

Promote CST in your Community

Ideas for CranioSacral Therapy Awareness Month

The following is a list of suggested ways to celebrate CranioSacral Therapy (CST) Awareness month in your local community.

- Proclamation. Request your city or state government to proclaim April as CranioSacral Therapy Awareness Month. Contact these offices for their guidelines for issuing proclamations.
- Display informational materials in a prominent location in your office.
- Offer free CST demonstrations for the month of April.
- Hold an open house. Provide free CST demonstrations.
 - Demonstrate and sell Still-Point Inducers.
 - Hold a drawing for a free CST session or a free ShareCare class
 - Distribute **Discover CST brochures** and books such as **Your Inner Physician and You** or **An Answer to Your Pain**.
- Place an article in local newspapers and local or regional association publications.
- Place an ad in local newspapers and local/regional trade publications.
- Post articles and place ads on social media.
- Offer session and/or product discounts for the month of April to your clientele and/or targeted populations such as newborns, the elderly or those from specific dysfunctions; autism, cancer, post concussion syndrome, post traumatic stress, etc.
- If you are a qualified Upledger CranioSacral Therapy presenter, give presentations to health-related support groups, physicians' groups, physical therapy practices or physical therapy departments of rehabilitation centers or hospitals and civic, social or professional business associations.
- Send press releases and/or media alerts to local newspapers, trade publications and radio and/or television stations. (**Click here for a sample press release you can personalize with your information.**)
- Participate in a local health fair and provide CST demonstrations.



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We hope that these suggestions will help you to raise awareness in your own communities. If you have additional ideas for promotion CST Awareness Month, please let us know and we will share your ideas with others.

We would also love to hear about any successful events that you hold. Send your event highlights and any photos to info@upledger.com