

"There are far better things ahead than any we leave behind" -C.S. Lewis

Tender Loving Care

January 2015



infant massage usa®
"It's amazing!"

Proton Pump Inhibitors Do Not Ease Crying, Fussing in Infants

by Diedtra Henderson



Proton pump inhibitors (PPIs) [e.g: Prilosec, Prevacid], given to crying infants with the thinking that the discomfort of gastroesophageal reflux (GER) explains the babies' tears, do not decrease crying or irritability, according to a systematic review.

Dorota Gieruszczak-Bialek, MD, from the Department of Pediatrics, Medical University of Warsaw, Poland, and colleagues report the findings of their review [online](#) December 30 in the *Journal of Pediatrics*.

In July 2104, Dr Gieruszczak-Bialek and colleagues searched two registries and three databases (MEDLINE, EMBASE, and the Cochrane Central Register of Controlled Trials) for randomized controlled trials involving infants with GER or gastroesophageal reflux disease (GERD) that examined the effectiveness of PPIs. The systematic review identified 176 trials. Most were characterized by some researcher financial conflict, including support by PPI manufacturers, authors employed by PPI manufacturers, or authors with stock in companies that produce PPIs, Dr Gieruszczak-Bialek and coauthors note. [Read more...](#)

Zero to Five Book Review

by Cynthia Wood

This issue:

- PPIs Don't Reduce Crying
- *Zero to Five* Book Review
- Drug Label Clarification
- January Book Giveaway
- Quick Notes

Recalls



Ikea Crib
Mattress



Star Ride Kids'
Pajamas



Comfort
Research Bean
Bag Chairs



Cracker Barrel
Monkey Toy



Wegman's
Stress Balls



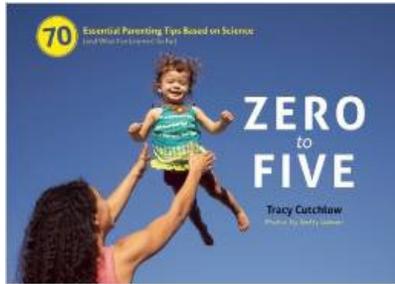
Dream on Me
Play Yard

Conferences

• **Lifespan Learning Institute: Cultivating Loving Connections;** Los Angeles, CA; January 31, 2015

• **Center on the Social and Emotional Foundations for**

In the October newsletter we gave away a copy of Tracy Cutchlow's book [Zero to Five: 70 Essential Parenting Tips Based on Science \(And What I've Learned So Far\)](#). Cynthia was the lucky winner and weighs in.



"Affectionate touch is essential for cognitive and emotional development. Touch feels good!" Tracy Cutchlow's book, *Zero to Five*, is an incredibly practical, scientific and gloriously human resource for parents that extols all the major tenets that we, IMUSA, strive to teach in our IM classes. Directly, Tracy begins by advocating for pregnant mom's self

care through regular massage to prepare for the journey to come. She then continues on, making the case through for all forms of touch; massage, skin to skin, baby wearing and good old cuddling. In fact, there are many ways this resourceful text helps to spread the word about observant, responsive care, just as we do as CEIMs.

The book is set up as a colorful, sweetly photographed reference book sectioned by topics such as 'prepare', 'love', 'talk', and 'move'. It is then cross-referenced by age, zero to five. Parents can easily focus on what is relevant to them at the moment without using too much valuable (and potentially lacking) energy and focus. Tracy conveys current science in very understandable layman speak, then adds snippets of her own personal experience in utilizing the knowledge. The books format does create a rather large book that can be cumbersome to have handy, but I believe if given the chance, any parent would readily trade the inconvenience of a large book for all the great knowledge and confidence that it offers.

Throughout the first portion of the book, Tracy concisely explains social and emotional growth mechanisms in early brain development, ultimately setting up the presentation of infant massage as the tool we know and love. She also discusses the need to provide a sense of safety for a newborn in order to build a good stress response system, how to use all of baby's senses to create calm through familiarity, the role of mimicking and quality eye contact as brain food, and how touch is directly related to establishing a secure attachment. She effectively shares just how much a baby is capable of from the start and what our job is, as parents, to feed this new being with more than just physical nourishment.

I greatly appreciate this book and would have loved it as a pregnant mom. Tracy brings up several good ideas in preparing for baby that is so much more useful and necessary than what to buy and have on hand. While Zero to Five is not a reference book for CEIM's, it most certainly is for new parents. Beautifully and somewhat comically written, this book makes clear that despite being in a chronically overwhelmed haze, with the right knowledge, we all have what it takes to be enough for our children.

Scroll down for your chance to win this month's book giveaway!

Early Learning (CSEFEL): [12th Annual National Training Institute "Addressing Challenging Behavior"](#); St. Petersburg, FL; April 23-25, 2015

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

Helpful Links

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



Drug Labels to Clarify Risks During Pregnancy and Lactation

by Robert Lowes



Labels for prescription drugs will more clearly spell out the risks for pregnant and breast-feeding women under final regulations issued today by the US Food and Drug Administration (FDA).

As part of this revamp, labels will no longer use letter categories to describe risk. The current categories are A, B, C, D, and X for pregnant women and A, B, and C for breast-feeding women.

"We determined that the letter category system has become too simplistic and, more importantly, was widely misinterpreted," said Sandra Kweder, MD, deputy director of the Office of New Drugs in the agency's Center for Drug Evaluation and Research, in a news conference today. Drug manufacturers will have to replace the letter categories with "more robust and informative data," said Dr Kweder.

That information is much needed, in light of six million pregnancies each year, she said. Pregnant women take three to five drugs on average for either preexisting conditions or new conditions that arise after conception. Yet the weakness of the current pregnancy and breast-feeding sections of drug labels has forced physicians to look up risk information in other sources, she said. [Read more...](#)

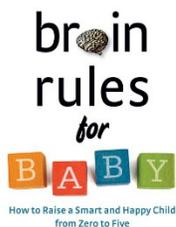
January Book Giveaway: *Brain Rules for Baby*

In his *New York Times* bestseller *Brain Rules*, Dr. John Medina showed us how our brains really work—and why we ought to redesign our workplaces and schools. Now, in *Brain Rules for Baby*, he shares what the latest science says about how to raise smart and happy children from zero to five. This book is destined to revolutionize parenting. Just one of the surprises: The best way to get your children into the college of their choice? Teach them impulse control.

Brain Rules for Baby bridges the gap between what scientists know and what parents practice. Through fascinating and funny stories, Medina, a developmental molecular biologist and dad, unravels how a child's brain develops – and what you can do to optimize it.

You will view your children—and how to raise them—in a whole new light. You'll learn:

New York Times bestselling author of *Brain Rules*



JOHN MEDINA

- Where nature ends and nurture begins

- What you do when emotions run hot affects how your baby turns out, because babies need to feel safe above all

- Your child's ability to relate to others predicts her future math performance

- The best predictor of academic performance is not IQ. It's self-control

If you are interested in receiving the book, [Brain Rules for Baby](#) for free in exchange for writing a short book review, please like the CEIM Support

Facebook page and [email](#) us! The winner will be chosen at random.

Quick Notes

Online Store

Years ago, when Vimala McClure massaged her babies, she sang this beautiful lullaby to them. Over the years it became the theme song for the educators who teach her massage and it is sung around the world. This version is from Taiwan and includes some local Taiwanese lullabies too. Proceeds support Infant Massage USA. [Order](#) yours today!



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