





quality assurance program. I look forward to continuing to build on our 2023 achievements as we maintain our commitment to assuring the public that they can rely on quality and professional care from the RMTs of Ontario.

Sincerely,  
**Maureen Boon**, Registrar & CEO

## Notice of Election – Districts 3, 4 and 8

On Wednesday, September 25, 2024, registrants in **Electoral Districts 3, 4 and 8** will elect RMTs to CMTO's Board.

These districts are defined as follows:

- **District 3** is composed of the district municipality of Muskoka, the territorial district of Parry Sound, the counties of Haliburton, Peterborough, Northumberland, the City of Kawartha Lakes and the regional municipalities of Durham and York.
- **District 4** is composed of City of Toronto west from Yonge Street excluding the postal codes that are in District 9 (i.e., postal codes beginning with M2M, M2N, M2P, M4N, M4P, M4S, M4T, M4W, M4Y, M5B, M5C, M5E).
- **District 8** is composed of the counties of Waterloo, Hamilton-Wentworth, Brant, Haldimand-Norfolk and Niagara.

### What is CMTO's Board?

The Board is the governing body of the College of Massage Therapists of Ontario (CMTO). All Board members share a fiduciary duty to serve and protect the public interest.

Board members support the College in fulfilling its role to serve the public interest by setting the College's strategic direction, making decisions about how RMTs are regulated in Ontario, and using their knowledge of Massage Therapy to ensure the development of standards and policies that help assure safe, competent and ethical practice.

### Interested in Running?

If you are interested in participating in and supporting the College's mandate, please consider running for the Board. Election Notices for Districts 3, 4 and 8 will be sent on July 26 and posted on CMTO's website.

If you have any questions about the election process, please call 416-489-2626/1-800-465-1933 ext. 4189 or email [chevanne.simpson@cmto.com](mailto:chevanne.simpson@cmto.com).

## CMTO Releases New Social Media Guidelines for RMTs

As part of our ongoing commitment to upholding professional standards and promoting safe, ethical treatment in Massage Therapy, CMTO developed new social media guidelines for RMTs.

The new guidelines set out how RMTs can use various social networking channels responsibly, while continuing to meet their professional obligations.

Our new guidance covers the following key areas relating to RMTs' social media use:

### 1. Advertising, Reviews and Testimonials

- In cases where an RMT chooses to use social media to advertise their business, they are expected to follow [CMTO's Guide to Advertising Requirements](#) ("the Guide").
- RMTs cannot solicit testimonials from clients, friends, or relatives, and **are not permitted to use testimonials online or offline to advertise their services.**
- Clients may choose to leave reviews and ratings about their Massage Therapy experience on various digital platforms (e.g., Google, Yelp). It's important to note that these reviews cannot be incorporated as testimonials into an RMT's advertising on social media or elsewhere.

### 2. Professional Boundaries, Client Confidentiality and Conflict of Interest

- The same professional obligations and requirements outlined in legislation, regulations and CMTO's Standards of Practice apply to an RMT's social media use.
- RMTs are responsible for safeguarding their client's privacy and confidentiality by ensuring the client's personal and health-related information is not posted online.
- When using social media, RMTs must avoid conflict of interest (e.g., this may occur if an RMT endorses a product from which the RMT might derive a benefit).

### 3. Interacting and Sharing Information

- As healthcare professionals, RMTs are responsible for providing evidence-informed information to their clients. When sharing information online, RMTs should make sure any shared sources are factual, verifiable and properly cited.
- All shared content and interactions on social media should be conducted with respect, consideration and openness to differing perspectives.



We encourage all RMTs to carefully review the [new guidance on CMTO's website](#). By adhering to these key principles of social media use, RMTs can collectively uphold the highest standards of professionalism and ethics that clients have come to expect from the Massage Therapy profession.

If you have any questions after reviewing the guidance, please reach out to CMTO's Practice Specialist at [practicespecialist@cmta.com](mailto:practicespecialist@cmta.com) or by phone at 416-489-2626/1-800-465-1933 extension 4124.

## Get Ready! Be the Best You Can Be Coming Soon

**Be the Best You Can Be: Part 1 of STRiVE – the Quality Assurance Program**, will launch in the coming weeks. Registered Massage Therapists (RMTs) with a General Certificate of Registration will be required to complete **Be the Best You Can Be** and will have 60 days to submit it. RMTs with an Inactive Certificate of Registration are not required to complete **Be the Best You Can Be** but may complete it if they choose.

CMTO will follow up again closer to the launch of **Be the Best You Can Be**.

### What can I expect from the process?

**Be the Best You Can Be** will be available via the [STRiVE platform](#). Once you log in, you will see a new landing page with a button called “Be the Best You Can Be.”

It will take about one to two hours to complete, and you have the option of saving your progress, should you need to exit and return later.

### How should I prepare?

**Be the Best You Can Be** is intended to set RMTs up for success by introducing them to the 2025 select Standards of Practice and Regulations that RMTs will be focusing on for next year’s Practice Profile.

- [Guide to Advertising Requirements / Regulation Spotlight: Advertising](#)
- [Standard of Practice: Communication / Standard Spotlight: Communication](#)
- [Standard of Practice: Draping and Physical Privacy / Standard Spotlight: Draping and Physical Privacy](#)
- [Standard of Practice: Client-centred Care / Standard Spotlight: Client-centred Care](#)

Reviewing these Standards and Regulations will help RMTs succeed in completing Practice Profile, a component of Part 2 of STRiVE – the Quality Assurance Program, in 2025.

For questions about STRiVE, please reach out to us at [professionalpractice@cmtto.com](mailto:professionalpractice@cmtto.com).



## Thank You for Attending CMTO/RMTAO's Town Halls!

Throughout the month of May, the College of Massage Therapists of Ontario (CMTO) and Registered Massage Therapists' Association of Ontario (RMTAO) held joint Town Hall events across Ontario.

Together, we were excited to welcome 300 attendees, including RMTs and students, at our Town Halls. During these events, Maureen Boon, CMTO's Registrar & CEO, presented an overview of regulatory changes impacting Massage Therapy practice and Michael Feraday, RMTAO Executive Director & CEO, discussed RMTAO's key advocacy initiatives.

If you weren't able to make these events, we encourage you to visit our [YouTube channel to view the recording of Toronto's Town Hall](#).

Following the events, all participants were encouraged to share their feedback via an online survey. Based on the survey responses, 96% of respondents indicated that the collaborative approach by CMTO and RMTAO to the Town Halls was effective. In addition, the vast majority of participants (83%) stated that they enjoyed the presentations and the information shared.

On behalf of CMTO, we'd like to take this opportunity to thank all attendees who took the time out of their busy schedules to attend the Town Halls.

Please keep an eye out for future communications with information on upcoming CMTO events planned for 2024-25.

## Health History Guidance

Health history questions are important for setting the stage for effective and client-centred treatment. CMTO's Guide to Record Keeping Requirements outlines the minimum amount of information that must be collected and documented in a client's health record.

In addition to minimum requirements, health history forms (CMTO's previous health history template included) have suggested that RMTs collect information about specific infections (such as herpes, tuberculosis, and HIV), a list of all current medications and gynecological conditions.

Over the past two years, CMTO has asked RMTs to stop asking about HIV/AIDS status, discussed this issue at its Open Houses, and brought together a focus group of RMTs to review proposed guidance on gathering Personal Health Information.

This feedback was essential in helping our staff create a guide with general recommendations for collecting personal health information, and also to identify the type of Personal Health Information that RMTs:

- Cannot request from clients;
- Can only ask clients under specific circumstances; and
- Can ask every client.

The draft Health History guidance is currently under review and will be shared as part of a public consultation later this year. Once the guidance is approved, we plan to release it early in 2025. Stay tuned for more information!



## Board Highlights

CMTO's Board held a special meeting on April 17<sup>th</sup>, and met on May 28<sup>th</sup>, 2024. Highlights from the meetings are below.

- At the **April 17<sup>th</sup>** meeting, the Board approved:
  - The **new EDI Committee slate** as presented by the Inaugural Governance Committee.
- At the **May 28<sup>th</sup>** meeting, the Board approved:
  - Holding **2025 registration fees unchanged** (General Certificate \$915, Inactive \$457.50);
  - **2023 Committee reports**;
  - **Committee reports** for the first quarter of 2024;
  - The **2023 financial statements**. A summary will be included in the 2023 Annual Report;
  - The **unaudited first-quarter Statement of Operations and Statement of Financial Position** for 2024;
  - **2024 Key Performance Indicators**; and
  - Changes to **By-Law No. 2: Electoral Districts**. A key change is aligning districts with postal codes to clarify where a registrant can run and/or vote in annual CMTO elections.
- The Board provided views on the new **Social Media Guidelines** for RMTs. The document provides guidance to RMTs about how to use social media while continuing to meet relevant professional obligations.
- The Professional Practice team presented a summary of CMTO's 2023 Quality Assurance Program results to the Board. The complete results summary is available on pg. 97 – 99 of the [May 28<sup>th</sup> Board Meeting Materials](#) package.