



STANDARDS AUTHORITY FOR TOUCH IN CANCER CARE

## **FOR IMMEDIATE RELEASE**

**One of the world's leading spa and wellbeing experts and founder of ESPA, Sue Harmsworth's MBE launches Standards Authority for Touch in Cancer Care (SATCC).**

*"The industry's approach to serving those touched by cancer has been fragmented for many years, with consumers, trade, therapists and spas alike unsure of the terrain surrounding touch therapy and cancer" Sue Harmsworth.*

### **Sue Harmsworth**

**Sue, has brought together a group of industry innovators and founders of leading training providers in the UK and Ireland to create the Standards Authority for Touch in Cancer Care (SATCC).**

The SATCC's mission is to provide a national Standard enabling those touched by cancer access to appropriately qualified therapists who're capable of catering to the client's individual needs and to also provide a recognised platform for spas and salons to find quality training courses.

The group's advisory board has created an informed and jointly-agreed national Standard which outlines guidelines for therapists on maintaining safe and effective methods of care while performing massages, facials, manicures, pedicures and other spa treatments on people affected by cancer.

The Standards document features specific guidelines for therapists on how to prepare, plan and conduct cancer touch therapy treatments as well as information regarding complex contra-indications such as heat and lymphoedema, and how to handle these appropriately.

The charter provides a written policy communicating the SATCC's scope, purpose and guidance for accreditation organisations, training providers, therapists and the public.

### **The need**

Recent evidence suggests one in two people born after 1970 in the UK are going to be touched by cancer.

Massage therapy can be used to support people who've had cancer and has been proven to reduce anxiety and depression and improve sleep quality.

Yet despite this, a vast number of spas and salons still turn away people touched by cancer – arguably at the time they need the most support – due to lack of knowledge and fear of liability.

For this reason, some clients don't inform their therapist they've had cancer, meaning massages can't be adapted appropriately to meet their needs.

Motivation to create the SATCC also stems from a group concern over the dilution of therapist training, and that many short courses are being offered which are not advanced or comprehensive enough to sufficiently educate therapists to accommodate those affected by cancer.

Advisory board members share a combined 327 years' worth of industry expertise and have trained well over 10,000 therapists.

*“The passionate, well-educated and incredibly experienced individuals on the advisory board make the SATCC a highly credible, independent, governing body that promotes the support of individuals touched by cancer,” said Sue.*

### **Consumer Directory for Spas**

Online consumer spa directory [Spabreaks.com](https://www.spabreaks.com), founded by [Abi Wright](#), is proud to be partnering with SATCC to allow consumers to identify which spas have SATCC-accredited therapists who are capable of carrying out treatments that accommodate those who have experienced cancer.

Spabreaks.com receives over one million consumer visits per month and lists more than 750 UK spas, 100 of which are already SATCC-approved, with Abi setting a goal to reach 250 approvals by December 2020.

In April, Spabreaks.com launched a SATCC-certified landing page called Our Safe Hands Collection – which will allow consumers to type in their postcode and find the nearest certified spa. <https://www.spabreaks.com/categories/safe-hands-collection>

*“I want to make sure those touched by cancer aren't marginalised and are instead, treated and supported,” said Abi. “I'm delighted about this partnership and so proud of Sue and the team.”*

### **Consumer Directory for Salons and Training Website**

A partnership has also been struck with [Kush Kumar](#), CEO of [Think Tree Hub](#) – an online professional association for beauty and complementary therapists, practitioners, accredited courses and training providers and the public seeking professional health treatments.

Think Tree Hub has a register of trained professionals and training providers and their accreditations, making them discoverable by spas and consumers.

Individual therapists, practitioners and salons will be able to apply to Think Tree Hub and be registered as SATCC-accredited once their certificates and insurance information have been successfully approved.

Any therapist who is already trained by one of the SATCC advisory board's training providers will automatically be SATCC-accredited and eligible to register online.

*"All board members feel incredibly passionate about this topic and share the same intention," said Kush. "We're collaborating and pooling our experience and knowledge in training and education to maximise the scope of reach and educate the industry on a topic with so much uncertainty around it to avoid misconceptions and welcome those who have experienced cancer into spas, instead of turning them away".*

*"It's crucial that we take a humanistic and holistic approach to cancer touch therapy because it's a complex and sensitive issue which, if dealt with correctly, can positively benefit those people's physical, mental and emotional state of being."*

Kush is one of five individuals on the board who can consult and advise those looking to set up a curriculum appropriate for treating people who've experienced cancer, in accordance with SATCC guidelines.

Think Tree will also launch an SATCC web page directing visitors to SATCC-accredited training providers and courses.

Sue said: "Ultimately, we have a responsibility to the therapist and the consumer to ensure they're embraced by the wellness industry, rather than excluded".

### **Future plans**

SATCC has plans to work with charities in future to help support those touched by cancer by directing them to its accredited spas.

### **Complete list of the SATCC's Board**

**Sue Harmsworth:** founder of ESPA and Sue Harmsworth Ltd

**Amanda Winwood:** MD of Made for Life Organics and founder of Made for Life Foundation and Cancer Touch Therapy Training

**Christine Clinton:** founder of Christine Clinton Cancer Care

**Debbie Moore:** co-founder of the Amethyst Trust

**Diane Hey:** standards and qualification technical advisor to Habia Board

**Jennifer Young:** owner of Jennifer Young and Defiant Beauty

**John Holman:** MD of Hydrotherm Massage Systems

**Julie Speed:** co-founder of the Amethyst Trust

**Kim Ford:** global consultancy, examiner and lecturer

**Kush Kumar:** CEO of Think Tree Hub

**Lisa Barden:** group director of spa and wellness at Arora

**Marc Innes:** principal of School of Natural Therapies

**Marian Hook:** director of MJH Spa and Wellbeing

## **FIND OUT MORE**

For spas wishing to register or find out more, please contact: [product@spabreaks.com](mailto:product@spabreaks.com)

Individual therapists, complementary practitioners or small spas or businesses wishing to register, please contact [admin@thinktreehub.com](mailto:admin@thinktreehub.com), as well as anyone who requires help setting up a curriculum or a list of accredited training providers.

For consumers looking for salons <https://thinktreehub.com/find-an-satcc-therapist/>

For consumers looking for spas <https://www.spabreaks.com/categories/safe-hands-collection>

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### **Further media information available on request:**

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### **Notes to editors:**

*The SATCC Standards have been produced to ensure all therapists trained will have an excellent knowledge and be able to provide treatments that can be adapted to suit the individual client.*