



Canadian Massage Association  
Therapist Association de Massothérapeutes

# MASSAGE THERAPY AWARENESS WEEK 2025

From coast to coast, RMTs come together the week of October 19-25 to celebrate the profession and shine a spotlight on the benefits of massage therapy.

## OBJECTIVES

Massage Therapy Awareness Week (MTAW) is a national campaign to educate the public, celebrate Registered Massage Therapists (RMTs), and highlight the evidence-informed benefits of massage therapy.

MTAW 2025 is centered on equity, inclusion, accessibility, and safety – promoting culturally humble care, we emphasize safety for patients and practitioners, equip RMTs and associations with practical tools, strengthen cross-provincial collaborations, and build engagement with policymakers, insurers, and allied health partners.

## THEME: 2025

**“Every Body Belongs in Safe Care”**

## CORE MESSAGING

**Equity:** Everyone deserves access to safe, effective massage therapy – regardless of income, identity, or geography. RMTs strive to eliminate barriers to care.

**Diversity:** Massage therapy meets people where they are – across ages, cultures, languages, bodies, and health conditions.

**Inclusion:** RMTs create welcoming, trauma informed spaces that respect dignity, beliefs, and lived experience.

**Accessibility:** Clinics and communications are designed to be barrier reduced – physical (ramps, seating), sensory (low-stim rooms), and digital (alt text, captions). RMTs often offer adaptive mobile options for people with limited mobility.

**Safety:** RMTs provide trauma informed, consent based care; all RMTs adhere to a guiding Code of Ethics and Standards of Practice to ensure safe and appropriate care; clinics implement measures to protect RMTs from client harassment, including recent Assault Prevention Education Committee (APEC) recommendations by the Association of New Brunswick Massage Therapists (ANBMT) and CMTA.



## PROFESSIONAL DEVELOPMENT

We've partnered with some of our member associations to offer you a special CMTA member-only discount on MTAW webinars

### Monday, October 20

- Sponsored by the **Massage Therapy Association of Manitoba**.
- When: 9:30am–3pm CT via Zoom
- [2025 Massage Therapy Summit](#)
- Four hours of evidence-informed webinars for one low, all-inclusive price. Registrants will have access to a recording of each presentation until the end of the year.
- CMTA member rate: \$119 + GST.
- To access: click on the event page link and scroll to Registration Details. Click the “Register” link and follow the prompts.

### Thursday, October 23

- Sponsored by the **Registered Massage Therapists' Association of Ontario**
- When: 12pm–1:30pm ET via Zoom
- [Staying Centered for our Clients in Turbulent Times](#).
- A 90-minute discussion in which principles and health-related consequences of stress related to the political and cultural environment will be covered.
- Registrants will have access to the recording for up to 3 months from the webinar date.
- CMTA member rate of \$50 (early bird – \$40).
- To access: click on the registration link. You do not need to be a member of the RMTAO to take part but will need to create an online profile using the following pathway: Create an RMTAO Profile. Follow the prompts to complete your profile and gain access to registration for this webinar.

# HOW TO GET INVOLVED

Use our Quick-Start Toolkit for RMTs, create your own campaign materials using the provided core messaging featuring this year's theme, or consult with your provincial association for additional promotional tools you can use in your office, socials, and communities.

## QUICK-START TOOLKIT

Suggestions to help inspire creativity in your community.

### Share Educational Content

Share daily posts on accessibility, informed consent, and evidence informed health benefits.

### Host a Community Event

Open house, info booth, or partner with local groups and businesses.

### Collect & Share Stories

With patient consent, share real examples of massage therapy making a difference.

### Promotional Images

Download MTAW social media images at [www.crmta.ca](http://www.crmta.ca) and share them on your social channels

### Use Social Media Captions and Hashtags

Create your own using the core messaging or borrow any of the included samples provided below.



## SAMPLE CAPTIONS AND HASHTAGS

1. Together, we grow stronger. This Massage Therapy Awareness Week, associations across Canada are collaborating to make care more inclusive, accessible, and safe for everyone. #EverybodyBelongs #MassageTherapyAwareness #MTAW2025
2. Massage therapy is part of Canada's healthcare landscape. This week, we highlight how RMTs provide trauma-informed accessible care across all provinces and communities. #MassageTherapyAwareness #AccessibleCare
3. Diversity in care = diversity in people. RMTs meet you where you are – across age, culture, language, body, and health condition. #InclusiveCare #EverybodyBelongs
4. Accessibility by design. From barrier-free clinics to plain-language consent forms and interpreter access, RMTs are committed to care without barriers. #AccessibleCare #EverybodyBelongs #AccessIncludesEveryone
5. Boundaries = safety. RMTs are healthcare professionals. Sexualized comments or behaviour are never acceptable. #ZeroTolerance #RespectInCare #MTAW2025

## ADDITIONAL RESOURCES

Check out these additional resources from our CMTA member associations:

**CMTA** - <https://crmta.ca/resources/sexual-assault-harassment-resources/>

**ANBMT** - <https://www.anbmt.ca/members/sexual-assault-harassment-peer-support/>

**RMTAO**: <https://www.rmtao.com/resources/rmtao-blog/ways-to-celebrate-massage-therapy-awareness-week-2025>

**MTAM**: Patient stories (<https://mtam.mb.ca/about-massage-therapy/patient-stories-rev/>); Accessibility Resources, LGBT2SQ+ Resources, and Truth & Reconciliation Resources (<https://crmta.ca/marketing-resources/>)

**RMTBC**: RMTBC Magazine (<https://rmtbc.ca/media-events/magazine>); refer to the Standard of Practice developed by the CCHPBC focusing on Indigenous Cultural Safety, Humility, and Anti-Racism (<https://cchpbc.ca/wp-content/uploads/2024/09/RMT-Indigenous-Cultural-Safety-Humility-and-Anti-Racism-Standard-of-practice-2024-01-01-1.pdf>)

**MTANS**: Standard of Practice for Treatment of Vulnerable Populations (<https://mtans.ca/standards-of-practice/>); Accessibility Legislation in NS (<https://accessible.novascotia.ca/>)

