



amta  
american massage therapy association™  
— WISCONSIN CHAPTER —

## Connecting Hands

May 21, 2020



### **AMTA-Wisconsin Chapter!**

In May of 1955 a small group of Wisconsin massage therapists formed a chapter of the American Association of Masseurs and Masseuses. The organization name was changed in 1958 to American Massage & Therapy Association, and then changed again in 1983 to the American Massage Therapy Association. Over the years, the organization has grown from a few visionary leaders of a yet-to-be profession, to almost 2,500 members of the just over 4,000 Licensed Massage Therapists in Wisconsin.

Thanks to our AMTA Chapter, and decades of work by our Chapter's dedicated volunteers, Massage Therapists have been licensed health professionals in Wisconsin since 2010. Our Chapter has planned and hosted countless educational events for massage therapists throughout the state, often bringing in Nationally known massage educators to be our presenters. Perhaps above all, our Chapter has provided the opportunities for massage therapists to get together, network, form connections and build professional relationships.

Birthdays and anniversaries can give us an opportunity to pause – to look back and remember our past – and to look forward and envision what is yet to be done. These are moments to celebrate our accomplishments and set goals for our future! At this important milestone, I would like to thank all our volunteers who have worked so diligently for the last 65 years to build the massage therapy profession in Wisconsin. I would also like to invite all our members to be involved with our Chapter, especially if you have not been involved before.

Together we can make a difference!

Yours in service,  
Jeffrey Montoya



## AMTA WI Chapter Board Meetings

### **Wisconsin Chapter Annual Meeting**

The annual meeting is usually held at the Spring State Convention.

This year, the May 2020 Annual meeting will be online, using GoToMeeting.

More details including the date and time, will be announced shortly.

All are welcome to join the discussion at the AMTA WI Chapter Board Meetings.

- July 12, 2020 4pm-6pm
- September 13, 2020 4pm-6pm
- November 8, 2020 4pm-6pm

To attend by Go To Meeting:

<https://global.gotomeeting.com/join/889735813>

Or by phone call 1-872-240-3412 access code 889-735-813



## Government Affairs Update

By Steve Lyons

President, SJL Government Affairs and Communications

The impact of the COVID-19 pandemic has been the main focus of our Government Affairs activities the last few months. We worked to ensure that the Massage Therapy profession was included with other health and allied health professions in the "Safer at Home Orders" to be consistent with the licensing status of Massage Therapists.



I also worked closely with AMTA-WI Chapter President Jeffrey Montoya to provide guidance and best practice materials to the Wisconsin Department of Health Services. This department continues to work with the Wisconsin Economic Development Corporation to provide various professions with guidance on how to safely move forward as Wisconsin begins to re-open.

Lastly, we helped to provide information and resources for members who had questions regarding unemployment compensation, CARES Act funding and what state agencies are providing for guidance and assistance as we move shift into

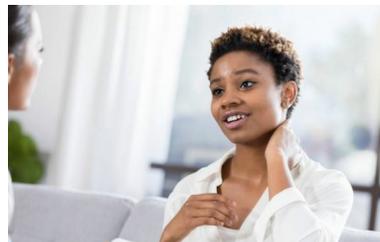
Wisconsin's "new normal."

With the decision by the Wisconsin Supreme Court to strike down the "Safer At Home Order" we continue to navigate through the changes and challenges that this will bring – and will continue to update members as things develop.



## Consumers' Views & Use of Massage Therapy

Read the latest research on consumers' views of the massage profession and their use of massage from AMTA's 22nd annual survey.



Topics surveyed are:

- How they chose a massage therapist.
- Top reasons for getting a massage in 2019.
- Massage for health and wellness.
- Specific medical conditions discussed with their doctors.
- Medical providers recommending massage.

[Read the full article here](#)



## Can Massage Therapy Enhance Mental Health?

By Marcella Durand, May 1, 2020

Researchers are looking into how massage therapy works to reduce anxiety and depression, as well as its potential for a larger range of mental health issues.

More than 45 million Americans, almost 20 percent of the population, have a mental illness, and 57 percent of them receive no treatment. The picture is particularly discouraging for children and adolescents—major depression in youth has increased by almost 5 percent over the last six years.<sup>1</sup> According to a recent report by the National Advisory Mental Health Council Workgroup, 1 in 10 children and adolescents has a mental illness severe enough to result in significant functional impairment.<sup>2</sup>

However, amid these grim numbers, people with mental health issues are turning to a range of wellness strategies that include massage therapy. Recent research is showing how massage therapy might work to mediate mood-influencing

hormones like cortisol and how it might help mental health illnesses related to physical conditions such as heart disease and cancer. But more needs to be done.

“There is a real need for more research,” says Mark Hyman Rapaport, MD, who has published several studies on the topic, including a review in 2018 on massage therapy for psychiatric disorders.<sup>3</sup> With imaging technologies such as functional magnetic resonance imaging (fMRI), researchers hope to eventually monitor changes in the brain itself during massage therapy.

[Read more](#)



## *Together, we will rise!*

A special message from AMTA's President, Angela Barker

As I come to you today, I realize, now more than ever, how fragile the balance between health and illness really is in our world. I, like so many of you, suspended my practice in response to the COVID-19 pandemic. I sent the therapists in my clinic home, locked my door and then waited.

I waited for information. I waited for answers. I waited for the moment I could return to my treatment room where the world makes sense. I, like many of you, had my breakdowns. I had my moments of frustration and concern. I had my moments where all I could do was ask myself: “How is this really real?” But being the consummate optimist, those moments were short-lived, and I would force myself to find the proverbial silver lining in the midst of it all.

Through all of the confusion, frustration and unknown, I kept remembering what a fellow therapist had said about massage therapy...

[Read More](#)



## Reopening Resources



Here are some resources which may be helpful as you consider best practices to reopen after the COVID-19 closures.

Our Chapter leadership and lobbyist continue to stay up-to-date on any updates from the Governor's office and the Wisconsin Department of Health Services.

[Precautions and Procedure Recommendations for Manual Therapy](#)

This is a working document on what reopening may look like.

This document was written by Laura Novak, Heather Thom and Jeffrey Montoya.

## [The Federation of State Massage Therapy Boards issued Guidelines for Practice with COVID-19 considerations.](#)

Updates will be communicated as official guidance changes or if specific information is given by WEDC or DHS.

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### **Wisconsin Economic Development Corporation**

They have not offered specific guidelines for massage or any licensed health profession. However, the general information may be useful.

[Guidelines for Reopening](#)

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### **AMTA Updates**

[COVID-19 Resources for Massage Therapists](#)

[COVID-19 FINANCIAL Resources for Massage Therapists](#)

[Member Discounts](#)



## AMTA WI Education Committee Update

### **The AMTA 2020 National Convention Canceled**

AMTA's Board of Directors has decided, to keep our massage therapy community as safe as possible, to cancel our 2020 National Convention planned for August. We believe this is the best decision based on recommendations from healthcare experts, the unknown duration for social distancing, and hardships our community is facing at this time.

*This is a difficult decision, and we will miss gathering with all of you in Phoenix this year.*

While we cannot be together in person right now, we are committed to providing the massage therapy community with news and information around COVID-19 and financial relief for the profession, and continuing education opportunities. We have an expansive free CE library to help massage therapists access required CE hours for free during this time.

**We look forward to bringing everyone together again for the next AMTA 2021 National Convention in Tampa, Florida August 26-28, 2021 to celebrate the massage therapy profession.**



# AMTA WI State Convention

Save the date  
Jan 22-24, 2021



To be held at:  
Holiday Inn Hotel & Convention Center  
4601 Calumet Avenue  
Manitowoc, WI 54220  
920-682-6000



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Submit newsletter articles by End of Day June 12th

