

How to Celebrate Massage Therapy Awareness Week

Ideas, resources, and inspiration for celebrating MTAW

Massage Therapy Awareness Week (MTAW) is an opportunity to celebrate the profession, educate the public about massage therapy, and share the many ways massage therapy can support people throughout their lives.

There is no one right way to participate. You might host a large open house at your clinic, organize a small gathering with fellow RMTs, share your own story online, or simply share RMTAO content with your community.

Whether you have a few minutes, an afternoon, or want to plan a larger event, there is a way for you to get involved.

This guide provides ideas, resources, and practical tips to help you make MTAW your own.

What RMTAO Is Offering This Year

To help you celebrate MTAW, the RMTAO will be providing resources and content that you can use at your clinic, with colleagues, in your community, or online.

Keep an eye on RMTAO communications and social media for these resources throughout MTAW. You can also contact us directly for these resources at info@rmtao.com.

“Massage Therapy Is...” Poster

The “**Massage Therapy Is...**” poster is an opportunity to get people talking about what massage therapy means to them.

Use the poster as:

- An interactive activity at a clinic open house.
- A conversation starter with patients.
- An activity at a coffee meetup with fellow RMTs.
- A way to engage students or other health professionals.
- A social media opportunity—share the responses, with appropriate permission.

Educational Content

The RMTAO will also be sharing additional MTAW content that you can watch, use, or share, including:

- **The history of massage therapy in North America**
- **Fun facts about massage therapy**
- **Content highlighting different focuses and areas of massage therapy**
- **Other educational content about the profession**

You could use these resources as part of a presentation, watch them with colleagues, discuss them at a gathering, share them with patients, or simply post them on your social media.

Keep an eye out for these resources as MTAW approaches!

Ideas for Different Event Sizes

Your MTAW activity doesn't have to be a large, formal event. Choose something that fits your time, space, audience, and resources.

5 minutes: Share Something

Share an RMTAO MTAW post, graphic, video, or educational resource on your social media. You can also share your own story about why you became an RMT or what massage therapy means to you.

15–30 Minutes: Coffee With Colleagues

Keep it simple.

Meet fellow RMTs or massage therapy students at a local coffee shop and:

- Bring the “**Massage Therapy Is...**” poster.
- Share your massage therapy journeys.
- Talk about why you became an RMT.
- Discuss what massage therapy means to you.
- Watch or discuss an RMTAO MTAW resource.
- Take a group photo and share it online.

1 Hour: Small MTAW Gathering

Invite a small group of patients, community members, colleagues, or other health professionals.

You could:

- Provide coffee or refreshments.
- Give a short introduction to MTAW.
- Share a presentation or educational resource.
- Host an informal Q&A.
- Have guests meet the RMTs.
- Use the “**Massage Therapy Is...**” poster.
- Talk about different areas of massage therapy.

2–3 Hours: Clinic Open House

A larger open house can introduce your clinic and the profession to your community.

Consider offering:

- A welcome and introduction.
- Clinic tours.
- Meet-the-RMT opportunities.
- Educational presentations.
- Questions and answers.
- Interactive activities.
- Short demonstrations, where appropriate.
- Refreshments.
- MTAW educational materials.

Invite current patients, potential patients, community members, local businesses, and other health professionals.

All Week: MTAW Awareness Campaign

You don't need to host an event at all.

Throughout the week, you could:

- Share RMTAO MTAW content.
- Share a massage therapy fun fact.
- Tell your story about becoming an RMT.
- Share what massage therapy means to you.
- Highlight an area of massage therapy.
- Share photos from an MTAW gathering.
- Encourage others to participate.

Every post and conversation helps spread awareness.

How to Host an Event

If you decide to host an event, start by thinking about **who you want to reach and what you want people to take away from the experience.**

1. Choose Your Audience

Your audience could include:

- Current patients.
- Potential new patients.
- Members of your community.
- Fellow RMTs or students.
- Other health professionals.
- Local businesses or community organizations.

You don't have to choose just one.

2. Choose Your Goal

Think about what you want your event to accomplish.

Your goal could be to:

- Celebrate the profession.
- Educate people about massage therapy.
- Highlight the diversity of the profession.
- Introduce people to your clinic.
- Connect with fellow RMTs.
- Build relationships with other health professionals.
- Share your own massage therapy journey.
- Raise awareness in your community.

Choosing one or two main goals can help keep your event focused.

3. Pick a Time and Place

Choose a time that works for your audience.

A weekday evening may work well for working adults, while a Saturday morning may be convenient for families. A lunch-hour gathering could work well for nearby health professionals or businesses.

Your event could take place:

- At your clinic.
- At another local business.
- At a community space.
- At a coffee shop.
- Online.
- Anywhere that makes sense for your audience and activity.

4. Plan What You'll Do

You don't need a packed schedule. A few simple activities can create plenty of opportunities for conversation.

Consider:

- **"Massage Therapy Is..." poster**
- Meet the RMT
- Ask an RMT
- Share your massage therapy story
- Clinic tour
- Short presentation
- Watch an RMTAO educational resource
- Q&A
- Refreshments and informal conversation

For a clinic open house, consider whether short demonstrations are appropriate for your setting.

5. Promote Your Event

Use the communication channels that make sense for your audience:

- Clinic website.
- Posters and signage.
- Email newsletters.
- Social media.
- Local businesses and community organizations.
- Other health professionals.
- Word of mouth.

For a larger event, you may want to use an online registration page, so you have an idea of how many people plan to attend.

Share What You Did!

One of the best ways to build awareness during MTAW is to show people how others are celebrating.

If you host an event, get together with colleagues, participate in an activity, or find another creative way to celebrate, **share it on your social media!**

You could share:

- Photos from your event.
- Your completed “**Massage Therapy Is...**” poster.
- A group photo with colleagues.
- A photo of your MTAW display.
- A fun fact you learned.
- Your massage therapy story.
- A short video about why you became an RMT.
- A favourite MTAW resource.
- What you did to celebrate.

Remember to get appropriate permission before sharing photos or identifying other people.

Inspire Others

When you share what you did, you're not just celebrating your own MTAW experience—you may inspire another RMT, student, clinic, or community member to do something too.

There is no wrong way to celebrate.

A large open house, a coffee with colleagues, a conversation with a patient, or a single social media post can all help raise awareness of massage therapy.

Make It Your Own

Massage Therapy Awareness Week belongs to the entire massage therapy community.

Whether you have five minutes to share a post, half an hour to meet with colleagues, or an afternoon to host a clinic open house, **your participation helps raise awareness of the profession.**

Choose an approach that works for you and make it your own.

Keep an eye on RMTAO communications for MTAW resources and content throughout the week, and share your MTAW activities with your community to help encourage others to participate.

For questions or additional support, contact the RMTAO at info@rmtao.com.