

MASSAGE THERAPY ASSOCIATION OF MANITOBA

Strategic Plan

2024
2029



Contents

3	Our Vision
4	<i>Advancing Massage Therapy for Health and Wellness</i> About MTAM
5	Our Mission
6	Value of Massage
7	Our Values
8	<i>Our Dedicated Team</i> At A Glance
9	Public Survey Highlights
10	Strategic Goals

OUR VISION

Uniting all massage therapists in Manitoba, aiming to elevate the profession to its highest potential and promoting the health and well-being of all Manitobans.

ABOUT MTAM

Advancing Massage Therapy for Health and Wellness

Since 1973, the Massage Therapy Association of Manitoba (MTAM) has been a pillar in healthcare. Representing over 1,200 professionals, clinics, students, and retirees across Manitoba, we're celebrating our 50th Anniversary this year, marking a commitment to advancing massage therapy for health and wellness.

Our members-elected Board of Directors, and volunteer committees, address key field issues, reflecting the dedication of our Registered Massage Therapists.

Our full-time staff supports these efforts, helping to implement member-focused initiatives and projects.

MTAM champions the diverse benefits of massage therapy, crucial for pain management, injury recovery, preventative health, stress reduction, and overall well-being. We serve as a resource for our members and the public, offering professional development, networking, and group benefits.

We foster mentorship and peer support, collaborating with health centers, clinics, spas, and employers to ensure fair treatment and strong work relationships for our therapists. Our extensive member database ensures Manitobans have access to quality massage therapy.

Join us in celebrating 50 years of Excellence in Massage Therapy!

The Massage Therapy Association of Manitoba

MTAM

*Massage Therapy
Association of
Manitoba*

OUR MISSION

The Massage Therapy Association of Manitoba empowers our members with responsive practice assistance, ongoing professional development, and advocacy. MTAM is the professional home for registered massage therapists.”

ABOUT MTAM

Value of Massage

“

Its physical benefits include improved circulation, reduced muscle stiffness and joint inflammation, enhanced sleep quality, faster recovery, greater flexibility, pain relief, and a strengthened immune response. Mentally, it reduces stress and anxiety, improves mood, and boosts energy, enhancing overall health.

Massage therapy combines scientific techniques with holistic care, offering diverse benefits. It eases muscle tension, enhances flexibility, and boosts blood flow, leading to better posture and vitality.

As a remedy for stress and anxiety, it provides a peaceful escape, boosting well-being through endorphin release. It's crucial for long-term health, supporting the immune system, reducing inflammation, and managing conditions like arthritis and migraines.

This therapy, involving varied manipulative techniques on skin, muscles, tendons, and ligaments, is part of integrative medicine, complementing traditional medical treatments.

More than relaxation, massage therapy effectively reduces stress and pain, addressing issues such as anxiety, depression, digestive disorders, fibromyalgia, headaches, stress-related insomnia, nerve pain, post-surgery recovery, scar tissue, soft tissue injuries, sports injuries, and TMJ disorders.

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Thus, massage therapy is a holistic, non-invasive method to improve physical and mental health, providing significant benefits for those who include it in their healthcare routine.

OUR VALUES

Professionalism

Growth

Education

Respect

Community

Excellence

Communication

Empowerment

Collaboration

OUR DEDICATED TEAM

At a Glance

9,000

STAFF HOURS

980

TOTAL VOLUNTEER HOURS

“

Massage therapy combines scientific techniques with holistic care, offering diverse benefits. It eases muscle tension, enhances flexibility, and boosts blood flow, leading to better posture and vitality.

530

COMMITTEE WORK

340

BOARD WORK

110

CONFERENCE WORK

PUBLIC SURVEY

Highlights

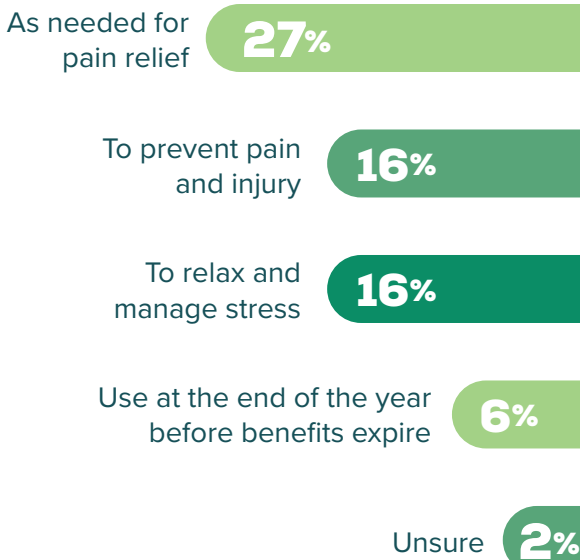
The sample consists of 548 Manitobans randomly recruited via live-agent operator and 452 Manitobans randomly recruited via Interactive Voice Response (IVR). All respondents completed the survey on an online platform. Modified random digit dialing, including both landline and wireless numbers, ensured all Manitoba adults had an equal opportunity to participate in this Probe Research survey.

1,000 ADULTS SURVEYED*

1 IN 5 MANITOBBANS REGULARLY USE MASSAGE THERAPY

USE OF MASSAGE THERAPY BENEFITS

Among all Manitobans (N=1,000)



Key Findings

In Manitoba, massage therapy is a popular health and relaxation choice, with over 40% of adults, especially those who identify as female, embracing its benefits. Recommendations from family, friends, and healthcare providers are key in guiding Manitobans towards these services, highlighting the community's trust in massage therapy.

Despite some individuals not having immediate insurance coverage, massage therapy's therapeutic benefits are increasingly recognized, leading to broader insurance inclusion and enhanced accessibility.

The primary motivations for seeking massage therapy include pain relief, injury prevention, and stress management, with many utilizing insurance benefits for these services. This reflects the effectiveness and multifaceted role of massage therapy in promoting physical and mental health.

OUR STRATEGIC GOALS

Achieve sustainable membership growth and exceptional retention rates.

Elevate RMT competence to optimize healthcare outcomes.

Promote RMTs as essential healthcare providers in diverse settings.

Transform public perception of massage therapy for holistic well-being.

Forge strong collaborative networks for professional growth and enhanced patient care.