

"He who works with his hand is a laborer. He who works with his hands and his head is a craftsman. He who works with his hands and his head and his heart is an artist." - St. Francis of Assisi

# Tender Loving Care

August 2015



**infant massage usa**  
"It's amazing!"

## Many New Mothers Don't Receive Advice on Infant Care from Doctors

By Vimala McClure

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[Precious Cargo Onesie](#)



[My Snuggly Ellie Activity Toy](#)



[Stork Craft Crib Mattress](#)



[Kyber Outerwear Sweaters](#)

***A survey released in July shows that many new mothers do not receive advice from their doctors on how best to care for their newborn babies.***

***Funded by the National Institutes of Health and published in the journal Pediatrics, the survey collected responses from more than 1,000 new mothers across the country on where women get information about caring for their children. It covered practices such as sleep positions for children, pacifier use, breastfeeding and immunization.***

***About 20 percent of survey respondents didn't get any advice on breastfeeding or placing infants to sleep on their backs — a practice that has long been proven to reduce the risk of sudden infant death syndrome, or SIDS. More than 50 percent also reported not being told by doctors where their infants should sleep — the same room as the parents, but not the same bed, is the recommendation. (However, many experts have debunked this idea, saying that co-sleeping is good for babies when done properly; this information is not given to new parents either).***

Did you know that one of our founders, Vimala McClure, writes a regular piece for the IAIM blog? We are thrilled to announce the IMUSA newsletter will contain a piece from her blog each month! Feel free to visit her [blog](#) for the most recent articles.



 [UPPAbaby](#)  
[Strollers & RumbleSeats](#)

 [Target](#)  
[Night Lights](#)

## Conferences

**World Association for Infant Mental Health (WAIM):** [15th World Congress of the WAIM](#); Prague, Czech Republic: May 29-June 2, 2016



WHATEVER  
you are AND  
WHEREVER  
you may be  
YOU HOLD IN YOUR HANDS THE  
happiness  
OF MORE PEOPLE  
than you can  
IMAGINE.  
-HENRY B. EYRING



## Helpful Links

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

## New Parents Can Now Bring Their Baby to Work Every Day, Thanks to New Washington State Law

By Lecia Bushak for [Medical Daily](#)



With Netflix recently allowing new parents to take [unlimited maternity and paternity leave](#), the discussion over how to maintain good business while keeping employees (and their babies) happy continues. Now, Washington state is rolling out a new pilot program that would

allow new parents to take their babies to work with them.

Under the new law, known as the "Infant-at-Work Program Policy," new parents (both mothers and fathers) at the Traffic Safety Commission will be able to bring their babies to the office. There's an age limit: Babies must be at least 6 weeks old and can come in until they're 6 months old, which is typically when they start to crawl or become "mobile." [Read More...](#)

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and Amazon will make  
a donation to:

IMUSA

Get started

amazon smile

## Why You Need to Build Your Brand Online

by Craig Allen for [Business 2 Community](#)

### GET TO KNOW YOUR AUDIENCE

Understanding who your customers are allows you to understand common realms they participate in, and allows you to be prevalent in their lives

#### Employ a Listening Strategy



Figure out where your target customer spends **time online**

Research the **keywords** people use most to search for your service/product

#### Detail Your Customer Demographic



Helps focus your content and remain relevant

**Gender, age, marital status, household income, and locale**

The Internet offers so many more possibilities for small businesses than ever before. The online marketing opportunities are limitless, and the chance to do it with social networks that you use everyday leaves little room for excuses to not market and build you brand online.

Referring to the infographic, the question is asked, "Why Build Your Brand Online?" The answer is simple, because that's where everyone is. People are going to look for information about your business all hours of the day, every day. Give your customers the opportunity to see your brand and message at all times. Let them develop a loyalty to your business via the Internet, and the increased opportunities for revenue rewards will likely soon follow. [Read More...](#)

# The Importance of Dolls

by Jody Wright

Every infant massage instructor needs a good doll. We don't just use our dolls to demonstrate strokes, we also use them to model to parents when it is time to undress or dress their babies, how to care for their baby, and how to interact with their child during the massage time. For example: When a baby in class is crying the parents may not be able to hear us over their baby's cries, or they may be emotionally so involved in their infant's upset that they cannot follow what we are saying. Simply picking up and hugging our doll can show the parent that they are free to tend to their baby's needs right now. If a parent is struggling with a stroke, turning our doll around and demonstrating the stroke, facing the parent who is struggling with it can be very helpful. Sitting next to the parent and demonstrating on our doll, right next to their baby, is even better.

The Infant Massage Warehouse has eight different dolls for your to choose from.



The **La Baby Basic Doll** is the classic doll for infant massage instructors. At 20" tall it is about the size of a one to two-month-old baby. It has a fabric body so that it is easy to do the Gentle Activities on. Designed by Salvador Berenguer of Spain, the plastic face, hands and legs look very realistic and allow you to demonstrate the strokes in a very clear and realistic

way. \$42

Our **Lots To Cuddle Dolls** are the **African American, Asian, Caucasian, or Hispanic.** Like the La Baby they come with a soft fabric body and molded hands, feet and head. They have one hand open – and that makes them easier to demonstrate the hand strokes on.



**Newborn Teaching Dolls** have the flexed look of a newborn baby, with cloth body and shaped plastic hands, feet, and face. If you work in a hospital setting or with families of newborns, you will find this doll's positioning matches that of the newborn, and this helps parents relate more easily to your modeling. This is a specialty doll designed

by Salvador Berenguer, comes in a designer outfit and costs \$150.

The Warehouse also carries a **Premature Size Teaching Doll**. If you teach touch to parents in the NICU, or parents of premature babies that have just arrived home, regular size dolls can be intimidating to parents of tiny babies. Choose from **Hispanic Boy** or **Caucasian Girl** babies. \$20



[Shop](#) for these dolls now, and remember-- a portion of each sale goes directly to IMUSA, so you're not only helping yourself, you're helping the organization too!

## Quick Notes

### CEIM in the News



Suzanne Tucker was featured this past week on her local news station in St. Louis, Missouri. Congratulations, Suzanne!

### Ambient Heat and Sudden Infant Death

According to a new study, "high ambient temperature may be a novel risk factor for SIDS, especially at  $\geq 3$  months of age. Climate change and the higher temperatures that result may account for a potentially greater proportion of sudden infant deaths in the future." [Read More...](#)

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