

The Power of Touch

In a High-tech World, It Pays to Reach Out

Nora Brunner

Physician and holistic health pioneer Rachel Naomi Remen once confessed that as a pediatric intern she was an unrepentant baby kisser, often smooching her little patients as she made her rounds at the hospital. She did this when no one was looking because she sensed her colleagues would frown on her behavior, even though she couldn't think of a single reason not to do it.

The lack of basic human contact in our high-tech medical system reflects a larger social ill that has only recently started to get some attention--touch deprivation. The cultural landscape is puzzling. On the one hand, we are saturated in suggestive messages by the

skin-to-skin contact is beneficial to human health, American social norms inhibit this most basic form of human interaction and communication. Despite our supposedly enlightened attitudes, we Americans are among the most touch-deprived people in the world.

"Touch deprivation is a reality in American culture as a whole," writes Reverend Anthony David of Atlanta. "It's not just babies needing to be touched in caring ways, or the sick. It's not just doctors and nurses needing to extend it. It's all of us, needing connection, needing to receive it, needing to give it, with genuine happiness at stake."



High-tech can mean low-touch. Ensure you're getting the tactile connection humans require.

mass media; on the other hand, the caring pediatrician is afraid someone might look askance at her planting a kiss on a baby's forehead. What's wrong with this picture?

Social Norms

Unfortunately, touch has become, well, a touchy subject. Though there's growing scientific evidence that

Distant, Disconnected

How did we come to deprive ourselves so tragically? According to Texas psychology professor David R. Cross, PhD, there are three reasons Americans don't touch each other more: fear of sexual innuendo, societal and personal

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*Everything you
do can be done
better from a
place of
relaxation.*

-Stephen C. Paul

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disconnection aided by technology, and the fact that the ill effects of non-touching are simply not that obvious and don't receive much attention.

It's no surprise Americans are often afraid physical touching signals romantic interest, which leads to the twin perils of either having our intentions misunderstood or wondering if someone's gesture is an uninvited advance. This ambiguity is more than enough to scare most people from taking someone's arm or patting them on the back.

The potential for the loaded gesture is further complicated by our litigious society in which unwelcome touch can mean, or be interpreted as, dominance, sexual harassment, or exploitation. People in the helping professions are regularly counseled on how to do their jobs without creating even a hint of ambiguity. In one extreme example, counselors at a children's summer camp were given the advice that when kids proactively hugged them, the counselors were to raise both arms over their heads to show they hadn't invited the contact and weren't participating in it. One wonders how the innocent minds of children will interpret this bizarre response to their spontaneous affection.

Another reason for touch phobia, according to Cross, is that we live in a society with far-flung families and declining community connections. Technology plays a significant role in the way we communicate, and it seems we move farther away from face-to-face communication with every new invention. How ironic that the old telephone company jingle that encouraged us to "Reach Out and Touch Someone" gave way to the slew of electronic devices we have today, all ringing and beeping for our attention. While these devices were invented to improve communication, some people wonder if the net effect is lower quality in our exchanges of information.

While there is scientific research showing non-touch is detrimental to health, Cross says those negative effects aren't obvious. The effects of a lack of touch are insidious and long-term and don't amount to a dramatic story for prime time.

"Humans deprived of touch are prone to mental illness, violence, compromised immune systems, and poor self-regulation," Cross says. So serious are the effects of touch deprivation, it's considered by researchers to be worse than physical abuse.

Benefits of Touch

Stated more positively, science does support the preventive health benefits of touch. For example, Tiffany Field, PhD, founder of the Touch Research Institute, notes that in a study on preterm infants, massaging the babies increased their weight and allowed them to be discharged earlier. Discharging babies earlier from expensive neonatal intensive care units could save the healthcare system \$4.7 billion annually.

In other research, scientists at the University of North Carolina found the

stress hormone cortisol was reduced with hugging. Cortisol is associated with anger, anxiety, physical tension, and weakened immunity.

Massage therapy has been found useful in reducing symptoms such as anxiety, depression, pain, and stress, and is helpful for those suffering with a variety of illnesses, including anorexia nervosa, arthritis, cancer, fibromyalgia, and stroke. While more research is needed, massage therapy has also been shown to reduce symptoms associated with alcohol withdrawal and smoking cessation, and can strengthen self-esteem, boost the immune system, increase flexibility, and improve sleep.

As a nation, we are still finding our way in terms of increasing our touch quotient; but those who make their way into a massage therapy room are farther along than most.



Massage helps boost self-worth and contribute to emotional well-being and connection.

Massage Ambiance is Key

Is the Scene Conducive to Your Relaxation?

Nina McIntosh

Ever had a massage but couldn't fully enjoy it because the music was too fast, or the aromatherapy was not to your liking, or outside noise was disruptive? Whatever the issue, feel comfortable knowing that your massage therapist wants you to express your feelings.

The quality of communication between the practitioner and the client is key. By all means, you should speak up about anything that diminishes your enjoyment of, or ability to focus on, your session, no matter whether the problem is the therapist's office or her/his behavior. It's your session, and you have the right to an environment that supports your relaxation.

Having said that, it's not always easy to assert yourself while lying naked on a table. However, your practitioner is a professional and is open to, even seeking, feedback. If you are bothered, others probably are too. Your practitioner wants and needs to know and would much prefer you mentioning

it than choosing to not come back again.

And you may learn something as well. Perhaps that lavender oil you thought was too strong actually helps relaxation and will work wonders for you in a more diluted form. Or maybe the exterior noise is a problem only on Monday evenings, and you can be sure to avoid booking your appointment then.

FIXING THE PROBLEM

The situation may be something easy to remedy, like changing the music or essential oils. But if it's something more complex, like exterior noise from officemates, your practitioner may need time to address the situation.

View the situation as an opportunity to provide important, constructive feedback about the services offered as well a chance to enhance the therapeutic relationship between you and your massage practitioner.

Your massage session is about you. Take

responsibility for communicating your needs, and your session will be all the more healing for it.



Communicating your needs is key.

The Art of Aromatherapy

Essential Oils Provide Healing and Balance

Aromatic essential oils extracted from herbs, flowers, resin, wood and roots have long been a source of healing since ancient times, aiding in relaxation, circulation and wound healing. However, the use of these medicinal oils declined as the modern pharmaceutical industry developed. In 1928, French chemist Rene Maurice Gattefosse revived the use of essential oils and developed the art and science of utilizing naturally extracted aromatic essences from botanicals to balance and harmonize the health of body, mind and spirit. Gattefosse coined the practice aromatherapy.

Because aromatherapy's affect on emotional health, many massage therapists and bodywork practitioners incorporate this noninvasive treatment into their practices. Dispensers or

diffusers filled with aromatic essences may be used to scent the massage room, and specific essential oils are used on the client's skin during the massage. Because each oil has unique characteristics and benefits, the choice of oil or oils can be customized to the client's needs and emotional state. Whether inhaled or applied topically, aromatherapy requires an understanding of how each essential oil interacts with the body, as well as the mind.

Many pure essential oils need to be diluted, as they can cause irritation when applied directly to the skin. To guarantee safe and correct usage, consult a trained herbalist or practitioner.

The emotions listed below can be gently eased by one or a combination of the following essential oils:

Anxiety: bergamot, cedarwood, clary sage, frankincense, lavender, patchouli, Roman chamomile, rose, sandalwood.

Fatigue, Burnout: basil, ginger, grapefruit, jasmine, lemon, peppermint, rosemary, sandalwood.

Stress: bergamot, frankincense, geranium, lavender, mandarin, neroli, patchouli, Roman chamomile, ylang ylang.

Anger: jasmine, neroli, orange, patchouli, petitgrain, Roman chamomile, rose, vetiver, ylang ylang.

*Those who bring
sunshine into the
lives of others,
cannot keep it
from themselves.*

-James M. Barrie

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