

"Touch comes before sight, before speech. It is the first language and the last, and it always tells the truth" -Margaret Atwood

Tender Loving Care

August 2014



infant massage usa®

"It's amazing!"

The Faces Behind Facebook

by Jacque Godwin



No matter your opinion of Facebook, it remains one of the most popular social media websites. While Facebook began as a method to socialize, it's grown to be an effective tool for businesses. For Certified Educators of Infant Massage (CEIMs), Facebook is an effective way to market infant massage classes, network with other birth and baby professionals, and stay current with applicable news in the infant massage world.



In January of 2011, Suzanne Reese, CEIM, IAIMT created the Infant Massage USA Facebook page to have a place "where people could go to learn more about infant massage, share information, and support parents, families, and CEIMs" Reese said. As an active participant in the birth and baby community, Reese explains that much of the "articles, stories, quotes, and memes for the IMUSA Facebook page come across my radar daily...the work is in deciding what to post based on relevance of information."

While it might seem redundant to Like the Infant Massage USA page and join the CEIM Support page, the two pages serve very different purposes. Reese created a second Facebook page, the second page being closed to the public.

"We realized we need a page dedicated just to CEIMs... CEIMs really need their own forum to discuss CEIM-related topics that don't apply to the general public" Reese said.

In May, Milli Schaefer became the administer to the CEIMSupport page. Unlike the IMUSA page, the CEIM Support page "provides an exchange of support and guidance for CEIMs... Having the same principals on infant massage, helps us be on the same page when discussing educational materials" Schaeffer said. Now, Schaeffer's work involves "administering the page, verifying that new members are

This issue:

- Faces Behind Facebook
- CEIM Spotlight
- Fragile Beginnings
- *Kind Mama* Book Review
- Quick Notes



Have you heard of [Amazon Smile](#)? Every purchase you make supports the charity of your choice - no special click-thru, just order as usual! Our charity of choice is Infant Massage USA. What's yours?

Recalls



Franklin & Ben
Mason 4-in-1
Convertible Cribs



Discount School
Supply
Magnetic [Board](#)



Brita Kids'
Filter Water
Bottle

Helpful Links

- [International Association of Infant Massage](#)

registered with IMUSA, posting current IMUSA information, events, news, trainings, etc., and periodically posting items for discussion to keep other CEIMs active,” she said.

Despite all the benefits Facebook offers, some users may still be reluctant to join groups or Like pages. It’s important to note that no matter what your privacy settings, you can’t see another user’s profile unless you are “friends” with him/her. When you join a group, your wall and pictures are as private as you’ve allowed on your privacy settings.

Today, the Infant Massage USA Facebook page has over 2400

followers. As for the CEIM Support Page, the group has grown from 12 to 70 in four months, but with over 4,509 registered educators, there is obviously room for this group to grow. When asked about her plans for the future of the CEIM Support Page, Schaeffer “hopes that all members can post advice, support, and encouragement so we can all learn from each other on what works. Infant massage is a learning process and we all need to share what we learn from each baby so we can provide the best educational material and techniques to the parents and caregivers we teach. At the same time, marketing and promoting infant massage workshops seems to be a struggle for a lot of CEIMs, so it is crucial we support each other in our ability to create such community awareness,” Schaeffer said.



- [Healthy Mothers, Healthy Babies](#)
- [National Resource Center](#)
- [NCAST](#)
- [Mothering](#)
- [CSEFEL](#)
- [Zero to Three](#)



To follow Infant Massage USA, click here. To join the CEIM Support Page click here.

CEIM Spotlight: Maureen McCuen & Gerry Rauch

Q: How long have you been a CEIM?

Gerry: I took my training in October, 2012 receiving my certification in early 2013. I taught my first classes just outside of Cap Haitian, Haiti as part of a small pilot study looking at effects of infant massage on maternal attachment and if this impacted infant malnutrition. This exciting opportunity propelled me to expand my work as an Nurse Massage Therapist into the educator role of a CEIM.

Maureen: I have been a CEIM since spring of 2013, so just over a year. It’s been a great year, too!

Q: How frequently do you have classes?

M: We usually try to offer classes as monthly sessions and try to have 2-3 different locations per month. For example, in September we will have two morning classes and one evening class. We offer classes in various locations around the metropolitan area so that our exposure is more widespread and convenient. We do not hold sessions in December, July or August but do offer private classes during these months.

Q: When did you start teaching together? How did that come to be?

G: Maureen and I have known each other for 30 years and walked together 3 days a week for several years. Our oldest children were in school together; we live in the same urban neighborhood and attend the same church. She knew all about my journey into this work. Before I had even finished my certification process, she surprised the heck out of me one day by telling me she wanted to teach moms infant massage! From the beginning I knew I did not want to compete, therefore we simply must be partners. Massage therapy is such a solo practice, and I am an extrovert; the idea of collaborating with a dear friend was immediately attractive.



Q: What suggestions do you have for CEIMs interested in teaching with a partner?

M: Partnerships can be a bit tricky and should be entered with caution and careful thought. It is important to really respect each other and trust each other implicitly. Gerry and I have very different personalities and different skill sets, but we share common values. It is important that partners compliment each other so that each bring different perspectives to conversations, to business decisions, and to the classes. Having shared values is very important so that integrity is never compromised. Meeting regularly helps us stay focussed. Partners should be clear about who does what....divide the tasks based on the skills and personalities of each partner. Good chemistry is critical. We often choose to co- teach, even for smaller sized classes when it doesn't make the most financial sense, just because we enjoy teaching together. We each add a dimension to the class and play off each other really well. Based on our class feedback, our parents sense this chemistry as well. Patience, perseverance and a sense of humor cannot be underrated!

Q: What's been the most effective way to get parents in your classes?

G:Networking and creating relationships have been the most helpful. Perseverance in making follow up calls at the risk of being rejected. Recently we have entered on the ground floor with a dynamic mother/daughter team who just opened a parenting center. It promises to help refer to us and offers a visible and welcoming place for us to reach. This happened because a friend told me he'd seen work going on at the building and I took the risk to just walk in. To my shock, the owner said she had just said to her friend, 5 minutes earlier, that she was hoping to find someone to teach Infant Massage!

M: This is a hard one. We spend a lot of time answering the "what in the world is infant massage" question, as the practice is not commonly known in St. Louis. Our business has been very grassroots.....talking to everyone we know and often people we don't know! We have been fortunate to have made connections with 4 different children's boutiques that have offered space for us to teach and have also offered good exposure to young families. We have recently connected with a new Parenting Resource Center where we will offer classes in September. The directors of the center are connected in the healthcare world and we hope this will help us reach people who have an understanding of the many benefits of infant massage. We constantly update our "people to call" list. It takes a lot of persistence and patience to work through that list because reaching the decision maker often requires 2-3 calls. We hang flyers in local cafes, shops, and bulletin boards, make presentations to community/church groups, and use social media. We haven't found a quick sure fire way of filling our classes. It really takes ALL of the above.

Q: What resources do you use that are the most helpful?

G: Maureen and I joke about stalking pregnant women and those holding infants! Word of mouth can only help so far. Gratefully, Maureen manages our Facebook page and website.

M: Since our target market is generally very technology savvy, the power of social

media is a great tool for reaching them! This is something that takes constant attention and can always be improved. Word of mouth and references are always the most effective.

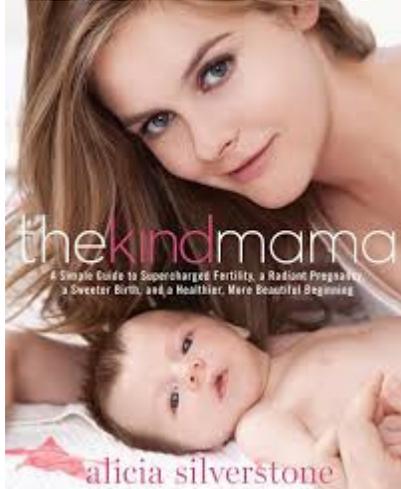
The Kind Mama Book Review

by Angelica Garcia, CEIM

In the April newsletter we gave away a copy of Alicia Silverstone's book [The Kind Mama](#). Angelica was the lucky winner and weighs in.

This book serves well as a reference book for parents with questions regarding fertility, pregnancy, birth, and early birth inquiries. In addition it offers alternative and organic remedies/recipes for ailments, and nutrition.

It is well organized, according to the themes stated, and offers humor while using contemporary vernacular that promotes easy, uncomplicated reading. Analogies serve well to explain the more



theoretical, while keeping the scholarly integrity of the material. The author is sensitive to include sections, throughout the themes, that are specific to fathers, which gives the book a feel of family inclusiveness.

The Kind Mama can serve as a reference book to CEIMs, as it is an excellent one for parents. What I appreciate most about Silverstone is that she provides a global, contemporary perspective on themes that are of interest to parents. For example, this author includes a section midwives, healers,

OB/GYNs.

The Kind Mama embraces many of the ideologies of IAIM. The author includes a section on value of infant massage, and other interests such as the issue of the “family bed.”

Silverstone offers an affirmative, compassionate and down-to-earth approach to parenting, from the time of considering parenthood to the baby's first years of life. An excellent book for new parents (and re-occurring parents).

Quick Notes

Warehouse Shop

Fragile Beginnings

[Fragile Beginnings](#) is a free, monthly phone group for parents whose



Need Oil?
CDs?
Dolls? Now
is the time
to order
materials for

your fall infant massage classes! The Infant Massage Warehouse is the best source for Infant Massage Oil, books, music CDs and dolls for you to teach on, or to loan to the parent of a sleeping baby or a couple to learn on.

[The Infant Massage Warehouse](#) makes a contribution to Infant Massage USA for each order you make.

babies were born prematurely or have spent time in the NICU. Hosted at noon on the first Tuesday of every month by Jewish Family and Children's Service, the group connects via conference call and is designed to address the challenges and fears faced by parents.



Copyright © 2012 Infant Massage USA. All rights reserved.
Contact email: jacque.godwin@infantmassageusa.org

[Facebook](#) | [Twitter](#) | [Unsubscribe](#)

You are receiving this message because you opted in at www.infantmassageusa.org