



## Changes are Coming to STRiVE Part 1: Be the Best You Can Be

Last year, CMTO asked for feedback on the “Be the Best You Can Be” part of STRiVE – the Quality Assurance Program through a survey and focus groups. We heard you and made several changes based on your feedback that will streamline and simplify the process for 2023.



The new changes will include:

- Updated online platform with an enhanced user experience;
- A one-year cycle with streamlined steps;
- A simplified Self-Assessment;
- A yearly Learning Plan with two Learning Goals;
- Annual e-Learning Module that highlights the select Standards of Practice;
- The removal of the Experiential Learning Exercise (ELE); and
- The ability for RMTs to update their planned and achieved Learning Goals throughout the year.

The complete summary of the feedback is available on [CMTO's website](#).

Starting September 1<sup>st</sup> until October 31<sup>st</sup>, RMTs will be able to access **Part 1: Be the Best You Can Be** of STRiVE by logging into the STRiVE platform.

If you have any questions about STRiVE or require assistance, please email us at [strive@cmto.com](mailto:strive@cmto.com).



## CMTO Open Houses Coming in the Fall

We are pleased to announce that CMTO will be hosting in-person and virtual **Open Houses** across Ontario.

Starting in late September, CMTO will hold in-person Open Houses four Districts of Ontario (Districts 1, 2, 5, 6) and hold a virtual Open House in District 7.

Engagement and Partnerships is a Strategic Goal in [CMTO's new Strategic Plan](#) (2023-25). One of the priorities of this goal is to engage with the public, RMTs, educators, employers and system partners to ensure CMTO hears and understands diverse perspectives. The Open Houses will provide opportunities for us to hear from RMTs across Ontario, and Maureen Boon, CMTO's Registrar & CEO, will be presenting an overview of regulatory changes impacting the profession and answering questions from attendees.

If you have a question or an idea for a topic that you would like to learn more about at an Open House near you, please email [communications@cmtto.com](mailto:communications@cmtto.com).

An Open House recording will be made available through our [YouTube channel](#) in late fall.



## **‘Look Before You Book’ is Back!**

We are excited to announce the return of CMTO’s Look Before You Book (LBYP). The campaign is a longstanding initiative that raises awareness of CMTO’s public protection mandate and “[Find an RMT](#)” tool.

We are building upon last year’s online LBYP campaign by advertising on an additional social platform, Reddit, to broaden our reach and generate even more awareness of our College. This approach will allow us to reach a more diverse group of Ontarians and emphasize the importance of visiting a qualified RMT for Massage Therapy. This fall, keep an eye out for our campaign on LinkedIn, Spotify, Reddit, BlogTO, Instagram, Facebook and Zoomer Media.

We encourage RMTs to spread the word about “LBYP” to their clients and check out [www.cmtto.com/lookbeforeyoubook/](http://www.cmtto.com/lookbeforeyoubook/) for more information.

Have a comment or a thought about our campaign? We would love to hear from you. Reach out to us with your feedback at [communications@cmtto.com](mailto:communications@cmtto.com).