



# Therapeutic Touch Networks of Canada Réseaux Toucher Thérapeutique du Canada

Minutes for the TTNC AGM on Nov. 18, 2018 at 3 p.m. MST

**Meeting commenced at 3:05 MST**

**Attendees:** Marion Cameron, Peter Cheshire, Birdie Fiddes, Sheila Camp, Cecilia Csimá, Tanya Sabourin, Heather McCurdy, Jacqui Saran, Mary Simpson, Judy Donovan Whitty, Shirley Boon, Mary Jane Cowtan, Sherry Crann-Adair, Chery Ann Hoffmeyer.

**Regrets:** Mariann Canning

**1. Welcome and call to order :** Marion

**2. Meditation:** Sheila Camp

**3. Approval of agenda-** correction to the dates for the board of directors from 2017/18 to 2018/19. Approved by consensus with the correction .

**4. Approval of minutes of Nov. 19, 2017**

Judy moved & Sherry seconded, approved by consensus.

**5. Voting delegates from the Member Networks**

**Jacqui Saran - BCTTNS**

**Sherry Crann-Adair - TTNA**

**Tanya Sabourin- MTTN**

**Mary Jane Cowtan- TTNO**

**Cecilia Csimá- TTNQ**

**Judy Donavan Whitty-ATTN**

**6. Reports:** Copies of the full reports were emailed to all participants and can be found as attachments to these minutes.

President: Marion - review of 2017-2018

Grateful for the board members and participation of the networks. Peter and Mary are both retiring. Thank you both for all your time, efforts, and commitments to Therapeutic Touch, your networks and TTNC.

New this year will be the involvement in planning for TTIA congress. Both TTNO and TTNC are integral in the congress planning.

The new year will find us focusing on infringement and maintaining the integrity of our trademark and continuing to work on change in perception of TT in the communities.

Treasurer: Birdie - Financial Report for Sept. 1, 2017 to Aug.31, 2018

Budget for 2018-2019

Thanks for the networks and individuals who donated to the infringement, we wouldn't be in the financial position we are in today without it.

Birdie clarified the difference between Board insurance (new in 2019) and the TT practitioner insurance. Yes, there is one is for the board members in their activities and the second is for the practitioner's and their activities as a TT practitioner.

A second question arose from the budget. It was about the infringement fund and would we require the services of a lawyer in the future. Peter has been successful in dealing with many of the infractions, however, infringement is a complicated issue and each one presents its challenges. So yes, there is a likelihood that we will require the services of a lawyer in the future.



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Birdie put forward a motion to accept the budget as presented in her report. Judy seconded, and it was approved by consensus.

## TTNC Newsletter

Started in 2012. The Fall edition was cancelled due to computer issues. The next edition will be February 2019. Tanya Levy and Michelle Greenwell (both from ATTN) will be doing the editing. Submission deadline is Jan 15 for February publication. More info soon. Much thanks to Mary for all her work and passion for the newsletter.

## TTNC Brochures

English and French versions are available on the website. The password is brochure. Nothing new has been happening. The name of the MS brochure has as yet, not been changed to neurological disorders.

## TTNC Website

Vastly improved this year and expert assistance in putting it together with our webmaster Julie Boyse. We have had several incidents of the webpage being down. If anyone notices that the website is down, please notify Marion.

## National Curriculum on teaching Therapeutic Touch

Chery Ann reported that the earliest we could see the final curriculum would be late 2018 or early 2019. Level 1 had been approved a couple of years ago. There is some discussion regarding a potential change in the Level 1 name to Foundations, but this has not been approved, by the committee at this time. There is content flow between what we have done and where we are going so don't anticipate any major changes. TTNO has no representative on the committee – will the information still flow to us. Each Network is consulted before approval. The Committee is consulting the TTIA curriculum while formulating the TTNC one so as to have a more universal overall curriculum which allows teachers & practitioners to flow between organizations.

## Extended Health Benefits for Therapeutic Touch sessions

Healthy discussion on the focus and possible work of this committee.

The insurance companies require 2000 hours of training for each modality before being accepted or covered by insurance. TT formal training does not meet that standard. Suggestion that the hours spent on the practice book and the reading material be included in those hours. Apparently, Reiki and Reflexology include the hours spent on their workbooks.

TTNO is already working on how to track the data needed to fulfill the required hours. There will need to be some work on gathering information on what it takes to complete the practice book and the hours assigned to other types of training such as reading requirements. Importance is on being **able to track the hours and consistency across the networks**. Recommendation was for the committee to work on this and put forth a document that can be used by the networks and practitioners.

Some practitioners with a business have been able to issue receipts for their services and received payment.



# Therapeutic Touch Networks of Canada Réseaux Toucher Thérapeutique du Canada

## TT trademark

We have been successful in using written letters/emails to remind people of the trademark and their infringement. (letter templated with assistance of lawyer). The University of Ottawa infringement required a lawyer to counter their whole department of lawyers.

Peter reminded all members of TT across Canada of the importance to be vigilant and watch for the unauthorized use of the words Therapeutic Touch. In addition, it is important that all published TT material, be it documents, advertising, business names, websites, etc. use the copyright symbol ® at least with the first use of the term Therapeutic Touch and even in each paragraph.

If there is a noted USA infringement by our members/ networks please forward to TTIA.

## TTNC Liability Insurance for practitioners and teachers.

It is the same coverage and cost as previous years. The information is available on the website. Currently we have 50 practitioners covered and we would like to have 100.

## **7.0 Business arising from the minutes:**

**7.1** Liability Insurance for the TTNC Board members: research has been done and is in the budget for 2018-19.

Board member's insurance begins in March 2019.

**7.2** Guidelines for doing research on Therapeutic Touch: information on TTNC website refers to the info on the TTNO website.

Peter added that research guidelines on TTNC website are directed to TTNO website with their permission. Mei-fei Elrick has kindly agreed to help anyone wishing to do research.

## **8.0 Old Business:**

**8.1** Approval of the following motion: that the TTNC Board does not need to appoint a public accountant to conduct an audit or review the finances. The TTNC annual finances are below the threshold to require an audit.

Judy seconded, and it was approved by consensus.

**8.2** Approval of the following motion: that an independent, third party be appointed to review the finances of TTNC and report to the AGM in November each year.

Tanya seconded, and it was approved by consensus.

## **9.0 New Business:**

**9.1** Proposal from ATTN re terminology for Therapeutic Touch; 'What's in a name?'

Clarification that this is not an official position of ATTN, but a question forwarded by Gail MacDougall with the intention to promote discussion.

Chery Ann agreed it was a good question but cautioned against comparing TT to other modalities and their terminology. Perhaps it isn't so much about the terminology but being clear when explaining to others about TT and the educational requirements.

Mary Jane from TTNO informed us that TTNO did a membership review and came up with different terms for practitioners which included a different fee designation. They considered the volunteers vs professional practitioners. Info can be found in the In Touch newsletter.



## Therapeutic Touch Networks of Canada Réseaux Toucher Thérapeutique du Canada

Need to support professionals if we want TT to be a therapy that can/will be prescribed, have doctors support and to be paid for by insurance.

It is important to have standardization as this carries over to the insurance requirements as well as the trademark issue and who can use the words Therapeutic Touch.

Take it back to your networks for discussions.

Jacqui thought perhaps the term "recognized" is a bit soft and agrees it is a good thing to look at.

We need to do a better job of selling/ market ourselves as well.

Mary applauded Gail on this proposal as it was well expressed and presented.

### 9.2 Review of the Policy for the use of the words Therapeutic Touch.

There was a request for clarity regarding the use of the words Therapeutic Touch by people who have taken Level 1, but are not members of a network and are offering and calling it TT.

TT trademark requirements vs what is happening on the front lines.

TT is being taught to nurses, care workers and volunteers in institutions and other health care organizations. They most often do not belong to the network but have had a Level 1 workshop. Should they be allowed to say they are giving TT sessions?? How about those that do it for friends and families only?

How do we balance the need to fulfill the trademark requirements and to still allow them to practice TT especially in health care facilities/organizations as we want to promote TT practice.

When we tell them they cannot say they are giving a TT session it creates a disconnect between the intent of helping and the trade mark policy.

Volunteer vs professional practitioner.

There is an opportunity to use it as an education point especially with the hospice, long term care, hospitals etc. Make it their responsibility to clarify what each employee needs before using the modality.

Further discussion needed across the networks. TTNO asked for TTNC to further review and get back to them.

Possibility of adding an explanation about the trademark to the teaching guidelines. Recommendation: It should be part of every class/workshop.

Note: the French term for Therapeutic Touch is not trademarked. We tried but failed.

### 9.3 Appointment of the following to the TTNC Board by their respective Networks.

- for two years: Birdie Fiddes (ATTN), Mariann Canning (TTNO), and Sheila Camp (TTNA)
  - for one year: Cecilia Csima (TTNQ), Tanya Sabourin (MTTN), and Heather McCurdy (BCTTNS)
- Additional Directors: Marion Cameron as president

Introduction of the Directors of the TTNC Board for 2018-2019.

Thank you to the board, past and present.

Side Note: Explanation of the Rotation of Reps from the Member Networks: the term for the reps is 2 years. So that not all the reps change at the same time, we have a rotation system according to the years - odd and even for the Networks

Even years: ATTN, TTNO, and TTNA. Odd years: TTNQ, MTTN, BCTTNS.

Announcement:



## Therapeutic Touch Networks of Canada Réseaux Toucher Thérapeutique du Canada

**TTIA Congress in Oct. 2019.** Sue Conlin had emailed a flyer and postcards. It would have been sent in last couple weeks. Seems like some may not have received them. Marion to follow up.

Need sponsors, vendors, volunteers and 9 breakout presenters. Silent auction items. Marion will forward documents. Please put on your network website and/ or Facebook pages.

All members in the TTNC networks can attend at the member rate. Will also be in the TTNC newsletter. Please encourage people to attend. Save your "toonies".

Final thoughts- Thanks to Peter, Mary and Marion for all the work they do and support to TT.

**10. Adjournment:** 4:35

Respectfully submitted  
Heather McCurdy

## President Report for TTNC AGM - Nov. 18, 2018

As the President of TTNC I am ever grateful for the rest of the Board members who represent their respective Networks.

For this past year we have had two additional Board members, as president and vice-president, which has brought further opinions and discussion to the meetings and assistance with the workload of the committees.

As V.P., Peter Cheshire was crucial in the Infringement negotiations with the University of Ottawa. Fortunately for TTNC he had a lawyer in his back pocket. A big thank you to Peter for his work on the TTNC Board. Sadly he is retiring from TTNC after the AGM. Best wishes to him in his new endeavours and enjoyment of life.

Mary Simpson is also retiring from active duty. Mary has been a vital part of the TT community in Ontario and has championed several things for TTNC, such as the brochures, and as editor of the TTNC newsletter. She does deserve a well-earned rest. Thank you Mary for all your efforts.

We welcome Tanya Levy and Michelle Greenwell who will be the new editors starting in Feb. 2019.

TTNC now has a new teleconferencing company called Vast conferencing which gives us the feature of recording the meetings. This conference calling can be used as many times as needed for meetings.

Goals for next year:

- being vigilant re infringements, to maintain the integrity of the trademarked words 'therapeutic touch'.
- To support all efforts to promote TT through advocacy and marketing.
- To be diligent in the Governance and operation of the corporation.
- Review the Mission and Vision and Values
- To promote the liability insurance for practitioners and teachers.
- To cooperate with the TTIA Congress Planning Committee in their efforts to have a successful 2019 Congress in Ontario Canada.
- To continue to share information across Canada through the newsletter and the reps from the Member Networks on the TTNC Board and committees
- to maintain and support the committees in their work

How can the TTNC organization be used more effectively to stimulate ideas and effect a shift in consciousness in our communities to bring about a change in the perception and acceptance of Therapeutic Touch.

Submitted by  
Marion Cameron  
Pres. TTNC



# Therapeutic Touch Networks of Canada

## Réseaux Toucher Thérapeutique du Canada

### TTNC 2018 AGM Treasurer's Written Report

It has been an interesting year financially speaking for TTNC.

We had our first and hopefully, only major infringement costing us \$ 2,722.45 in lawyer's fees. That was ½ of his usual charges. A lesson was learned. We have developed an infringement fund. All of our donations, unless otherwise specified will go to this fund within our general operating fund to a total of \$1000.00. As of August 31 that fund is \$415.00.

Thank-you to all the networks and individuals who donated to get us out of a precarious financial situation.

Another financial surprise was the 15 year bill for the Trademark due April 2018 to the tune of \$350.00. In this coming years budget I have added \$24.00 accrued each year for the trademark renewal.

A motion was passed at last years' AGM to have us purchase Board Member Insurance. This was not done. By the time we got through all the financial insults it was too late to purchase for 2018, but is on the budget for 2019. After careful review it has been decided to purchase through Under Our Wing, which is associated with Volunteer Canada.

If you view the Statement of Financial Position you may have question about Liabilities The Current Liabilities were cheques that had been issued in Aug, but not cashed until September. The Accrued Liabilities are items we only have to pay for every so many years, but in order to do that save a certain amount each year.

I welcome questions about the finances, but would appreciate them ahead of the AGM, so I could present your questions & my responses for all who attend the AGM. They may be emailed to me at [bmfiddes@gmail.com](mailto:bmfiddes@gmail.com) or I can be reached by phone at 1-902-685-3993.

Submitted  
Bertha Fiddes  
TTNC Treasurer



# Therapeutic Touch Networks of Canada

## Réseaux Toucher Thérapeutique du Canada

### Budget for TTNC Sept 2018-Aug 2019

### 2017-18

	\$	
Net Assets as of Aug 31,18	2,399.09	\$ 2,869.35
<b>Revenues:</b>		
Projected Revenues 17/18		
Dues from Member Networks:		
Note :Based on \$2.00/member		
British Columbia BCTTNS	\$ 184.00	\$ 204.00
Manitoba MTTN	\$ 52.00	\$ 36.00
Quebec TTNQ	\$ 98.00	\$ 114.00
Alberta TTNA	\$ 54.00	\$ 50.00
Ontario TTNO	\$ 994.00	\$ 982.00
Atlantic ATTN	\$ 160.00	\$ 190.00
Total dues from member networks	\$ 1,542.00	\$ 1,576.00
Donations	\$ 400.00	
<b>Total Revenues and Bank Balance</b>	<b>\$ 4,341.09</b>	<b>\$ 4,445.35</b>
<b>Expenses:</b>		
Bank charges	\$ 40.00	\$ 40.00
Annual Incorporation fee	\$ 20.00	\$ 20.00
Telephone/skype cost for meetings	\$ 300.00	\$ 168.00
TTIA membership	\$ 60.00	\$ 64.00
Web s. hou. (pd q5 year,pd Oct 20 16, accrue \$100/yr)	\$ 100.00	\$ 100.00
Improvements to Website & regular expenses	\$ 400.00	\$ 400.00
Trademark (350/15yr.due Apr 30,2033, accrue 24/yr)	\$ 24.00	
Trademark, infringement	\$ 400.00	
Brochures and Advocacy	\$ 500.00	\$ 500.00
Board Insurance	\$ 493.00	
Conference Attendance(every 2 yrs)	\$ 900.00	\$ 250.00
<b>Total Expenses</b>	<b>\$ 3,237.00</b>	<b>\$ 1,542.00</b>
<b>Projected Revenues(Loss) 18/19</b>	<b>\$ 1,104.09</b>	<b>\$ 2,903.35</b>

Therapeutic Touch® is a registered trademark in Canada.





**Therapeutic Touch Networks of Canada**  
**Réseaux Toucher Thérapeutique du Canada**

**Statement of Financial Position**  
**For The Year Ended August 31, 2018**

**ASSETS**

**CURRENT**

CASH (in bank))	\$3,096.57
<b>Total Current Assets</b>	<b>\$3,096.57</b>

**LIABILITIES**

**CURRENT**

Accounts Payable	\$ 347.48
Accrued Liabilities	\$ 350.00
<b>TOTAL LIABILITIES</b>	<b>\$ 697.48</b>

**NET ASSETS**

<b>NET ASSETS</b>	<b>\$2,399.09</b>
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**APPROVED ON BEHALF OF THE BOARD:**

\_\_\_\_\_  
Director

\_\_\_\_\_  
Director

## The Newsletter Committee for TTNC

The newsletter is the platform by which TTNC fulfills its mission to share 'information so as to create a sense of unity and belonging across the country'. Each newsletter from Fall 2012 to the present is available on the TTNC website.

It is governed overall by a charter with guidelines for the editor, distribution, network reps, and TTNC president.

The Newsletter Committee consists of a chair, editor and ideally a representative from each network. The committee members have the responsibility to remind their network of due dates for submissions, help with the proof reading of the first copy from the editor and monitor that the newsletter is distributed to the membership in their network. The TTNC president does the final editing and approves it for distribution.

Thank you to all those that have contributed to the success of the newsletter especially the editors - Bonita Summers and Mary Simpson as without them we wouldn't have a newsletter.

This is Mary's last newsletter as editor.

We welcome Tanya Levy and Michelle Greenwell from ATTN who will be the new editors starting in February 2019.

Thanks for volunteering your time and expertise.

A big thank you to all the committee members past and present for your contribution to this important aspect of TTNC.

Submitted by  
Marion Cameron,  
Chair, Newsletter Committee

## Updates to the TTNC Website

The TTNC website is the first point of any interaction with the public. It is therefore very important that the website accurately reflects what we as an organization are all about and describes exactly what Therapeutic Touch is, what its effects are and how it is performed.

To this end we have been reviewing the various pages on the website and have incorporated the following amendments and new information.

### HOME PAGE

- We added the paragraph to the bottom of the home page "As of May 2017 the TTNC is now owner of the trademark for the words Therapeutic Touch
- Changed the link for Manitoba network to their Facebook page instead of e-mail address and removed old contact information.

### ABOUT US

- On Meet the Board page we corrected contact information .
- We removed everything from the What is Therapeutic Touch page and inserted the new definition of Therapeutic Touch.

### MEMBERS INFO

- The newsletters for Winter 2018 and Summer 2018 have been added for review by any TTNC member.
- Under insurance coverage - We removed "contact BFL Canada" and the link to their contact page with "contact your network representative on the TTNC Board" and linked that to the Meet the Board page
- Under Trademark - We updated the Infringement Policy where we removed the Policy for written use of the words Therapeutic Touch section and added the date in the footer. Also under the Trademark, we inserted the policy for the written use of the words Therapeutic Touch in the same format as the Infringement policy document with the "letterhead type look" and added the footer with the date and added the new "Policy for the written use of the words Therapeutic Touch" and linked it to the document

### RESEARCH

- We have added where to find research into Therapeutic Touch.
- An addition has been made to the "Brief to the Advisory Panel" by adding the names who wrote and collaborated on it.

We are amending our protection program to help prevent the many spam emails that we have been receiving.

Peter Cheshire VP TTNC

## 2018 TTNC CURRICULUM COMMITTEE ANNUAL REPORT

**The Committee's Mandate:** The TTNC Curriculum Committee has been given the responsibility of developing a national curriculum that outlines the minimum requirements for teaching Therapeutic Touch in Canada in 2014. This process will ensure the consistency of foundational teaching of TT throughout our country, thereby, ensuring that TT teachers, TT students, and TT Healing Partners have consistent experiences that accurately represent the Therapeutic Touch process as described by the founders, Dr. Dolores Krieger, and Dora Kunz.

**Committee Representation:** The committee has invited representation from each of the Canadian networks. Three individuals, Cherry Whitaker from the Atlantic TT Network, Marie Paule Wiley from the BC TT Network, and Chery Ann Hoffmeyer from the Alberta TT Network, have been consistent members on the committee since its inception. During this past year, Ontario was represented by Mary Simpson until her resignation in February; to date, a replacement has not been found. All of the Canadian networks were asked to provide member representation on the committee and if they chose not to have representation on the committee, they were asked to indicate their support for the direction that the committee was going with the curriculum development as evidenced by the first component of the National curriculum. Each Network offered their support for the committee's work.

### **Curriculum Development:**

The first component of the curriculum was completed in December 2015 and approved by the TTNC Board in January of 2016. From that time forward, the committee has been developing the remaining components of the curriculum. A hiatus in the development process occurred when committee members changed and the forward rhythm of the committee's work was temporarily disrupted. To date, the committee has continued its work on the remainder of the curriculum and has set December 2018 as the timeline for completion of the national curriculum and submission to the TTNC Board for approval.

In the interim, the committee plans to review the curriculum development it has completed to date and will hold one or more online conference calls to finalize the curriculum plans. The committee has used the revised TTIA curriculum that was rolled out at the TTIA Congress in 2017 as a parallel framework model for the Canadian curriculum development. The committee anticipates that this parallel framework process will provide for ease of reciprocal transfer of TT recognition for TT teachers and TT students, across the border.

As Chair of this committee, I want to acknowledge the contributions of each committee member, present and past, and thank them for their commitment and dedication to a process that has continued over the past 5 years. I particularly want to thank Cherry Whitaker and Marie-Paule Wiley for their consistent, ongoing dedication and commitment to the TTNC curriculum development process. Their dedication to this process has been stellar and I feel privileged to have worked with them over these years.

I look forward to submitting the finalized curriculum proposal to the TTNC Board before the end of 2018.

**Respectfully Submitted by** Chery Ann Hoffmeyer TTNC Curriculum Committee Chair

## Extended Health Committee Report for AGM November 18, 2018

### Committee members

Cecilia Csima, Susan Duncan, Julia von Flotow, Heather McCurdy

Our first meetings were about reviewing the terms of reference and an overview of the work that had been carried out in previous years. We began building a chart of modalities, requirements, and whether the modality had insurance or extended health coverage. This remains a work in progress.

Time zone differences, busy lives, and technical issues have resulted in less meetings than we would have liked and no outcomes for this year.

A hi-light of year was learning that the Reflexology Newsletter reported that more and more insurance companies are covering reflexology. The need for standards of practice and a complaints processes were key factors in having coverage through extended health.

The goal for this year will be to reconvene the committee and complete the modality requirement chart and make recommendations for further actions.

The move to greater Extended Health Coverage is always a challenge and when we have medical professionals vocally saying there shouldn't be coverage, it is even more so.

JAMA editor, George D. Lundberg MD recommends "patients and insurance companies alike refuse to pay for therapeutic touch".

In BC continual attacks on Therapeutic Touch and one of our teachers by Bernie Garrett an associate professor at UBC School of Nursing show there is still much work to be done.

Respectfully submitted

Heather McCurdy

## Registered Trademark Report Therapeutic Touch®

The trademark term "Therapeutic Touch" ownership passed to the TTNC earlier this year. We have been vigilant to watch for any infringements regarding unauthorized use of this term.

A major infringement was reported in October of 2017 and was resolved in our favor in March this year. A book had been published with the term "Therapeutic Touch" in its title, both members of the boards of the TTNO and the TTNC combined to be a committee to help prepare the legal rights of the infringement. We had to enlist the assistance of a lawyer to eventually settle the issue in our favour.

The cost of this litigation was high so thank you to all of the TTNC member boards who made donations and of course those individual members who also contributed to the cause.

We are also aware of another book that has been published and sold through Amazon. This book however, is far less intrusive as an infringement and to date, we have been unable to trace or contact the author or publisher. We continue to monitor this issue.

Another infringement has been reported by the TTNA, this is currently being investigated. It is important that all members of TT across Canada are vigilant in watching out for any unauthorized use of the term "Therapeutic Touch". In addition, it is important that all published TT materials, be it documents, advertising, business names or business cards use the copyright symbol ® at least with the first use of the term "Therapeutic Touch®"

Respectfully  
Peter Cheshire VP TTNC

## **Liability Insurance for Therapeutic Touch® Practitioners - update for 2018**

This insurance has not changed in its scope or cost over the last year.

The coverage is with BFL Canada for \$150 for the following:

Mandatory Plan which is: Professional Liability for \$2,000,000

: Commercial General Liability for \$2,000,000

Enhanced / Optional coverage Plan: selection of other modalities for \$75 added.

The Master Policy period runs from Dec. 1- Nov. 30. Renewals have gone out to applicants

The recent count still remains at 50; ideally we would like another 50 to bring the count to 100 which is what was originally hoped for. The following is the current roster: TTNA - 6, BCTTNS - 14, TTNO - 23, TTNQ - 6, ATTN - 1.

This is an excellent insurance at a reasonable cost especially for those that are volunteers.

Application form for the insurance is on the TTNC website. If the current date is not available you can still use it by just changing it to the current year.

Submitted by,  
Marion Cameron,  
Pres. TTNC.

## **Policy for the written use of the words “Therapeutic Touch®”.**

The Therapeutic Touch Networks of Canada (TTNC) owns the Canadian trademark registration no. TMA580,182 for THERAPEUTIC TOUCH when used with healing practices performed by practitioners trained to be sensitive to the receiver's energy fields. As the owner of Canadian trademark registration no. TMA580,182, the TTNC has the exclusive right under section 19 of the Trade-marks Act to use, and license others to use, THERAPEUTIC TOUCH in Canada with these services.

The words “Therapeutic Touch” are used to define an energy-based therapy developed in the early 1970's in the United States of America and is taught and practiced in many countries. The purpose of the trademark is to give legal protection to the words “Therapeutic Touch” and guarantee the public that, when they are being offered a service described as “Therapeutic Touch”, it is to a standard of practice and training that is certified by the owner of the trademark.

The Therapeutic Touch Networks of Canada (TTNC), as owner of the trademarked words Therapeutic Touch, authorizes members of Canadian Therapeutic Touch networks to use the words Therapeutic Touch in their practice when they are a member in good standing in the province/territory in which they reside.

A member in good standing is as follows:

- have paid their current annual membership dues.
- have signed the Code of Ethics (or equivalent) required by the Member Network of the province in which they live.
- have taken a minimum Introductory/Level 1 workshop in Therapeutic Touch.

Member networks of the TTNC are to ensure that the words Therapeutic Touch are clearly identified with the trademark symbol ® on their websites or social media such as Facebook, LinkedIn, posters, flyers, brochures, business names, business cards and other printed materials. In addition, the footer of all of the above cited documents are to include “Therapeutic Touch® is a registered trademark in Canada”.

### Written Materials

The registered trademark “®” following a trademarked term gives notice to the world that the trademark owner has better and higher rights to the term than anyone else. Having the term capitalized also conveys that it has a special significance.

The words Therapeutic Touch will be written at the first point of use in the text with a parenthetical reference to the acronym after the full title, for example, Therapeutic Touch® (TT). Thereafter it is recommended that the full words, Therapeutic Touch, be used at the first point of use in each paragraph. For all subsequent references in that paragraph the acronym TT may be used.

This creates options for the author, depending on the purpose of the writings, which include:

**1.** Choosing a balanced or equal usage of both the full term and the acronym to prevent the overuse of either option as is suggested in the above statement.

This leads the reader to associate the two terms as one meaning or

**2.** Using Therapeutic Touch throughout the writings if appropriate for the use of the document.



The minimum standard set by the TTNC is that the full title Therapeutic Touch® (TT) is to be used the first time in any document and then the author has the option of using either the full name or the acronym thereafter.

The TTNC suggests that, to maintain the awareness of the words Therapeutic Touch with all Therapeutic Touch practitioners and the general public, they be used in balance with the acronym (TT). This leads the reader to associate the two terms as one meaning.

## What's In a Name ?

For several years, the notion of increased public recognition of Therapeutic Touch has been discussed. Over the years, I have become increasingly aware of the power of language and this has led me to rethink the TT designation of Registered Practitioner (RP.TT).

Years ago in the Ontario In Touch Newsletter, there was a comparison of the requirements to become a Reiki Master and a R.P. in TT. As I recall, at that time the requirements to become a RP were considerably more stringent. As well, over the years, it has struck me that Reiki has a greater level of recognition with the public. TT has been somewhat under the radar of the public awareness and, as a group, we have been humble and low key about our practice. As a practitioner of TT in the patient support room (the Sunshine room) at the Queen Elizabeth 2 Health Sciences Centre, Halifax I have had the oft repeated experience of discussing TT with patients and having the response "so it is like Reiki?". This response is given even if they have not had a Reiki treatment.

As mentioned previously, I have become increasingly aware of the power of language. The word "Master" is strong and carries with it a certain understanding of knowledge, wisdom and skill. In general, it can be argued that members of the public and professional colleagues may give more credence to the term Master.

As members of the TT community, are we willing to explore changing our designation to that of Registered Master Practitioner or a variation thereof? This could possibly be an advanced standing designation or a straight replacement of the current RP designation.

I understand that such a change may well not be well received within our TT community, but I have a sense that having Master practitioners might convey a stronger sense of our training and standards as well as our commitment to ongoing learning and service to members of the public and professional colleagues. Might this enhance recognition of TT?

Of course, with any suggestion for change, there arise many questions and concerns.

- Would the use of the term Master imply a better outcome with treatments? Does it devalue the treatment given by those individuals who may have completed levels 1,2 or 3? One of the things that I have learned through doing this practice is that we offer our treatments without ownership of outcome. Does the level of

training change the outcome ? In this context, the use of the term Master reflects a level of study and breadth of experience and does include a commitment to ongoing continuing education.

- Does the use of the term Master convey a message of exclusivity? Many people study the various levels of TT for their own personal use for themselves and others such as family members or friends. For the sake of argument, this would not change anything from our current situation. Individuals explore TT and incorporate it into their lives as they find helpful. Other people choose to work toward an advanced level of practice for their own personal growth or to be able to offer TT to the public or in professional settings e.g. health care settings, clinics etc.

In offering these thoughts, I am thinking only of TT and my comments are no reflection on our Reiki colleagues for whom I have much respect ( I have studied some Reiki as have many TT ers)..

These musings may be only one contribution to a discussion of increasing the recognition of Therapeutic Touch.

So I ask, what is in a name? Does our current designation contribute to public recognition of Therapeutic Touch or can the power of language help to improve understanding and recognition of our practice? Is this something that we wish to explore?

From my perspective it is a good thing to rethink things periodically.

My hope in submitting this opinion piece is that it will stimulate some thoughtful discussion.

Contributed by

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