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Sandra (Sandy) Anderson, BA, NCTMB, LMT, ABT is co-author of Career Longevity (page 4) and Communication and Ethics for Bodywork Practitioners (page 6) as well as a number of other massage and bodywork books. Learn more about Sandy on page 4.

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AUTHOR SPOTLIGHT

Jean’e Freeman

“The purpose of this book is to help bodywork students and professionals develop lifetime tools that foster their ease of movements, decrease their chance of injury, and enhance their career longevity.”

Sandy Anderson

“Having a clear sense of oneself as a healthy and strong bodywork professional will be translated into effective treatments, greater stamina, and the ability to educate clients about their own health and wellness.”
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- Spiral binding allows the book to lay flat.
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3. Posture and Its Impact on the Body
4. Breathing for Best Practice, Health, and Wellness
5. Body Mechanics
6. Injury Prevention and Management
7. Stretching: Why, How, When, and Where?
9. Basic Nutritional Principles for Self-Care
10. Additional Support for Wellness and Self-Care

Appendices
A. Hydrotherapy for Self-Care
B. Answers to Chapter Review Questions

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Full-color photographs display correct body mechanics.
Myth-Fact boxes dispel popular myths and provide accurate information.
Strengthening and stretching techniques are provided in the text and demonstrated in the video.
Communication & Ethics for Bodywork Practitioners
Patricia M. Holland, LMT, MC
Sandra K. Anderson, BA, LMT, ABT, NCTMB

When your career is based on touch, effective communications skills and ethics are essential!
Help your students develop the ethical and professional relationships and communication styles that are the foundation of a successful bodywork practice. The authors guide your students toward establishing therapeutic relationships with clients, and developing the conflict resolution skills and strategies necessary to maintain personal and professional boundaries.

Real-life examples from experienced professionals demonstrate how to meet the challenges of complex issues, such as power differences, dual relationships, and issues involving client retention.

- “Touch Integrity” chapter explores different types of touch, safe touch, and the healing mechanisms of bodywork.
- Self-reflection activities help students identify emotions and biases, recognize how they can impact their client interactions, and encourage problem solving.
- “Words of Wisdom” highlight the experiences of bodywork practitioners and the communication and ethical challenges they have faced.
- “Case Profiles” feature real-life situations with critical-thinking questions.
- “Guidance for Journaling” encourages your students to reflect upon and track their growth and emotional connection with clients and the profession.

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CONTENTS
1. Communications
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   2. Professional Presentation of Self
   3. Communication Skills for Successful Client Retention
   4. Communication Gaps and Conflict Resolution
2. Ethics
   5. Ethics: The Basics
   6. Power Differences
   7. Ethical and Legal Parameters of Practice
   8. Boundaries, Transference, Countertransference, and Dual Relationships
   9. Touch Integrity
   10. Support for Ethical Practice
Appendix: Answers to Chapter Review Questions
Glossary

AUTHOR SPOTLIGHT
Patricia Holland

“Effective communication skills and professional behavior do not just ‘happen.’ They need to be cultivated and nurtured.”
FEATUERED MASSAGE & BODYWORK TITLES

Chapter 9

Touch Integrity

LEARNING OBJECTIVES

After studying this chapter, you will be able to:
1. Explain the mechanics of touch and different types of touch.
2. Explain the healing effects of touchwork.
3. Discuss your personal history of touch and explain how it affects your current comfort level of touch.
4. Explain why bodywork students should receive professional bodywork and why educators need to be aware of the implications of unskilled touch.
5. Explain how touchwork is a tool and discuss how to create a nurturing environment.
6. Explain the continuum of sexual manipulation in the bodywork profession.
7. Discuss ways to identify if abuse is occurring.
8. Explain ways to educate clients about the purpose of bodywork and outline the steps in the intervention.

CHAPTER OUTLINE

What Exactly Is Touch?

Importance of Touch

Defining Touch

Paradigm of Touch

The Sensory Components of Touch

Benefits of Therapeutic Touch

Intimacy and Touch

Personal Relational Touch

Other Forms of Gesture and Touch

Assessment Touch

Touch Therapy

Touch in Bodywork Programs

New Business

Mastering

Differentiated Touch

Defining Desensitized Touch

Creating Desensitized Touch

Continuum of Sexual Manipulation

The Bodywork Profession

Defining the Client

Mastering Client Touch: Touch in the Context of the Professional Relationship

What to do if the Client is a Child

Chapter Summary

Review Questions

Activities

Guidance for Journaling

IN HELL ETHICS

The worst thing you can do is not address transference or countertransference issues appropriately. By ignoring the feelings, the situation can escalate until you, the client, or both, do something unethical, or possibly dangerous. By acting on the feelings in an inappropriate manner, you or the client may find yourselves in equally unethical or dangerous situations.

Defining Dual Relationships

Dual relationships are defined as those in which a “professional assumes a second role with a client, becoming friend, employer, teacher, business associate, or family member. The dual relationship may begin before, during, or after the professional relationship.” As the definition implies, the roles overlap and occur simultaneously, and there can be an exchange of who is in a position of power or expertise.

In a multiple relationship, two people have more than two different roles in a relationship with each other. The relationship can also be multi-layered, because there are multiple ways that two people can connect with each other, most often on professional, social, or acquaintance levels, depending on how intimate the connection is. Examples of such relationships include family members who are business partners, neighbors who are friends and whose daughters babysit for each other, other family members, students who are in the same class and also work together at a restaurant, a supervisor and an employee who live together on weekends, a woman who is friends with her mother-in-law, and weekend buddies who attend the same religious center. People naturally tend to have multiple relationships, and may not even consider their relationships as being defined by roles.

An overlapping relationship (Fig. 8.3) is one in which the two people can switch back and forth between roles, depending on the situation and the factors involved. There can be an overlapping of the professional and the personal roles—the practitioner’s client is also a friend with whom the practitioner shares intimate details of her life. Another way an overlapping relationship can occur is between professionals—the practitioner’s client is also her accountant. Yet another way is a more complex interaction among professional and personal roles—the practitioner’s client, whom she has known for years, is also her accountant and has become a good friend.

Role blurring occurs when roles and responsibilities are combined. For example, a painter might also be a business mentor to his adult daughter. In this situation, in addition to being a parent, the person is also a teacher, evaluator, and possible a supervisor. The same is true for people who choose to homeschool their children. This phenomenon exists when social, family, and professional roles meet.

Different from overlapping relationships, sequential relationships occur when one set of roles completely ends before a new set of roles begins. For example, a person starts at an entry-level position in a company, then becomes a manager, then works his way into the position of vice president. The relationship he has with the people at each stage of his career are different, and how the person and the people he works with relate to one another changes as he progresses through the sequence.

“Food for Thought” and other self-reflection activities encourage personal growth and understanding.

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TAB 4. Elbow/Wrist/Hand
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