her colleague Hayley and team – all was going well. I got on with introductions, team briefing, and a steady stream of questions from keen students. After lunch at 13.30, we waited for the first competitor.-We waited and waited... and finally at 3 p.m. we welcomed our first customer, with no injuries, just tired legs, and a whole team of massage therapists ready for action. Fortunately there followed a steady stream of runners with sore legs/ backs, keen to show off their finisher's medal and tell their individual story of their London Marathon.

The problem we now faced was that we only had until 5 p.m. to get through treating the stream of weary runners. Over the next two hours, the team of therapists worked their healing hands extremely hard to relieve sore/aching legs, working quickly and under pressure, including utilising a good selection of STR/MET techniques. As a supervisor I kept a watchful eye on what was going on and as in previous years was very impressed with the varied use of techniques demonstrated. Fortunately there were no major problems, and all of the work carried out by the team would ensure the runners would wake up on Monday morning a lot less sore, and their recovery would be swifter and more effective.

By 5 p.m., the team had treated approximately 40 competitors between them, and could justifiably be pleased with their hard efforts. I am very proud to have been able to mentor them, pass on some tips, and hopefully inspire them to perform so well. They are a credit to the ISRM and tutors who teach them, and I would like to take this opportunity to pass on my thanks for a great day's work. I also look forward to meeting some of them again, and seeing how they have developed.

Event Work

Event work update

From Tanya Ball



By the time you read this, the annual highlight of the London Triathlon will have been and gone, hopefully as successfully as in previous years for all concerned. A full report, pictures, and stories will appear in the next Issue.

Forthcoming events

Run-to-the-Beat ½ Marathon, London, Sunday 25th September 2011

The main remaining ISRM event on the 2011 calendar is the 'RTTB' ½ Marathon, for which applications are currently closed as the quotas have been reached. HOWEVER please keep checking the website from late August if you would like to participate, as I may re-open this event momentarily in the event of withdrawals from the current team list.

Other event-work opportunities

On another important note, further event work opportunities are available via ISRM colleague Kirsty McDade, who requested me to pass on her details. Kirsty is involved in a number of events all over the country, including some down on the south coast. If anyone is interested in these opportunities, please contact her direct at: kmcdade@hotmail.co.uk thank you. Please note that at this point, these are not ISRM-organised events, so... please do not contact me about them. It is likely that Kirsty's events will be posted on the ISRM event work page for 2012, so more details on this should be forthcoming in the next Issue. Besides providing 'work experience' to students and recent graduates, Kirsty shares our main aim (among others!) to try to promote Sports Massage performed 'the right way', and engage athletes who have not received massage before a chance in experiencing

some of the benefits. She also tries to work with local therapists wherever possible, so that if there are any opportunities to refer locally, then there is someone on hand.

2012 Olympics/Paralympics

As you are no doubt aware, applications to volunteer at the 2012 Olympics closed many months ago. The selection process for Clinical (and all) volunteers remains ongoing, with interviews for some functions reportedly continuing into early 2012 due to the sheer number of applicants 'Games-wide' – which are said to exceed 40,000!

Further requirements are to be met and 'hoops' jumped through, and volunteers will be invited (not mandatory) to attend 'test events' – 'mock mass events' where, say, a stadium is filled to capacity for junior event, to evaluate the efficiency of all access, safety, emergency, and other procedures. The latest information I have received is that the organisers will be starting to offer some roles to successful applicants from autumn 2011, but that the process will continue well into 2012.

Recent events

Blenheim Triathlon, 4th-5th June 2011

Well, the good news this year was that it hadn't rained for a few days, so the beautiful grounds around the Palace were firm and dry. The bad news was that the promising gorgeous sunshine of April/early May had metamorphosed itself in cold, windy, cloudy, and intermittently rainy 'typical British weather'. The open, exposed venue



was unrelentingly swept by a gusting wind which played havoc with any unsecured item of clothing or unattended take-away cup or plate.

It also presented an unwelcome 'wind chill factor' for competitors in all three disciplines – choppy water, tough head wind against a wet body on the bike and during the run.

Lastly, it was not particularly conducive to a comfortable massage service, with therapists at times requiring several layers of clothing whilst working, and fatigued, damp competitors struggling to maintain their core temperature.

As the entrance to our marquee faced straight into the wind (and rain when it came), we had to move the booking desk further in. This may sound trivial, but it did remove the opportunity to catch people's attention as they moved across the green between the Registration and 'bike racking' facilities. I have definitely found over the years that no matter how many fluorescent signs are displayed, people do appreciate and respond to the 'personal approach' tact.

After setting up is the most sheltered section of the marquee and duly replenishing their caffeine levels, our valiant Saturday team of six students/recent graduates, most of whom were experiencing their first-ever event, were briefed about the day and 'what to expect'. As I was speaking, the first punters peered in and enquired whether they could book and have a massage 'now'. So unlike some years, the team received a steady trickle of clients wanting pre-event treatments, and everyone immediately forgot all about 'nerves' and just 'got stuck in'.

A short lull in demand followed, which allowed for an early lunch for the team, but I had taken considerable bookings from noon onwards, and much of the afternoon flew by, with everyone completing numerous, varied treatments within the day.



The Sunday team had been reinforced at the 11th hour (on the Friday!) due to last-minute withdrawals. Though we were still short of the ideal number, the seven volunteers followed a similar procedure to the previous day, and were generally kept busy in 'waves' of high demand, punctuated by short lulls, coinciding with race finishing times.

We completed in the order of 140 20-minute treatments over the two days, an average of eleven sessions per therapist. My grateful thanks and congratulations to all concerned for your professionalism, helpfulness, excellent and varied skills, not forgetting your humour! Thank you specially to those (you know who you are) who so generously and efficiently stepped in at the last minute.

London Marathon, Sunday 17th April 2011

Once again this year, the ISRM provided a contingent approaching 100 (actually 96) of students, recent graduates, and team leaders to provide SRM at the post-race reception of some thirteen Charities. The lead-up to the event brought its usual – and I'm afraid this year exceptional – headaches, but all in all I understand from feedback from all quarters, that it proved a successful, enjoyable, and worthwhile event. We are very fortunate to have received two contrasting stories about the experience,

one from ever-faithful team leader Phil Young, and another from 'first-timer' and student Wendy Chaplin. The latter story provides a superbly written insight into what it is like, as a student, to face the 'enormity' of finding the resourcefulness, not so much to 'attend' a mass event such as LM, but to 'get there'. So thank you, Wendy, for that great piece...

My thanks as always, to each and everyone who contributed to making the 2011 LM 'edition' such a deeply and widely appreciated success.

Brighton Marathon and Hastings ½ Marathon

Talking of 'getting to events', Colette Marinko Maechler shares her pre-marathon 'marathon' at the recent Brighton event, while Sue Ridley sent in a short piece about the Hastings ½ marathon event work impeccably run by LSSM Senior Tutor Mary Sanderson.

Finally: the ISRM event work registration process

Would all members, and specially new student members for whom this is their first ISRM Newsletter please kindly note the one and only Event Work registration process below, thank you.

Registration for any/all ISRM event work is available **exclusively online**. For logistical reasons, there can be no exception, and because the Event Work web page is understandably accessible to members only (as the ISRM fund the associated administrative costs), it follows that applicants/participants must be ISRM members. Unfortunately I regularly receive e-mails from people unable for some technical reason to access the page, or... because they are not/no longer ISRM members. In the former case, I can only advise people to ask to borrow someone else's PC; in the latter case... I can only suggest that they (re-)join the ISRM and reap its many benefits!

In addition, to qualify for ISRM event work, Professional Indemnity and Public Liability insurance at the appropriate level (student/graduate) and valid at the time of the event is mandatory. We regret that no exceptions can be considered.

Students must have successfully passed their Weekend 5 General Massage assessment in order to be considered for ISRM event work. Very rare exceptions may be considered at ISRM's discretion.

How to apply for Event Work:

From the ISRM home page (www.theism.com), click on 'event work' and follow the very easy instructions to view the current list of events, and to register for what takes your fancy.

Please, please, PLEASE ensure that you enter **ALL** details requested including your 'status' e.g. 'student', 'recent graduate', etc., and please, please, PLEASE only apply **once** for a given event! Some people have managed to click as many as seven times for the same event...

Duplicate entries are difficult for me to spot due to the automated system, and once an applicant has been approved, I am unable to delete them from the relevant event team list. This again means having to e-mail that person individually to ask them to cancel one of their applications, unnecessarily wasting time I could be devoting more productively to the Event Work scheme.

If you cannot 'see' the event you are looking for but know it was previously on display on the web page, the most likely reason is that I have 'closed' the event because applications have reached full capacity. Please therefore do not e-mail me individually to ask if you may be included – events fill on a first come, first served basis and it is therefore up to members to 'jump in early' if they want to secure a place. Please note however that sometimes a 'closed' event may re-appear nearer the date if withdrawals mean that new places have become available, so it is a good idea to keep checking.

Should you encounter problems you suspect to be website-related, **please contact the ISRM** and not me, as this is completely outside of my control, let alone my skills! Thank you.

A very grateful thank you to all those of you who have supported/are supporting ISRM events over the years. Remember, we could not possibly field these teams nor provide the quality of service without each one of you.

Expand your knowledge, enhance your skills

Kinesis UK short Workshops and KMI Training in Structural Integration

For further information on any of the courses listed, please email info@anatomytrains.co.uk or call +44 (0) 28 9058 0764 – thank you for noting that these are NOT ISRM courses.

Short Workshops

3/4 Sept 2011 - Anatomy Trains

Weston on the Green, Oxfordshire

17/18 Sep 2011 - Anatomy Trains for Movement
Madrid, Spain

23-25 Sept 2011 - Anatomy Trains for Movement
Bern, Switzerland

24/24 Sept 2011 - Anatomy Trains
Utrecht, Netherlands

1/2 October 2011 - Anatomy Trains
Exmouth, UK

7-9 October 2011 - Anatomy Trains
Copenhagen, Denmark

15/16 October 2011 - Anatomy Trains
Belfast, Northern Ireland

15/16 October 2011 - Anatomy Trains - Berlin, Germany

29/30 October 2011 - Fascial Release for Structural Balance:
Hip & Pelvis - London, UK

9/10 November 2011 - Anatomy Trains
Turku, Finland

11/12 November 2011 - Anatomy Trains
Turku, Finland (yes, there are 2 workshops!)

26/27 November 2011 - Fascial Release for Structural Balance:
Shoulder & Arms - London, UK

3/4 December 2011 - Fascial Release for Structural Balance:
Abdomen, Breath & Thorax - Bergen, Norway

3/4 December - Anatomy Trains for Movement
London, UK

10/11 December 2011 - Fascial Release for Structural Balance:
Hip & Pelvis - Utrecht, Netherlands

10/11 December 2011 - Anatomy Trains
Karlsruhe, Germany

KMI Training, UK

Part 1 - 6-15 September 2011

Part 2 - 18-28 October & 15-24 November 2011

Part 3 - 16-27 April, 14-25 May & 19-30 June 2012

Details of all other CPD workshops can be found on the ISRM website

Hampshire-based CPD & tailored under-/post-graduate tuition programme with Tanya Ball

A wide range of **high quality courses and workshops** are available for all levels throughout the academic year in Kempshott (M3 J7 just South of Basingstoke).

The autumn 2011 CPD/Tutorial Programme is now available to view and download at www.tmb-src.co.uk, or can be requested by e-mailing Tanya@tmb-src.co.uk

Please note the 'Early Bird Discount' for any courses booked and paid for by Friday 26th August 2011

Thank you in advance for your interest.

Tanya Ball MSc BA BCSI LSSM MISRM MCNHC MIA SI

Sports Massage & Remedial Therapist – Board Certified Structural Integrator

For further ISRM-accredited CPD workshops and courses, visit www.theism.com

Course report: Inaugural Southampton-based 'Anatomy Trains' Introductory course, Sat-Sun 2nd-3rd July 2011

From Tanya Ball



With the rising interest in – or passion for – fascia among many of our past and present students on the Southampton-based LSSM course, it had been my ambition for some time to 'host' the two-day Introductory course on Thomas Myers' Anatomy Trains, provided by Kinesis-UK Ltd.

The logistics were far from straightforward for a number of reasons, not least tutor availability, but eventually the Great Day(s) arrived and proved more than worth the wait.

After a slow start, registration took off to such an extent that the course became over-subscribed, so that we belatedly had to draft in an additional Tutor in order not to turn people away.

The course comprised a well-balanced mix of theory and practice, working through the 'cardinal' Anatomy Trains one by one. The variety of visual aids included state-of-



the-art DVD footage of Myers' recent fresh cadaver dissection work, one Anatomy Train at a time, which fundamentally demonstrated and 'brought home' the fascial continuity of each Line.

Delegates received abundant and varied demonstrations of a range of fascial techniques to address different 'issues' and achieve best outcomes.

The 24-strong group comprised a rich mix of delegates from various therapeutic – and geographical – backgrounds, including a number of familiar faces from previous LSSM courses, which was of course a special pleasure to see.

As always, the days were over all too quickly, and it was time for delegates to depart, wholly enthused by the experience, and hungry for more. It is therefore my firm intention for this to lead to further, perhaps more detailed, Anatomy Trains-based courses in our region.



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Below are a selection of websites that might be of interest to you. If you have discovered some others that you would like to share, please send them along to admin@theism.com Thanks

www.acupressure-training.co.uk

www.news.bbc.co.uk/1/hi/business

www.getbodysmart.com/ap/muscularsystem/quizzes/upperextremities/menu/menu.html

www.brasschecktv.com/page/57.html

www.thepagerankchecker.com

www.youtube.com/watch?v=25LUX3lgtFU#comment

www.youtube.com/watch?v=eJC9GOZblgk&feature=related

www.youtube.com/watch?v=QZh3NdVP0g8&feature=related

www.youtube.com/watch?v=-3IUJ2Q7hp0

www.youtube.com/watch?v=0R4zRSE_-40



ISRM is on the Sport and Remedial Therapies Council, which is recognised by CNHC as the lead body for Sport and Remedial Therapies.



Complementary & Natural Healthcare Council

ISRM Therapists can register with the Complementary and Natural Healthcare Council which is backed by the Department of Health

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Central London & Southampton
www.lssm.com



**Oxford School
of Sports Massage**
Oxford
www.ossm.co.uk



**ACTIVE SCHOOL OF
COMPLEMENTARY THERAPY**
Loughborough
www.activerecovery.co.uk



**ACTIVE HEALTH GROUP
Manchester**
www.activehealthgroup.org.uk



BLUECHIP MASSAGE CPD
Central London (CPD only)
www.bluechipmassage.co.uk



**Massage Training School
Exmouth**
www.themassagetrainingsschool.com

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