At Doggone U at Bancroft School of Massage Therapy, we believe the time has come for massage to join the health services and modalities available for animals.

Our goal is to extend our experience and expertise in massage education to the animal world by offering comprehensive training in small animal anatomy, non-invasive basic and advanced massage and bodywork techniques, ethics, and business practices.

We strive to have graduates who will be viewed as competent massage professionals who have a valuable service to offer the pet owner, the veterinary community, and other animal related businesses and organizations.
Dear Prospective Student,

Thank you for your interest in our Small Animal Massage Certification Program™. The appreciation for massage therapy is quickly reaching the animal kingdom, and because BSMT is a well known leader in massage education, we believe it is important to provide a comprehensive, applicable training program for those who want to work with animals in this way.

All applications to our program are carefully reviewed by our staff and are considered individually based on the applicant’s animal experience, life experience, and educational background. Applicants are accepted on a first come, first serve basis.

Please review the enclosed information. Feel free to contact Doggone U at Bancroft School of Massage Therapy at 508-753-9757 or toll free at 1-866-352-9409. You can email me at Lisa@Livelydog.net for further information, or for any questions you may have. You can also get additional information about current class schedules at www.horseanddogmassage.com.

Sincerely,
Lisa Ruthig,
Director of Animal Programs
What makes our program different ...

Excerpts in quotes are taken from an article on the American Massage Therapy Association website called “Starting a Career in Massage Therapy: What You Need to Know.”

“Massage is a healing art as well as a science. It requires a balance of academic and technical knowledge, clinical skills, manual dexterity, sensitivity, and awareness. It takes a sincere desire to help others, along with a commitment to the time, energy, and focus necessary for the training process in order to become a solid practitioner.”

“The training program curriculum should cover such subjects as anatomy, physiology, kinesiology, theory and practice of massage therapy, hands-on practice under faculty supervision, ethics and business practices.”

These quotes apply to massage programs that teach massage for people. Why should we compromise or relax these standards because we are working on animals? Any program offering instruction on massage must include on-site instruction of hands-on techniques to ensure the competency of its students. To be competent in massage, you must understand the anatomy and physiology of the body you intend to work on. The massage techniques must be fully understood and appropriately applied for the receiver to gain the maximum benefit. Massage strokes applied with too much pressure, in the wrong places, or to a pathology contraindicated for massage can do harm to the body.

“The vast majority of individuals entering the field now complete an educational training program. Prior to 1989, when the massage therapy profession was smaller and there were fewer schools, some people prepared by taking a number of workshops from different independent instructors or studying with a practitioner in an apprenticeship. Now it is important for those who want to work as massage therapists to complete effectively-designed training programs that offer a well-rounded curriculum that prepares them for the work environment they are seeking.”

In order to be taken seriously as a massage professional it is important to get education from a program that has a known track record for producing quality graduates. Veterinarians will be reluctant to refer animal clients to a therapist that has not had adequate training. When choosing a massage program you need to seriously consider the type of training that you want.
In most states, the standards for the practice of animal massage are determined by the Board of Veterinary Medicine. The wording of the Veterinary Practice Act of each state determines what can be done to animals and by whom. In some states, addendums to the practice act or general laws of the state have been passed setting limits and or requirements of schooling for the practice of animal massage. You must determine the legality of animal massage in your own state.

When looking for schools of animal massage check for the following:

- Does the school offer hands-on training?
- What are the qualifications of the instructors?
- How long has the school been in business?
- Do they offer instruction in Anatomy & Physiology? Animal behavior and handling? Communicable diseases of animals?
- Will you be eligible upon graduation to sit for the national boards?

See www. NBCAAM.org for more information on the exam. At this time, only the state of Washington requires the exam to practice, but we encourage all our graduates to take it.

No accredited human massage schools offer training where the student does not have to complete hands-on instruction. The only way to evaluate if a student is performing a massage technique correctly is to have students practice that technique on an instructor. This is the philosophy at the Bancroft School of Massage Therapy’s Small Animal Massage Certification Program. Massage is not just “fluff and buff,” it is the manipulation of the soft tissues of the body for therapeutic purposes.

Our comprehensive 200-hour program was designed using the model of our human program. We have been teaching massage since 1950 and our graduates are recognized world wide.

Our curriculum was developed by veterinarians, veterinary technicians, human and canine physical therapists, and licensed massage therapists. We have included all the information that is required in a human program and geared it specifically to small animals. Our goal is to produce the most well-trained Small Animal Massage Therapists in the industry.
**Course List**

Small Animal Anatomy and Introduction to Pathologies — 42 hrs

Small Animal Behavior, Handling and Management — 8.5 hrs

Health/Bio-Security/Animal First Aid/CPR — 5.5 hrs

Species and Breeds, Genetic Factors — 3.5 hrs

Massage Techniques I — 21 hrs

Passive Range of Motion Exercises — 3.5 hrs

Introduction to Biomechanics and Gait Analysis — 7 hrs

Massage Techniques II (Myofascial Trigger Point, etc.) — 21 hrs

Introduction to Energy Healing Modalities for Animals — 3.5 hrs

Regional Massage Applications (Muscle review, new techniques, application to regional pathologies) — 21 hrs

Business Practices, Marketing, Presentation Skills/ Ethics — 19.5 hrs

Special Topics (extra depth in topics of interest to students) — 5 hrs

Internship (in animal-related businesses in your local area) — 39 hrs
200 Hour Small Animal Massage Therapy Certification Program

Upon completion of this course, you will have the skills needed to:

- Massage animals for pet owners, handlers and breeders for relaxation, health preservation, and injury prevention and recovery.

Offer your professional services in
- veterinary offices
- grooming salons
- shelters
- pet supply stores
- agility clubs
- canine clubs
- working animal organizations, etc.

Admission Requirements: High School Graduate or equivalent

(Important Note: In order to accommodate students with various educations, backgrounds and animal experience, students may be subject to required tutorials at the teacher’s discretion. Also, some students may be required to take BSMT’s Primer Course prior to admission.)
Instructors

**Marlene J. Narrow, LMT, BS**
Marlene has been a human massage therapist since 1982 and has taught at BSMT since 1983 in many capacities. She has a Bachelor’s Degree in Health Education from Worcester State College. She is the co-founder of the Animal Massage Program at Bancroft, creating the massage techniques, writing the curriculum, and developing the program. Marlene is a pioneer in the canine massage therapy field and has been involved in animal massage since the early 1980s. She originally trained with Jack Meagher, the founder of Equine Sports Massage in the United States. She has led numerous canine massage workshops to sled dog racers, agility dog competitors, dog groomers, and other animal groups. Marlene’s family includes her own horses, cats, rescued bovines and a pig. They are all living testimony to the healing power of massage and the contribution to animal health and well-being.

**Ilene H. Segal, DVM, CCRP**
Dr. Segal is a 1987 graduate of Tufts University School of Veterinary Medicine and the owner of Parkway Veterinary Hospital and Pet Rehabilitation in West Roxbury, MA where she practices. She completed the International Veterinary Acupuncture Society Course in 2001 and has received her accreditation as a certified canine rehabilitation practitioner from the University of Tennessee in 2003. She is a member of the American Veterinary Medical Association and the American Academy of Veterinary Acupuncture. Dr. Segal is on the Advisory Board for the Small Animal Massage Certification Program and helped develop the anatomy course.

**Rebecca Therian, BS, CSAMT, RMT, CEMT**
Becky is a Certified Small Animal Massage Therapist & Equine Massage Therapist (Bancroft School of Massage Therapy), a Reiki Master Teacher (Balanced Essence), Professional Pet Dog Trainer (Connecticut K-9 Education Center) and a graduate of the University of Connecticut with a B.S. in Animal Science. She has extensive experience working with a variety of different animals in many related fields - including veterinary, training and rehabilitation. Becky operates her own business, The Animal Touch, and works in alliance with the New England Canine Rehabilitation and Fitness Center. Together they provide service to CT and Western MA and offer a comprehensive rehabilitation and/or fitness plan specifically designed to meet the needs of each animal and support their individual path to wellness. Becky may be contacted through her website at [www.theanimaltouch.com](http://www.theanimaltouch.com)
Instructors

**Lisa Ruthig, BS, CSAMT, CEMT, RPII**

After graduating from University of Delaware with a BS in Biology, Lisa worked in molecular biology and immunology laboratories for a number of years before following a meandering path to her career in animal massage.

A traumatic injury to her puppy, Fergus, led Lisa into the realm of complementary healing techniques. Attempt to treat his resulting structural problems and anxiety quickly led to a passion for working with all animals.

A graduate of Bancroft School of Massage Therapy Small Animal and Equine Massage Programs and a Level II Reiki practitioner, Lisa uses her scientific mindset, along with her natural affinity for the emotions of animals, to guide her in treating various behavioral problems, injuries and movement disorders in small animals. She also works with agility dogs in between events to keep them in peak athletic condition. A combination of massage and Reiki has been successful in improving behavioral issues stemming from anxiety.


**Dr. Matthew Cooper, DC**

Dr. Cooper has been practicing human chiropractic in Wayland Center since 1997. He has completed a post-graduate program at the Options for Animals College of Animal Chiropractic in Wellsville, Kansas and has passed board exams for the American Veterinary Chiropractic Association (AVCA) and the International Veterinary Chiropractic Association (IVCA).

Dr. Cooper opened MetroWest Animal Chiropractic in January 2008 around the corner from his office for human patients.
About Our Facility

Doggone U is an innovative new training and obedience center that allows dog owners to take exceptional care of their "best friends." It is truly a dog and dog owner's nirvana, providing everything from puppy and dog training to pet massages.

"Dog owners will be astounded by Doggone U," says Steven Tankanow, Doggone U President. "Our unique indoor facility has a large training room as well as private massage rooms designed from a dog's eye view."

Doggone U's full range of services includes a Small Animal & Equine Massage Certification Programs, Dog Obedience Classes, Public and Continuing Education Seminars.

The facility is located immediately behind the Bancroft School of Massage Therapy at 333 Shrewsbury Street. Now the pet's owner can walk in the front door, the dog can enter the side door and both can receive a relaxing massage!