Massage Therapy
ASSOCIATION OF MANITOBA INC.

January 17, 2022

Re: Proposed changes to the DBIW By-law as it pertains to Adult Oriented Businesses

To: The City of Winnipeg Executive Policy Committee

The Massage Therapy Association of Manitoba's (MTAM's) mandate is to both protect the public and represent and protect our members.

MTAM represents almost 1200 Registered Massage Therapists (RMTs) in Manitoba. Over 60% of those RMTs work within the City of Winnipeg. They pay taxes, generate revenue, and contribute to the health and well-being of the people of Winnipeg. We are asking for the City's assistance to help make their workplaces safer.

MTAM has expressed on ongoing concern that the proposed By-law changes have not addressed the misleading terminology used in the advertisement of body rub parlours/practitioners which contributes to the safety issue that many RMTs face on a regular basis within their healthcare practices.

As part of our mandate, MTAM works to educate the public on what registered massage therapy is, the education standards and qualifications of RMTs, and the benefits of using massage therapy as part of a person's health and wellness plan.

We do this to help protect the public as well as our members who regularly contend with inappropriate requests and behavior from members of the public who do not recognize the distinction between registered massage therapy and a "massage parlour".

MTAM's past advocacy contributed to the City creating a better distinction between body rubs and massage therapy however there was little done to promote or encourage the use of the term body rub over massage within that business sector, media or the general public who continued to use the term "massage parlour". We understand that the word massage can be used in a variety of contexts and that the use of the word cannot be controlled by any single organization. However, as a public and RMT safety situation has been identified, we respectfully ask the City of Winnipeg to do their part to help protect the public and RMTs in the following ways:

1. Actively encourage the Government of Manitoba to promptly complete the work required to bring the massage therapy profession into the Regulated Health Professions Act (RHPA) so that a Regulatory College can monitor and protect the title of Registered Massage Therapist, ensure that only qualified individuals are able to hold themselves out to be an RMT and to have their services eligible for insurance reimbursement, and hold registrants to minimum standards of practice. In doing so the Regulatory College will be able to better protect the public who make use of an RMT's services and distinguish between the health care of massage therapy and other forms of massage services.

2. Actively encourage the use of the term body rub rather than massage within body rub parlours and by practitioners to minimize the potential for misleading advertising and improve clarity for the general public.

I'd like to thank the Executive Policy Committee for including MTAM in the discussion regarding the proposed By-law changes to the Doing Business in Winnipeg By-law. We value the opportunity to share information on the practice of massage therapy, the challenges our profession faces as we await our regulation and how potential By-law changes may impact RMTs in Winnipeg.

Respectfully submitted by



Tricia Weidenbacher RMT
Executive Director

CC MTAM Board of Directors