

PRESS RELEASE

Notice released midnight, **Wednesday 1st September 2010**

MESSAGE IN SCHOOLS celebrates its first decade with the publication of *Touch In Schools*

The **Message in Schools Programme's** 10th birthday is celebrated today with the launch of the new book **TOUCH IN SCHOOLS: A Revolutionary Programme for Replacing Bullying with Respect and for Reducing Violence**, written by the programme's founders, **Sylvie Héту and Mia Elmsäter**

About The Message In Schools Programme

The **Message in Schools Programme** (often referred to by its acronym, **MISP**) was created at the turn of the millennium, and is now well established in over 20 countries and on six continents around the world. The MISP is the first programme to formally design a recognized, multicultural international curriculum respecting children of all cultures. It is also the first programme to offer a practical routine that is taught to Instructors by qualified Trainers, and integrated into diverse schooling systems worldwide. The MISP founders maintain that healthy, age-appropriate movement and touch are essential for children's successful learning and general well-being.

There are three main aspects to the programme. The first is the actual MISP Routine itself (see below). The second is the incorporation of touch and movement into the school's national curriculum subjects; and the third one comprises activities that involve touch and movement. All of these are covered in an intensive Message in Schools Programme Instructors Course, and are detailed in the founders' new book ***TOUCH IN SCHOOLS*** (full details of which can be found below).

The MISP Routine itself consists of a number of massage movements that children do on each other, one-on-one. The children are seated at their desks or sitting on mats placed on the floor, and the massage is carried out over their clothes, on the back, arms, and head. It is most beneficial if the routine is done every morning before school begins. The full routine takes approximately 7–8 minutes, in other words, about 15 minutes in total for both children to massage each other. The programme has been very carefully designed to take full account of health and safety and child protection legislation, and also of children with special educational needs, in order to ensure fully inclusive participation.

The programme's founders have just written the definitive introduction to the MISP in their new copiously illustrated book, ***TOUCH IN SCHOOLS***, full details of which are set out below.

About the Programme Founders & Authors

The Massage In Schools Programme (MISP) is the co-creation of **Mia Elmsäter** and **Sylvie Héту**. Under the International Association of Infant Massage (IAIM), both Mia and Sylvie have been Instructors since the 1980s, and full Instructor Trainers since 1989 (Héту) and 1990 (Elmsäter). As members of the Education Committee of IAIM, they educate Instructors and train Trainers globally. From their pioneering work with infant massage in Sweden (Elmsäter) and Canada (Héту), there were extended requests for adapting this programme for various ages and situations, including toddler groups, day-care centres, pre-schools, schools, and in nursing homes, as well as to give lectures and workshops to teachers in conferences, colleges, and universities around the world. With the founders' combined passion, vast experience, and training in education (including Steiner, Montessori, and mainstream approaches), a solid and unrivalled foundation of expertise and experience underpins the programme.

Book Ordering Details

TOUCH IN SCHOOLS by Sylvie Héту and Mia Elmsäter, Ur Publications Inc., Montreal, 2010, 190 pp, photos, index, ISBN 978-0-9736659-1-8, price (paperback) Canadian \$ 15.99, US \$ 12.99, British £10.99. Find all ordering information on

www.urpublications.com

<<http://www.urpublications.com/>>

To request *review copies*, please email info@urpublications.com

Global acclaim for *Touch In Schools*

"This book offers a wealth of critical information, given in so eminently simple, useful and practical form, that, when the equally simple answer-application is spelled out, one can only ask: Why hasn't this been done before."

Joseph Chilton Pearce

Author, educationalist; from the Foreword

"A wonderful and necessary book which proposes an approach that will help thousands of children to bring balance to the affectionate bonds which all children need in order to thrive emotionally and socially."

Sir Richard

Bowlby

Educationalist, lecturer, film producer

"This rather startling idea – that children can show love and care for each other through touch and massage – suddenly seems obvious. Why did we not think of this years ago? Perhaps because we almost sacrificed our humanity, and are just getting it back."

Steve Biddulph

Psychologist and author

"This book is the latest in literature that can promote child massage and its importance

to the notion of nurturing touch in our world. There is nothing more important with regards to the growth and development of healthy human beings and thus healthy human societies.”

Vimala McClure

Founder, International Association of Infant Massage

“This hugely important book shows how children can ‘make contact’ and ‘keep in touch’ with their peers, and so recreate the basis of human social interaction and mental health.”

Sue Palmer

Author of Toxic Childhood and 21st Century Boys

Media Inquiries

To arrange interviews or to invite articles from the founders Sylvie Hétu and Mia Elmsäter, please contact

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