

## ISRM | ISSUE 28 | JULY 2015

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Expand your knowledge... 13 Members' offers 21





## **Breaking news! Breaking news!**

Time for a new message –

'Soft Tissue Therapy'... much more than 'just' Sports Massage! From Mel Cash

'The level of clinical skill and competence we aim to deliver is now so far ahead of the rest of the massage profession in our country that we need to set ourselves apart. People need to know there is something of much higher quality available, and we can only raise awareness by promoting a new title which identifies it.'

Through its origins at LSSM, the ISRM has been the pioneer and leader of the massage profession for 25 years, and we have continually set new, higher standards in training. I believe we now have the experience and confidence to start a new era. We should position ourselves beyond the massage profession by calling ourselves 'Soft Tissue Therapists', because this is a more accurate description of what we do, and the way our successful therapists make their living.

ISRM is about to go through a qualification renewal process with BTEC, and we will have to change the Diploma title because 'Sport and Remedial Massage' implies that we only use massage techniques – but this has been inaccurate for a long time. Although very important, massage is only one among the wide range of techniques we use, and many of us regularly give effective treatments which do not include any 'traditional' massage strokes.

The rest of the UK massage training industry has been very slow at trying to catch up with ISRM. Many sports massage courses claim that their qualification enables therapists to 'treat athletes', and people naturally interpret this to mean they will be able to treat sports injuries. In reality however, they are only taught how to give athletes a massage treatment. I have also witnessed and heard reports about some therapists who seem to have been taught a style of so-called 'sports massage' which should really be called 'brutal massage', causing their clients unnecessary pain and bruising. Is this something we want to be associated with?

The level of clinical skill and competence we aim to deliver is now so far ahead of the rest of the massage profession in our country that we need to set ourselves apart. People need to know there is something of much higher quality available, and we can only raise awareness by promoting a new title which identifies it. It is disappointing when I hear about some ISRM therapists who, after a few years, are still struggling to get enough clients when there are many others who are thriving well. It often appears to be the ones who stay in the comfort-zone of general massage treatment who do not do so well. It is the therapists who apply their advanced skills to the challenge of each new client and who strive to find solutions to their minor and chronic injuries, who prosper.

With cut-backs in State-funded healthcare, alongside current trends in Physiotherapy training, no other manual therapy sector appears to be offering the essential hands-on treatment needed by people presenating with non-critical aches and pains. So the market opportunities for highly skilled Soft Tissue Therapy that can fill this void is immense, because everyone can now become a potential client for us.

We can legitimately give ourselves any professional title provided that it fairly and honestly reflects what we do (and is not already a 'protected' title). Some ISRM therapists use two business cards and titles, one for their sports-related work and another for their more general clients. Others are now using the main title **Soft Tissue Therapist** and list 'sports massage' and/or 'remedial massage' as a sub-text.

#### So – I urge you all to get the message out there. Whenever (sports) massage is mentioned, always state that what we do is "Soft Tissue Therapy"... much more than "just" sports massage'!

'Soft Tissue Therapy' is not a protected title, so unfortunately anyone can use it. Word is spreading, and some therapists with 'ordinary' massage qualifications have started using the title, which makes them appear to be on the same level as us. Although we cannot prevent this, it is important that we take every opportunity to make people aware that 'BTEC qualified' Soft Tissue Therapists have been trained to:

- Safely assess minor and chronic injuries
- Apply a range of advanced techniques to treat them
- Offer practical advice on rehabilitation, and on postural, movement, and performance improvement.

Among the non-ISRM/BTEC-accredited professionals calling themselves 'Soft Tissue Therapists', the majority will only have a lesser massage qualification which will not back up this claim. The general public should therefore be encouraged to make sure they see a 'BTEC-qualified' Soft Tissue Therapist.

The content of our BTEC qualification has not changed significantly in many years, even though the Diploma title will. So it is fair for ISRM to offer existing members, with the 'old' title on their certificates, an updated one bearing the new title. This will be done later in 2015 when we have completed the BTEC process.







## Editorial

From Tanya Ball

#### Welcome...

A very warm welcome to our spring/summer 2015 ISRM Newsletter, and a special welcome to any new student Members for whom this is their first Issue. I would like to think that readers will find this publication sufficiently inspiring to be motivated to contribute a story/article in the next edition!

Engagement Congratulations! I am sure everyone associated with the 'LSSM/ISRM Family' will join me in *joyfully congratulating Mel and Ruxy on their Engagement*. Please see Announcement for details. Our warmest wishes for a memorable wedding celebration and a wonderful future as 'Mr & Mrs Cash' to the future Bride and Groom!

**Apologies!** Please would all readers accept my unreserved apologies for the delay in launching this newsletter edition. Although a number of unforeseen/exceptional circumstances contributed to the hold-up, I do consider the publication timing as ultimately my responsibility. My grateful thanks therefore to all contributors for their forbearance.

**ISRM Newsletter format - reminder** For the benefit of our new Members, this is just a quick reminder that the spring/summer and summer/ autumn newsletter editions are published online only, followed by a 'bumper' hard copy + electronic format for the December Issue. Any non-obsolete material from the online editions is reproduced in the printed Issue of the same year. Members can access previous articles, case studies, etc. dating back from the spring 2009 edition to date. A very grateful 'thank you' to ISRM website manager Martin Docherty for his continued efforts in making our website ever more user-friendly and informative.

In this Issue... While there are no significant 'political' developments to report on in **Mel Cash's** 'Breaking News', we have devoted the page to reinforcing ISRM's *Soft Tissue Therapy* 'rebranding' of the training and nature of the work we offer. The intention is to contrast the quality and value of the effective, remedial 'soft tissue therapy' we

endeavour to teach and deliver, with the all too common 'brutal' connotation elicited nowadays by the term 'sports massage'.

The **Feature articles** open with Sue Ainley's very positive update on the success of our 'Seeing hands Nepal' (SHN) project, received prior to the recent earthquake disaster. A first follow-up after the initial tremor confirmed that, despite massive loss of life and destruction, notably in Kathmandu, all SHN therapists and families were 'safe' – albeit very shocked and sleeping outdoors for fear of aftershocks. Sue's second update provides further sobering insights into how our Nepalese colleagues as well as the wider community are coping, and the impact of this tragedy on people and their livelihoods. Please follow the SHN project link at the end of Sue's articles should you wish to make a donation, thank you.

Next comes a contrasting, delightfully comical clinical anecdote from Margaret ('Mags') Schofield, followed by 'Part 1' of Robert McKilroy's enthusiastic and humorous account of his experience as a LSSM student. Tanya Boardman then shares her positive views on the value of devoting time to 'CPD' (Continued Professional Development), and what she felt she personally gained from this.

In the **Event work** section, readers can soak up the atmosphere at the March 2015 Brooks Fleet Pre-London ½ Marathon thanks to Chantal Robinson's story and her team mates' various photos. In the absence of a formal 'report', the 'London Marathon in pictures' in many ways speaks for itself in reflecting the buzz, activity, and fun of the day for all ISRM members who offered their time and skills to reward numerous exhausted but elated charity fundraising runners. Last in that section is my Event Work Update, which as always includes full information on how to apply to participate in ISRM-organised event work.

Expand your knowledge, enhance your skills (CPD): As always, readers can select from a wide range of courses and workshops for variable levels in London, Oxford, Southampton, and Basingstoke. While a number of these are taught and/or organised by ISRM tutors, there is a separate list of Fascia-related courses, from introductory to advanced level, run and taught by Anatomy Trains UK, and new (as far as our Newsletter is concerned) details about a professional Dry Needling qualification course taught by Chris Beal MISRM, MAcS CL, Au MSP, OA, TCM, registered clinical and orthopaedic acupuncturist. Please therefore check carefully whom to contact if you wish to enrol as this varies depending on the workshop provider. In addition, Anatomy Trains UK are also offering free professional bodywork subject to volunteers being available on specific dates - please see relevant section for details. Lastly, colleague Sarah Tidey and I intend to organise a number of practical workshops including Dynamic Taping at our usual LSSM Southampton venue - details to follow in the next Issue so please 'watch this space' if you are interested!

## \*\*\* Newsletter contributions – please get writing now! \*\*\*

My grateful thanks as always to all who have contributed to this Issue. However... more stories, case studies, ideas, tips, etc., would be gratefully appreciated from *vou* – please do not wait for 'someone else' to take action. Cases studies would be of invaluable benefit to fellow therapists if published - offering new/different ideas, treatment/remedial approaches, and above all, confidence to 'give it a go'! Challenging and/or success stories - throughout the ISRM membership, therapists are doing a fantastic job week-in, week-out, year-in, year-out, often with hugely important results for their clients. Why not take the trouble to share some of these experiences 'on paper' to encourage and inspire others? Or perhaps you have attended a sports event or a CPD course you could recommend to others? Whatever it might be, please get writing now! Thank you!

Please note that the submission deadline for the Summer/Autumn 2015 Issue is Friday 21st August 2015, thank you. Please keep sending your newsletter contributions to me at: editor@theisrm.com



## Dear friends of Seeing Hands...

From Rob & Sue Ainley, Founders



Educate ~ Employ ~ Empower



Great news, this summer we have a fresh batch of qualified therapists, all of whom have now begun working within the Seeing Hands clinics. Pictured above are Ganga, Bhima and Bibek outside the Kathmandu clinic and Bishnu (right) who is working in Pokhara. Feedback from massage clients (and other therapists) is already very encouraging and their skills are testament to the hard work put in by all the local staff and volunteers who played a part in their training.

By all accounts they are all enjoying their work – and their hard-earned wages even more so. Bhima is expecting a baby, so won't be working for long, but intends to come back to work as soon as she can. As the monsoon rains on, the clinics are much quieter anyway and our new larger team in Kathmandu are getting a chance to settle in before the season starts.

At the same time, we say a fond goodbye to Sagar, who has now moved on from Seeing Hands to new study-based pastures. Sagar has a real healing touch, but wants to challenge himself more academically and is setting off on his own journey of learning and personal development. He will be sorely missed by everyone and is under strict instructions to keep in touch.

The other therapists are all doing well and continuing to surprise us by getting more and more independent every day. Lalu has just

returned after an amazing horizon-widening trip to the gulf to visit her sister (who is working in Kuwait). One or two of our blind therapists have experienced flying on a domestic plane in Nepal but Lalu is one of the first (and certainly won't be the last) to try international travel. She had a great time but says she won't miss the heat, which topped 50 degrees some days. Chiran K (affectionately known as Anmol which means 'priceless') has now taken over the role of clinic supervisor from Govinda (it's a rotated post) and is doing a good job so far. It is fantastic to see more therapists maturing and learning to lead and take on responsibilities. As a result, the future of both clinics in Nepal is looking much brighter.

As many of you will know, we have been searching for a suitable location for a third clinic for some time - and with us not being able to be in Nepal, we thought the task was almost impossible. Happily in our absence, Chiran Jeevi (Blind Manager of the Kathmandu branch - pictured below) has stepped up to the mark and forged a partnership with Change Fusion, a local organisation that supports social entrepreneurs. He is now in the process of agreeing a rental contract to share a building in Patan with Change Fusion, who were also looking for new premises. Patan is on the South side of the Kathmandu valley and is home to a large number of expatriates, so is



an ideal location for us. We owe a huge debt of gratitude to Jo Hill (marketing and business development volunteer) and Change Fusion's Country Director Luna Shrestha, who have both helped Chiran to kickstart this new venture. He's done a fantastic job on his own and is truly making us proud now. The new clinic should be open within a few months and we'll bring you more news - and photos - very soon.

Finally, and most significantly, we are immensely proud to announce that Seeing Hands has finally reached its sustainable goals!! With income from the massage clinics now comfortably covering overheads, we have now ceased fundraising and are planning to wind down charity activities over the next few months. From now on, we will be focusing on the independent goal - making sure that Seeing Hands' is not only able to stand on its own two feet, but can walk tall amid the mountains we miss so much! Thank you one final time to all those who donated, volunteered, and helped us on our journey.

We'll keep the news coming in our usual sporadic way, look out for photos of the new clinic on our facebook page over the next few weeks. Namaste to all!





## SHN post-Earthquake Update...

From Sue Ainley



I received the following news from Sue in the immediate disaster aftermath – Ed.

The SHN team are all ok so far – sleeping out in the open for the 2nd night with regular aftershocks and thunderstorms, it must feel like the end of the world there now.

The Thamel clinic in Kathmandu is damaged – not very badly but not safe, Chiran said it could collapse. We don't own the building though, so will just have to get our stuff out and set up somewhere new. All others are fine, Pokhara didn't even close for the day – they just carried on seeing clients! We're hoping our Kathmandu team can get out of there soon and avoid the terrible aftermath.

Thanks for thinking of us.

The above was followed up with Sue's update below on 22/06/15 – Ed.

The earthquake is a disaster of epic proportions for Nepal. Over eight thousand

have now lost their lives and much of the country lies in ruins. Fortunately we were incredibly lucky and our entire team escaped harm, the Thamel clinic building (Kathmandu) came off worst, but everyone got out quickly and the damage turned out not to be structural. After we had made sure everyone was ok, our next priority was to get all seven of our blind staff in Kathmandu out of the city and away from the chaos and risks of living outside their homes. It wasn't an easy task and it was several days before we could get them to the safety of their villages. They weathered thunderstorms and frightening aftershocks in the meantime, eating packets of dry noodles and rationing water between them.

We then closed both clinics for a fortnight and focused on funding local DIY earthquake relief efforts through our sighted support staff in Pokhara. With aid initially stymied by Nepal's Government, we were in a unique position to use our charity funds to channel donations directly to source, and we are still doing that now.

Our project manager Kul coordinated a fantastic local effort to deliver tents, tarpaulins, food and medical supplies to six badly hit villages near Dhading who hadn't received any aid.

With the immediate crisis over, we're now focusing on helping a blind family rebuild their home and donating to a new shelter that has been set up for elderly victims who have no homes – and no families to rely on. The clinics are now all open for business, but full of bored therapists as Nepal's tourism industry also collapsed overnight. One client is now a good day! From that perspective we're also building a contingency fund, as although the clinics were running sustainably before, with incomes hit for who knows how long we need to also plan for an uncertain future.

Special thanks go to ISRM members and veteran SHN supporters Jo Chatfield and Paul Martin who both made sterling efforts on the fundraising side. The work continues...

For more information or to make a donation, please visit www. seeinghandsnepal.org – Thank you!





## A moment of (remedial massage) magic!

From Margaret ('Mags') Schofield

Hughie arrived for his first treatment with me clearly uneasy, and maybe unsure of what to expect, as many people are who have not experienced remedial massage before. The session went well and he was relaxed and comfortable by the end of the treatment.

Once dressed, he came out to pay. He said nothing. He had the correct money in his hand and started to give it to me, but retained a pound coin by closing his fingers over it, palm upwards. He then uncurled his fingers... and the pound had gone! I looked up at his face and he was smiling. He then put his hand to his ear and produced the coin again. I watched his fingers curl over the coin once more, and it had again disappeared once he uncurled them. This time he appeared to retrieve the coin from behind my ear...

I was giggling by this point. He was no more than half a metre away from me as we were

on the landing. He then performed a couple more tricks, which I could not see at all how they were done. He had previously been involved with a circus in his youth, as a trapeze acrobat, which may have contributed to his present back problems – but he certainly understood how to entertain! I was smiling for days. He has since returned for further treatment, but we have had no time at the end of the session for a repeat performance!

# The LSSM Diploma Course – A student's perspective – Part 1

From Robert McKilroy

'As the course progresses, the techniques become more advanced and equip you, as a therapist, with great options to address many of the different injuries and conditions your clients present with. This is where I feel I am evolving into the 'finished product'. Alongside the continuous stimulation/encouragement from lectures, the coursework complements your progress in terms of skills and knowledge. I have also found all my classmates most supportive, which has likewise been a great help.'

Since embarking on the LSSM's Soft Tissue Therapy Diploma, I have never looked back. Some people might think that for a 46 yearold below-knee amputee searching for a new career and lease of life, a demanding course such as this would be one step too far (no pun intended). How wrong could they be!!! Not only has this course given me more motivation than I have had in at least a decade, but it has made me a much happier person, has rekindled my thirst for knowledge in an industry with such incredible rewards and has given me belief: belief that this form of therapy does work incredibly well; belief that as a person with or without a disability, you can still make a difference at my age, or any age; and belief that you can enhance your own life with the right attitude, determination, and application.

My recent journey began when I was working for a large corporate company, working myself into the ground and starting to feel depressed that this could potentially be my job lot. Don't get me wrong, the money came in handy, but as anyone will know, when working for a large company, there is only one goal – to earn wealthy people even more money. So in December 2013, I decided that there must be something else more rewarding I could do, and to change my life around before it was too late. So I handed in my month's notice, left my job in January 2014, started a part-time job and, most importantly, began researching a potential new career.

After a couple of months, I stumbled across the LSSM Diploma course and immediately rang Mel Cash to find out exactly what the course entailed. My twofold concerns were, one, whether I would physically be able to do the job, and two, whether I could qualify for admission on the course. I was initially informed that I required some massage experience and was advised to attend a LSSM introductory course (one weekend). This experience would answer all my questions and provide me with enough massage background to be able to enrol on the Diploma course. I immediately paid for the single weekend course, which was held in May 2014.

May could not come around quickly enough! I was delighted to find out that the physical demands of becoming a Soft Tissue Therapist were not beyond my capabilities, and were in fact made to appear quite simple by the tutors. Posture, technique, and more posture were



emphasised repeatedly over the weekend. For those of you who have not attended an introductory weekend, or who know someone considering a career in the field, I would highly recommend enrolling on such a course, which covers all the 'basic' massage techniques and thoroughly prepares you for the Diploma course.

Finally, by September 2014, I found myself on the Diploma course. I had the usual nerves and anxiety of being in a room alongside some very intelligent and experienced individuals, but I soon realised that everyone else felt the same... After all, you are putting yourself on the line, as the fear of failure is always lurking at the back of your mind, and odd moments of self-doubt creep in. However, I was here to change my life for the better, and I was sure that with a lot of hard work, and some grit and determination, I could do it.

The first weekend of the course is more about settling in, receiving all the information for the course and consolidating the basics taught on the introductory course, with some additional anatomy. I must say, the tutors and support staff have been absolutely outstanding. The way they guide and teach you from being a complete novice, to a semi-confident therapist in such a short space of time is incredible. I am personally studying at LSSM-Southampton, where I have completed weekends 1-8 out of 12 - an amazing experience. The people attracted to this course are very bright, positive and great company (this includes the introductory course) and a real pleasure to be spending your weekends with. I hope to remain good friends with them for many years yet. The tutors have been incredibly inspirational. To be guided by them will leave you humbled. The passion and motivation they exude is infectious and certainly rubs off on you. I often find myself reading an article, or viewing techniques on YouTube, thinking, 'my tutor told/showed me that'.

As the course progresses, the techniques become more advanced and equip you, as a therapist, with great options to address many of the different injuries and conditions your clients present with. This is where I feel I am evolving into the 'finished product'. Alongside the continuous stimulation/encouragement from lectures, the coursework complements your progress in terms of skills and knowledge. I have also found all my classmates most supportive, which has likewise been a great help.

I am told that weekend 9 gets even better... I am scratching my head wondering whether this is at all possible, as I have already received enough tools (techniques) to feel comfortable enough to go out and practise by myself, but I know in my heart that on completion of this course I will be truly confident.

Our final written exam is in June, followed with the final practical exam in July. I can't wait to become qualified, but something tells me that I shall miss the contact time with these amazing people (students and lecturers). Wish me luck and I shall write again with a post-course and hopefully post-qualification article...

# Benefits of CPD — A year as a qualified Soft Tissue Therapist

### From Tanya Boardman

'A half-day workshop, with three other therapists, gave us a re-cap on theory and new techniques, plus an opportunity to ask questions and gain specific guidance for hands-on work.

So I am now feeling less stuck in a rut, and the workshop has resulted in the purchase of a new book and a renewed ambition to improve my practice. The ultimate benefit is that I have already received increased positive client feedback from the fresh approach to treatment.'

With the focus on finishing coursework, re-living long-forgotten exam stress, and the excitement of qualifying and achieving my diploma, my mind this time last year was a long way from further training.

My thoughts were all about building up a client base, finding somewhere to work, designing a website (did I even need one?), printing business cards, and generally coming to terms with being a qualified Soft Tissue Therapist. A few months on and once things had settled down a bit, I realised that I missed my monthly catch-up with fellow students: checking that I was doing things 'right' and finding new and easier ways to access muscles. I found that I was ready to refresh my skills in an informal way:

- Massage swaps with ex-classmates served as a great reminder of our course, and needless to say offered the added benefit of being on the receiving end of treatment too!
- Class catch-ups: we also arranged one of these and are due for another one shortly. This was more beneficial from a business point of view than for practical massage



techniques (due to meeting in a pub!), but I thought we swapped a few useful practical ideas as well.

- Event work: this provides you with time to observe others and to ask for hints and tips. It also gives you a chance to share your experience – after all teaching is a great way to make sure of your own understanding.
- Reading: revisiting textbooks from the course and catching up on journal articles reminds you of the theoretical basis for different techniques.
- Internet: from a broad search to social media and the ISRM Forum, you can view videos of practical techniques and read details from a wide variety of sources (although remember to keep your wits about you as anyone can post anything!).

Earlier this year, I felt the time was right to get back into the 'classroom' (clinic/treatment room) for some CPD. We had been introduced to 'fascial release' on the LSSM Diploma course, but I was looking for different ideas to bring into my treatments, and a focus on the shoulder seemed a good idea. A half-day workshop, with three other therapists, gave us a re-cap on theory and new techniques, plus an opportunity to ask questions and gain specific guidance for hands-on work.

So I am now feeling less stuck in a rut, and the workshop has resulted in the purchase of a new book and a renewed ambition to improve my practice. The ultimate benefit is that I have already received increased positive client feedback from the fresh approach to treatment.

## Event Work

# Fleet 1/2 Marathon Sunday 22nd March 15 -Back to Action Sports Clinic

### From Chantal Robinson

'Well I was head-down busy with a runner when I heard an elated and excited voice come bounding up next to me. It was Julie, who had come in specially to announce that she had completed her race well within the cut-off time, in 2 hrs 20 min, and had had an amazing run. This was a moment of absolute joy for her, she was so appreciative for the support, gave me a huge hug, and expressed how she had thoroughly enjoyed her first half marathon. This moment I'll never forget!'



Well, the morning started with an early wake-up call at 5.30 am to get ready and travel up to Fleet to be there by 7.30 am. The weather was looking good, no rain and the clouds began to clear as we made our journey.

Following Jenny's (the team leader on the day) excellent directions, we easily found the marshals and race director to direct us to our offloading point, and to where to park our vehicle for the day.

It was fresh and sunny, with a breeze making it pretty cool inside the marquee, which comprised a perfect massage area. It wasn't long before some of the estimated 2,400 runners began to arrive with family, friends, partners, kids, and even pet dogs. You could feel the nervous tension rise inside and out of the marquee as more and more arrived.



### Event Work



65 runners between us. It was a well-oiled machine, so the runners didn't have to wait long even if they hadn't pre-booked their session. It was a wonderful experience, and such positive team work was displayed by all.

Now, I know you're wondering what happened to our 60 year-old Julie... Well I was head-down busy with a runner when I heard an elated and excited voice come bounding up next to me. It was Julie, who had come in specially to announce that she had completed her race well within the cut-off time, in 2 hrs 20 min, and had had an amazing run. This was a moment of absolute joy for her, she was so appreciative for the support, gave me

I was delighted to be able to provide prerace massage to a lovely lady named Julie. As she lay there full of nerves, she shared her story: on turning 60 years of age, she had decided she wanted to take up running and complete a half marathon. So, today was to be her first ever such experience. 'Wow!' was all I could say. We prepared her leg muscles with a good warm up, calmed her tense shoulders and set her on her way. I was keenly aware of how important it was to give 100% positive motivational chit-chat at that point with her, avoiding any element of doubt to creep in. She just wanted to complete the race before the cut off time.





Our massage service hit a lull once the competitors had set off, granting us time to chill in the sun, eat, and also listen to an awesome presentation by a member of The Running School in Southampton called Lee. We got to try out his 'magic mat', which was impressive in picking up our compensations and lack of basic co-ordination.

Then all of a sudden, it was time to be ready for action as the first runners came in. We were performing 15-minute treatment slots, and it wasn't long before all nine of us were working flat out on legs, gluts, and lower backs. From 11.30 am to 2.30 pm, we took care of approximately a huge hug, and expressed how she had thoroughly enjoyed her first half marathon. This moment I'll never forget! Awesome lady, so inspirational – just shows it's never ever too late to try something new, even a half marathon in your sixties!

We were about the last to pack up, on a high note of working with Jenny Doughty from 'Back to Action Sports Clinic'. A huge thank you to Jenny (who was just wonderfully calm, friendly, kind, and professional) for the opportunity to help her promote her clinic and help so many runners on the day. I am sure I can vouch for the others that it was a great day out!



## Massage at London Marathon 2015 in pictures









### Event Work

## Event work update

From Tanya Ball



2015 events to date As in recent years, an enthusiastic team of ISRM graduates very successfully attended the March 2015 Brooks Fleet Pre-London ½ Marathon, while over a dozen

SRM teams returned jubilant from yet another memorable experience at the London Marathon. Readers can take in the Fleet event atmosphere through Chantal Robinson's entertaining report, together with a fine selection of photos. Readers can also absorb the London Marathon's buzz from a spread of 'atmospheric' photos from various teams.

Other 2015 events supported by our excellent therapists to date:

- Full Circle Fund (Charity) Cycling Event, Oxshott, Surrey – 10th May
- Bournemouth 7's Sports and Music Festival, Bournemouth – 23rd-25th May
- Tackle Africa Football Marathon, London – 20th June.

#### Forthcoming 2015 events

While ISRM are regrettably again not involved in the Blenheim and London Triathlons, nor the Run-to-the-Beat ½ Marathon this year, there is considerable demand from several charities for our support at the Ride London Surrey event on 2nd August 2015 (www.prudentialridelondon. co.uk/). This event has been expanding from year to year and my aim would be gradually to develop a similar multiple team recruitment method to that of the London Marathon, as more charities approach us on the basis of our LM reputation.

More generally, we are intermittently approached by charities and other organisations to support various fundraising cycling and running/walking events, so despite not being involved in all the largest 'mass events' of recent years, there still remain plenty of onsite massage opportunities. *Any events where volunteer therapist places are still available can be viewed on the relevant*  'event work' page of the ISRM website (www. theisrm.com). Please kindly check the website regularly (at least weekly) if you are keen on event work as requests are often received with minimal (or should that be 'unrealistically short'?) notice. Thank you all.

## Reminder – the ISRM event work registration process (again!)

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 for all participants, and is wholly and solely their individual responsibility. 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.theisrm. com), login

- Click on 'Your ISRM' and select 'event work' from the drop-down menu
- Follow any (very easy) instructions to view the current list of events
- Click on whichever you are interested in
- READ CAREFULLY the 'sub text' information in red below the event, and ENSURE that you are available on the date of the event(s)
- Please, please, PLEASE ensure that you enter ALL details requested including your 'status' e.g. 'student', 'recent graduate', etc.
- Please, please, PLEASE only apply (click) 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. We could not possibly field these teams nor provide the quality of service without each one of you.





## FREE PROFESSIONAL BODYWORK!!

James Earls, Director of Anatomy Trains UK is holding a Structural Bodywork Certification Training to certify practitioners from all over the world. The training is taking place at

### The Memorial Village Hall, Weston-on-the-Green, Oxfordshire

We need models for postural assessment followed by FREE structural bodywork. The work will be performed by a class student but all students are qualified practitioners of other modalities and they will be closely supervised by Certified Trainers of Structural Bodywork. You will be receiving high quality bodywork from a well trained practitioner.

Models need to be available on the three following days:

### Saturday 07 November 2015 Wednesday 11 November 2015 Friday 13 November 2015

Sessions are 90 minutes but we advise allowing 2 hours on each day We ask that you commit to all three dates ~We also need teacher models – contact us for dates ~

### What do you get in return? FREE Structural BodyWork on three different occasions!

The KMI System is based on Dr. Ida Rolf's pioneering work, as developed by Tom Myers. Dr. Rolf's classic 'recipe' for structural bodywork is interpreted through the lens of Tom's Anatomy Trains Myofascial Meridians, a revolutionary understanding of soft-tissue patterning. KMI brings clarity, and gentle effectiveness to the practice of Dr. Ida Rolf's Structural Integration.

> Please call 028 9581 9055 or email: workshops@anatomytrains.co.uk to book your sessions today!



## Hypermobility & Soft Tissue Therapy

From Steve Guyatt



I have a number of clients who are hypermobile. Most of them know they are 'double jointed', but some do not, and there are different degrees of hypermobility in each client. I call these the 'bendy people', and as a Soft Tissue Therapist eager to incorporate advances in sports & remedial massage, I find that more care is needed to treat them, as many of the normal techniques for stretching tight muscles are not appropriate and can be counterproductive, causing more pain to the client post-treatment.

This is a brief article based on research and my own experience with an increasing number of clients with this condition. 'Bendy people' are particularity vulnerable to soft tissue injuries and the effects of overuse. My clients have often turned to a number of different types of practitioners, with no significant benefit, before coming to see me.

#### Background

There is plenty of information regarding hypermobility, 'Hypermobility e.g. Syndrome', 'Beighton Score' to screen for the condition, ligament laxity issues, genetic factors, increased susceptibility of women and children, etc. In contrast, limited information is available (web or books) regarding effective soft tissue therapy. The best publication I found was Hypermobility Syndrome - Recognition and Management for Physiotherapists by Rosemary Keer and Rodney Grahame. Although this book was informative, it gave me little 'hands-on' soft tissue treatment advice.

Hypermobility can affect all joints of the body, and the following are common findings:

- Increased spinal curvatures (the lumbar region is particularly susceptible to back pain)
- Over-pronated ('flat') feet
- Hyperextended knees with sway-back posture (NB women display a greater tendency to resting at their ligamentous end-range, possibly due to reduced muscular support compared to men)
- Greater joint instability and susceptibility to subluxation
- Poor balance, generally reduced stamina, and/or increased post-exercise soreness.

One common source of hypermobilityassociated low back pain (LBP) is the sacroiliac joint (SIJ), located in the pelvis, which in some cases can be considered an 'Achilles heel'. The SIJ is supported anteriorly and posteriorly with dense, highly resilient, fibrous, mostly triangular ligaments limiting its range of movement (RoM). Laxity in these ligaments can result in postural and/or functional pain, for instance with prolonged sitting, driving, standing, etc. The SIJ 'should' also be supported and stabilised by a number of muscles including: the deep lateral hip rotators (piriformis etc), portions of gluteus maximus, the distal erector spinae fascia, and the thoracolumbar aponeurosis).

However, not all the above are primarily 'stabilisers', and with gradual muscle hyper/hypotonicity imbalance, excessive over/under-pull can displace the sacrum from its neutral alignment with the spine and pelvis.

#### Treatment

I have successfully treated many clients with hypermobility for their immediate problems and they leave with reduced or absence of pain. Postural assessment work is key in order to determine the areas to focus on and what needs strengthening. Muscle strength testing also is very useful to highlight imbalances and helps to decide how to treat each client and each treatment is unique and will vary dynamically according to what is found during the soft tissue / massage treatment.

As mentioned above during massage treatments more care is needed almost straight away, for example ensuring bolsters are positioned under knees while the client is lying on their back (prone), as knees will often hyperextend without them. (Although the client may not be aware and it does not cause pain, it is not advisable to keep clients in this position for long during massage. Similarly a stomach support can help with back alignment when the client is lying on their front. A more holistic body approach to treatment is needed to ensure all affected muscles and fascia that may need attention are treated, as hypermobile people use other secondary muscles to help the prime movers more often than normal.

Somewhat strangely, stretching is still helpful as part of the treatment to alleviate pain but needs to be undertaken in an even and controlled way to maintain muscle length and ensure that no increase to an already hypermobile range. A careful soft tissue release technique, with good pinning, focused at the muscle mid point / knotty area is very effective. Stretching normally works best at the end of the treatment session. I still rarely use Myofascial release techniques on hypermobile clients except on the thoracolumbar aponeurosis (lower back), and do not use friction techniques near any joint. I do favour Neuro Muscular



Techniques (NMT), trigger points, deep transverse strokes in the deeper belly of the muscles which are more effective, but all clients are different so it follows that every treatment is different.

#### **Kinesiology Taping**

Kinesiology taping works well in aiding treatment, used for support, unloading tension and posture re-education and awareness but care should be taken to avoid dependency. I regularly use tape on my clients and probably the most common taping I do for hypermobile clients is at back of the knees helping to reduce the sway back posture and also across the back to bring the shoulders back.

#### **General Client Advice**

- 1. Clients should consider the following:-
- Stop if they commonly and voluntarily subluxing shoulders or popping hips etc;
- Take regular breaks during daily activities eg even standing in one position at a cooker or sink can often induce pain;
- Watch or avoid pro-longed sitting positions;
- Avoid carrying heavy loads on one shoulder;
- 6. Buy good foot-wear with arch supports;
- Use a good neck support pillow while traveling especially on overnight flights;
- Avoid sleeping face down with sustained rotation of the head (a softer mattress may be more help);
- Try to avoid static postures and resting at end of range – no locking knees into hyperextension so body awareness and posture are very important.

#### Fitness & Strength Training

For long-term benefits I believe that fitness and strength training can be more helpful than frequent soft tissue treatments. Muscle strength promotes join stability and together with posture awareness and correction is the starting point in improving symptoms. I encourage my clients to exercise like swimming, cycling, dance, Pilates and the other specific ones below where relevant, and consider these to be an essential part of the long-term treatment.

Increasing gluteal muscle strength and tone in the maximus helps to reduce sway back posture. Other regular advice as appropriate includes: -

- Isometric back exercises;
- Strengthen-up weak iliopsoas and gluteus medius to help clicking hips;
- Pilates or specific exercises will switch on and strengthen the core, especially the transverse abdominals and obliques, and multifidis;
- Hyperextensions, controlled leg lifts and 'superman' exercises;
- Swiss ball work and standing on one-leg exercises.

Hypermobile clients need to be aware that they need to work their muscles harder to produce stability, as they are more likely to incorporate other secondary muscles to help in the task than someone who is not hypermobile. This can explain why hypermobile people tend to tire easily, lack good balance or their gait may be slightly different when they run.

Unfortunately it is likely, (but not always the case) that hypermobile patients will have recurrent problems throughout their lives so exercise and treatment may need to become a part of normal life. I can help with specific problems but hypermobile clients may take longer to heal than others. I can advise which muscles to strengthen, and help re-educate posture and gait. I sometimes advise or refer clients to orthotics specialist in shoes but only after a few treatments to ensure muscle and skeletal balance are correct before proceeding with this option.

#### Summary

Soft Tissue Therapy which advances on Sports and Remedial massage is still effective for hypermobile clients experiencing pain provided the therapist fully understands the condition and that during treatment the client and therapist communicate well and treatment work is carefully thought out and slowed down. Advice around posture, use of tape and strengthening muscles may in the longer term be more beneficial.

Ps If you are one of these bendy people and have a thumb similar to the picture, -1would not recommend becoming a Sports and Remedial Massage Therapist, (I know there are some good therapists around with this condition) but soft tissue work can be hard enough on your thumbs, muscles and joints without the complication of being bendy!



#### References

Keer R. and Grahame R. (Eds.) (2003). Hypermobility syndrome—recognition and management for physiotherapists. London: Butterworth-Heinemann.

http://www.manualtherapyjournal.com/ article/S1356-689X%2807%2900082-3/ references





Course title	Dry Needling		
Qualification	Diploma in Acupuncture / Dry Needling in Sports Medicine		
Course Summary	A new accredited Diploma course focusing on treating orthopaedic disorders and pain management within sports medicine. Similar to other acupuncture courses for sports injuries, this course provides an opportunity for manual therapists who are trained in sport massage and or sport & remedial massage therapy to incorporate this new skill into their client's treatment.		
Course Overview	<ul> <li>6 day practical and theoretical qualification course</li> <li>150 hours of guided learning</li> <li>15 case histories of varying content related conditions</li> <li>Continued assessment throughout the course</li> <li>Theory exam on final attendance day.</li> </ul>		
Max. no of participants	8		
Theory/ practice content	<ul><li>This is a very practical course that will give candidates the confidence and skills required to provide structured acupuncture treatment sessions to their clients and patients.</li><li>You must be able to fully participate in active needling during the course. You will be required to do practical demonstrations of all techniques taught displaying clinical reasoning skills.</li></ul>		
Course accreditation	Accredited by the Acupuncture Society of Professional Oriental Therapists www.acupuncturesociety.org.uk		
Content	<ul> <li>You will learn treatment techniques for the following:</li> <li>Shoulder disorders elbow, wrist and hand disorders</li> <li>Hip, knee and ankle disorders</li> <li>Disorders of the spine and neck</li> <li>Stress</li> <li>Insomnia</li> <li>General and specific pain relief</li> <li>Techniques for acute conditions.</li> </ul>		
Objectives	By the end of this course, candidates will have developed a greater understanding of acupuncture and dry needling techniques for common and sports injuries, pain management, and factors that can exacerbate symptoms.		
Pre-course Preparation	Reading material will be recommended as soon as the candidate signs up.		
Restrictions			

Continued



Audience	Anyone with a Level 3 or equivalent in anatomy & physiology, massage/sports/sports massage therapists, physiotherapists and other bodywork therapists.	
Contact	Gemma Atkinson at <u>www.SoftTissueExpert.com</u>	
â	SoftTissueExpert@outlook.com	
	Performancepta@gmail.com	
Course duration & time	6 days 9am-5pm	
Cost	Total £700	
	Deposit to secure your place on the course: £150	
	You can pay in one sum or in instalments.	
	Instalment dates: TBC	
No of CPD hours	150 hours' Continued Professional Development (CPD).	
Course dates	26th-27th September; 24th-25th October; 21st-22nd November	
Course tutor	Chris Beal MISRM, MAcS CL, Au MSP, OA, TCM	
Course tutor profile	Chris Beal MISRM, MACS CL, Au MSP, OA, TCM a registered clinical and orthopaedic acupuncturist runs his own practice, Performance Physical Therapy & Acupuncture. Having studied acupuncture within sports medicine, auricular Microsystems acupuncture, also at post grad level with the College of Chinese Medicine in London, Chris holds a full membership to the Acupuncture Society and The Sports and Acupuncture Therapists Organisation. Chris states, "Acupuncture in sport is now becoming increasingly popular and is well recognised as a treatment protocol for treating sporting injuries". Regularly treating the general public with acupuncture, Chris has also treated ex- international female rugby players and former members of the British Kickboxing team. He has also worked as the Lead Therapist for Stoke City Ladies Academy and on a season of Sky Sports School of Hard Knocks. "In clinic, not only do we consistently manage chronic injury; we see reduced stress & anxiety symptoms and insomnia linked to sports people", he continued.	
Course venue	Upper Floor 34, St Margaret's Rd, Brockley, London, SE4 1YU Soft Tissue Expert may be moving from Brockley to Catford but for the moment make sure you can get to both properties and I will confirm which one we will be learning in asap. Culverly Rd, Catford, London, SE6	

T/F 020 8394 0400 info@physiouk.co.uk W www.physiouk.co.uk



# Kinesis UK Workshops 2015

Please note: The workshops listed below are not organised by ISRM. For further enquiries and/or to enrol on any of them, please refer to the appropriate 'contact' person detailed in the RH column below, thank you.

### 2014

	Workshop	Location	Teacher	Contact
4-6 Sept 2015	FRSB Abdomen, Breath & Chest	Bristol	James Earls	Anna Maria Mazzieri info@themassagetrainingschool.com
7-9 Sept 2015	FRSB Arches & Legs	London	James Earls	APPI Health Group info@appihealthgroup.com
12-13 Sept 2015	FRSB Head, Neck & Jaw	Oxfordshire	James Earls	Michelle Benjamin workshops@anatomytrains.co.uk
28-29 Sept 2015	Anatomy Trains II	London	James Earls	APPI Health Group info@appihealthgroup.com
12-14 Oct 2015	FRSB Fans of the Hip	London	James Earls	APPI Health Group info@appihealthgroup.com
16-18 Oct 2015	Spinal Mechanics & Freeing the Ribs: Connecting Soft Tissue Work to Movement in the Core	Oxfordshire	Art Riggs	Michelle Benjamin workshops@anatomytrains.co.uk
30-31 Oct 2015	Anatomy Trains I	Birmingham	Michael Watson	Pauline Miller Pauline@simplyholistictherapies.co.ul
1-2 Nov 2015	Anatomy Trains II	Birmingham	Michael Watson	Pauline Miller Pauline@simplyholistictherapies.co.ul
6-8 & 11-15 Nov 2015	Structural Bodywork Certification Module	Oxfordshire	James Earls	Michelle Benjamin workshops@anatomytrains.co.uk
4-6 Dec 2015	FRSB Tensegrity Spine	Exmouth	Don Thompson	Anna Maria Mazzieri info@themassagetrainingschool.com



### 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, workshops**, or **tailored Tutorials** are available for all levels throughout the academic year in Kempshott (M3 J7 just South of Basingstoke).

The Autumn 2015 CPD/Tutorial Programme is available in this Section, or can be requested by e-mailing Tanya@tmb-src.co.uk

# Requests for tutorials or workshop subjects not featured in Programme are welcome!

Thank you in advance for your interest. Tanya Ball MSc BA BCSI LSSM MISRM MCNHC MIASI Sports Massage & Remedial Therapist – Board Certified Structural Integrator

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

		· · ·	D Programme - Basingstoke		
Course Registration Form *** PLEASE RE-NAME FILE TO INCLUDE YOUR INITIALS BEFORE RETURNING ***					
Tutor: Tanya Ball MSc BA BCSI KCMT LSSM MISRM MCNHC MIASI Clinical Soft Tissue Therapist / Board Certified Structural Integrator e-mail Tanya@tmb-src.co.uk / website www.tmb-src.co.uk					
Day	Workshop	Workshop selection - please tick √ box(es) next to chosen course(s)	Registrant details (please complete boxes below):		
Thursday 17/09/15 2 pm-5.30 pm	Restriction/compensation patterns: lower leg, ankle, and foot: essential assessment = effective treatment HALF DAY WORKSHOP		Full Name:		
Thursday 01/10/15 2 pm-5.30 pm	Fascial Release for the foot, ankle, lower leg HALF DAY WORKSHOP		Postal address (for Receipted Invoice) incl. Post Code:		
Thursday 08/10/15 2 pm-5.30 pm	Positional Release (PRT) integrating Neuro-Mus-cular technique (NMT) HALF DAY WORKSHOP		Mobile phone No:		

Continued 🏓



Thursday 15/10/15	Restriction/compensation	 E-mail address:
2 pm-5.30 pm	patterns: the hip & knee: essential	E-mail address:
	assessment leads to effective	
	treatment HALF DAY WORKSHOP	
	WORKSHOP	
Thursday 22/10/15	Fascial Release for the thigh, hip,	Graduates: Year & month qualified + Course number e.g. 22D if
2 pm-5.30 pm	& knee HALF DAY	known):
	WORKSHOP	 Students: Course No e.g. 26A:
Thursday 29/10/2015 2 pm -5.30 pm	Soft Tissue Release (STR) consolidation/ development	Payment method (please tick) BACS / OR Cheque
2 pm - 5.50 pm	HALF DAY WORKSHOP	
Thursday 05/11/15	Restriction/compensation	Please pay by BACS if at all possible , thank you. BACS details:
2 pm-5.30 pm	patterns: the lower back and	A/c Name: 'Mrs T Ball'
	pelvis: essential assessment leads to effective treatment HALF	Sort Code: 20-05-00
	DAY WORKSHOP	A/c No: 50132381 <u>Please include 'CPD' +</u>
Thursday 12/11/15	Fascial Release for the lumbar &	workshop date as part of your Reference, thank you. Cheque payments: please make cheque payable to 'Mrs T Ball' and
2 pm-5.30 pm	pelvic region HALF DAY	forward to: 86 Windermere Avenue, Kempshott, Basingstoke, Hampshire
	WORKSHOP	RG22 5JH
Thursday 19/11/15	Muscle Energy Technique (MET)	If paying by cheque, please ensure you state which course(s) your payment
2 pm-5.30 pm	consolidation/ development	relates to, and that your name is identifiable (e.g. If using Company
	HALF DAY WORKSHOP	cheque). Thank you.
Thursday 26/11/15	Restriction/compensation	PLEASE REMEMBER TO RE-NAME XLS FILE TO
2 pm-5.30 pm	patterns: the cervical and thoracic	INCLUDE YOUR INITIALS PRIOR TO RETURNING BY
	region: essential assessment leads to effective treatment HALF	EMAIL TO: tanya@tmb-src.co.uk THANK YOU!
	DAY WORKSHOP	EIVIAIL TO. LUTYU@LITD-STC.CO.UK THANK TOO!
Thursday 03/12/15	Fascial Release for the	
2 pm-5.30 pm	trunk/thoracic/cervical area -	
	HALF DAY WORKSHOP	
The sector 40/40/45		
Thursday 10/12/15 2 pm-5.30 pm	Pre-assessment/pre-exam revision - HALF DAY TUTORIAL	
2016		
2010 Thursday 04/02/16	Pre-exam/pre-assessment	
2 pm-5.30 pm	revision - HALF DAY TUTORIAL	
Thursday 11/02/16	Restriction/compensation	
2 pm-5.30 pm	patterns: essential assessment	
	leads to effective treatment HALF DAY WORKSHOP	
Thursday 18/02/16	Safe working posture- how well	
2 pm -5.30 pm	do you protect your body as a	
	therapist? HALF DAY WORKSHOP	

Details for all above courses

Venue: Basingstoke, Hampshire (7 mins' from M3 J7 just South of B'stoke).

Tutor: Tanya Ball

Workshop enrolment fee: (Half-day workshops): £50 per person

Please note that a minimum of four Delegates is required for a workshop to run.

For further information and an registration form, please email Tanya at: tanya@tmb-src.co.uk - Thank you.

Please note that <u>full payment</u> for your selected workshop(s) must be received at the time of enrolment

to guarantee your place on the relevant course(s). Should a course be postponed or cancelled due to insufficient uptake, you will be offered the choice of a full refund, or the reallocation of your fee to another workshop

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CPD hours: three and a half CPD hours per half-day.



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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@theisrm.com Thanks

#### http://www.movementlectures.com

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

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

shoulderdoc.co.uk

sportsinjuryclinic.net

stopsportsinjuries.org

sportsresource.org

leonchaitow.com

osceskills.com



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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www.themassagetrainingschool.com

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