

"Life isn't about waiting for the storm to pass; it's about learning to dance in the rain" - Unknown

# Tender Loving Care

April 2015



## Study Shows Promoting Maternal Interaction Improves Growth, Weight Gain in Premies



By Vimala McClure

According to a study funded in part by the National Institutes of Health, teaching mothers of preterm infants how to interact with their babies more effectively results in better weight gain and growth for the infants.

A subsequent study showed that infants who had the benefit of a major component of this intervention more rapidly developed the muscle control needed for feeding successfully from a bottle. The initial findings were published online in the *Journal of Perinatology* and the subsequent study in *Advances in Neonatal Care*.

The intervention involved teaching mothers to recognize and respond to the subtle cues their preterm infants were hungry — far less pronounced than term infants. Mothers were also taught how to provide appropriate social and

## This issue:

- Maternal Interaction Article
- IMUSA a Continuing Education Provider for IBLCE
- Promoting Your Class
- Oxytocin May Treat Brain Disorders
- Quick Notes

## Recalls



Sensory Grab Garb Blankets



Spinrite Bernat Tizzy Yarn



Stokke Trailz Stroller



Blinds to Go Roller Shade

physical stimulation to spur their infants' neurological development. [Read More...](#)

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## IMUSA Now a Continuing Education Provider for IBLCE

By Michael Curtis, Board Treasurer CEIM, Trainer

Infant Massage USA is now a Continuing Education Unit (CEU) Provider for IBLCE: International Board of Lactation Consultant Examiners. We are approved for 26 R CERPs for Part 1 (in class) and 28 R CERPs for Part 2 (Examination and Practicum)



This is evidence that one more national organization (International Board of Lactation Consultant Examiners) has carefully reviewed our material and determined that the International Association of Infant Massage and the US Chapter, Infant Massage USA, have met their high standards as a CEU Provider. Congratulations! For a full list of CEU providers, see the page on our [website](#).

There is so much work that is being quietly completed by some, and in this case Barbara Zimmerman, our Continuing Education Coordinator. She has done so much to further our position in the Professional and Educational community throughout the United States. Thank you, Barbara!

## 10 Easy Ways to Promote Your Infant Massage Classes

## Conferences

**Center on the Social and Emotional Foundations for Early Learning (CSEFEL):** [12th Annual National Training Institute "Addressing Challenging Behavior"](#); St. Petersburg, FL; April 23-25, 2015

**Child Life Council:** [33rd Conference on Professional Issues](#); Cincinnati, OH; May 21-24, 2015

**Nursing Child Assessment Satellite Training (NCAST):** [Attachment, Neurodevelopment & Psychopathology](#); Seattle, WA; June 1-3, 2015

**National AIA Resource Center:** [Strengthening the Parent-Child Attachment in Families Affected by Substance Abuse](#); webinar; June 9, 2015, 10-11:30 am (PT)

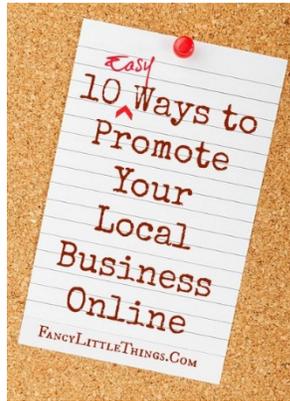
**Head Start:** [16th Annual Birth to Three Institute](#); Washington, DC; June 11-14, 2015

## Helpful Links

- [CSEFEL](#)
- [Healthy Mothers, Healthy Babies](#)
- [International Association of Infant Massage](#)
- [Mothering](#)
- [NCAST](#)
- [National Resource Center](#)
- [Zero to Three](#)

By Sunu Philip for [Fancy Little Things](#)

There are hundreds of ways you can promote your local business online. It is very important that you choose the right strategies for your business – those that can give you a higher rank in local searches. Here are ten easy ways you can promote your local business online:



## 1. Google+ Local

[Google+ Local](#) is the best way to get ranked in Google local searches. Remember to give your address, phone number and contact details along with your website address when you register with Google+ Local. It is worth the registration process as it's integrated with Google maps as well.

## 2. Google Offers

[Google Offers](#) can be used to promote your business online effectively. It can attract new customers to your business as well as bring your existing ones back. Google Offers helps provide competitive offers for your customers that can be redeemed using their mobile phones as well. Your offer can appear for free on your Google+ page, Google Offers and Wallet apps. [Read More...](#)

# 'Love Hormone' Oxytocin, May Someday Treat Brain Disorders Via Maternal Bonding

By Samantha Olson for [Medical Daily](#)



Oxytocin won its name over 100 years ago, according to [historical records](#), and has since earned the reputation as the love and cuddle hormone from its role in relationship building and mating. Later on, it was discovered to even assist in parenting.

A team of neuroscientists at NYU Langone Medical Center wanted to know more and investigated oxytocin's potential as a disease or trauma treatment for the brain.

**"[Oxytocin] could one day be used to treat social anxiety, post-traumatic stress disorder, speech and language disorders, and even psychological issues stemming from child abuse"**

The [research](#), published in the journal *Nature*, revealed the powerful pleasure hormone can do more than just create loving bonds and promote maternal bonding.

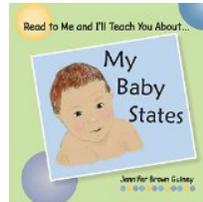
[Read More...](#)

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## Quick Notes

### Anniversary Fact

Did you know that the first Administrative/Marketing Assistant was Danielle Rice? Danielle set up our first membership system with the documents and forms. Additionally, she created our first website, trainer brochures and parent brochures. Do you remember this?



### Book Giveaway

This month, we are giving away a copy of *Read to Me and I'll Teach You About... My Baby States* written by our very own [Jennifer Brown Guiney, CEIM, IMH-E \(II\)](#). The winner will be selected at random and asked to complete a short review of this children's book. [Enter now!](#)

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