

"One's destination is never a place, but a new way of seeing things" –Henry Miller

Tender Loving Care

July 2016



Coming to a Babies "R" Us Near You: Infant Massage!

Shop. Buy. Massage? If you are at a Babies "R" Us store, that's a possibility. On June 11, the national retail chain in conjunction with Summer Infant held its National Registry Event at all 400 locations. By giving a short presentation on infant massage, CEIMs were able to connect with new and/or expecting mothers, make in-store contacts, and raise awareness on the importance of touch.

Several CEIMs participated, including Mercedes Baute in Miami, Florida, pictured above. In Tigard, Oregon, Calina Selmonson raffled off discount cards for her classes. "I felt the presentation was a success and I got the word out about the benefits of infant massage" said Selmonson.

The event was such a success that Babies "R" Us would like our educators to continue offering these presentations. To participate in an event or hold a class in the store, first check out the Babies "R" Us [website](#) to find your local store and its events. Then contact the store manager, who will help you with the sign up process.

Thank you to all the CEIMs who participated!

This issue:

- Babies "R" Us Teams Up with IMUSA
- "The Complex Lives of Babies"
- A Mother's Voice for Therapy
- "Stress Fractures"
- 50 Brain Facts
- Quick Notes

Recalls

Pacific Cycle Jogging
Stroller

Little Lotus
Swaddles & Sleep
Bags

Taleen
Children's
Nightgowns

IKEA
Malm Dressers

Land of Nod Octopus
Rattles

Tommee Tippee
Bottle & Food Warmers

Far East Brokers
Children's Chairs &
Swings

The Complex Lives of Babies

By Emily DeRuy for [The Atlantic](#)

The idea that new babies are empty vessels waiting to be filled with knowledge of the world around them doesn't sound unreasonable. With their unfocused eyes and wrinkly skin, tiny humans sometimes look more like amoebas than complex beings.

Yet scientists have built a body of evidence, particularly over the last three decades, that suggests this is patently untrue. "When kids are born, they're already little scientists exploring the world," said the filmmaker Estela Renner via a video conference from Brazil before a recent screening of her new documentary *The Beginning of Life* (streaming on Netflix) at the World Bank in Washington, D.C. [Read More...](#)

A Mother's Voice for Therapy

By Vimala McClure for [IAIM](#)

Therapists at Children's Memorial Hermann Hospital are using mothers' voices to care for premature babies in the neonatal intensive care unit.

The babies are born several weeks premature in many cases, so music therapists simulate the sounds a baby would hear in the womb

Tommee
Tippee Spill-Proof
Cups

phil&teds
Dash Strollers

Hobby Lobby
Infant Rattle

Trainings



Refer a friend to a training near him/her! For more dates, click [here](#).

[San Antonio, TX](#); July 12
[Flagstaff, AZ](#); July 29
[Sugarland, TX](#); August 2
[St. Joseph, MO](#); August 8
[Sherman Oaks, CA](#); August 9
[San Antonio, TX](#); August 9
[Seattle, WA](#); August 11
[Northampton, MA](#); August 16
[Grand Rapids, MI](#); August 24
[Highland Hill, OH](#); August 24
[Ashland, OR](#); August 26
[Anchorage, AK](#); September 15
[Miami, FL](#); September 20
[Chicago, IL](#); September 27
[Spartanburg, SC](#); October 13
[Harrisonburg, VA](#); October 27

Conferences

International Association of Infant Massage (IAIM): [Educational Conference & General Assembly](#); Paris, France: October 24- November 1, 2016

Zero to Three: [Annual Conference](#); New Orleans, Louisiana: December 7-9, 2016

during the third trimester. Nurses play the infants personalized playlists at least four times a day.

"The resting heart rate of a mom is about 80 beats per minute, so we try to create music that's around 80 beats per minute to imitate the heartbeat of the mom. Then we use the mom's voice to overlay on that," said Jennifer Townsend, senior music therapist at the hospital. "Babies that have their mother's voice tend to gain weight, tend to go home earlier. This is true of babies who receive music therapy, as well, even if the music therapist does the singing. However, those that have their mother's voice do even better." [Read More...](#)

To read this and other articles by our founder, click [here](#).

Stress Fractures

By Ashley Archibald for [Real Change](#)

We all know the story by now.

The State of Michigan decided to save money by changing the source of water to a town called Flint from the pristine Lake Huron to the Flint River. Corrosive agents in the water went untreated, and lead leached from pipes into the water supply.

Children tested had high levels of lead in their bloodstreams, a known neurotoxin with long-term effects. The poison disproportionately impacted children of color — Flint's population was 56.6 percent African American in 2014 — and poor children.

Now, what if you knew that there was a similar situation playing out in homes and schools that you walk by every day even without exposure to neurotoxins? That environmental factors are causing chemicals to course through people that harm brain development, causing behavioral issues and leading to adult diseases such as obesity and heart disease? That the most disadvantaged among us are kept there, not by lack of willpower or work ethic, but by evolution and biology? [Read More...](#)

Helpful Links

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

Shop at AmazonSmile

and Amazon will make a donation to:

IMUSA

Get started

amazonsmile

50 Brain Facts

By Pamela Brown

The brain is perhaps the most fascinating organ in the human body. It controls everything from breathing to emotions to learning. If you work with children, here are some facts that you might find helpful, from how the brain affects learning to facts about memory to interesting facts about the brain that you can share with your students.

1. **Read aloud.** Parents and teachers who read aloud and talk often to young children are promoting brain development.
2. **Bilingual brains.** Children who learn two languages before the age of five have a different brain structure than children who learn only one language.
3. **Child abuse and the brain.** Studies have shown that child abuse can change the way the brain develops and can negatively affect learning.
4. **New neurons.** Throughout life, mental activity promotes the production of new neurons in the brain. [Read More...](#)

This article was originally posted on the Infant Massage USA [Facebook Page](#). Be sure to Like the page to read this and other articles like it.

Quick Notes

**The IAIM Social Committee
needs YOU!**

Slogan Reminder

The IAIM Social Media Committee is looking for content! In an effort to promote infant massage world wide,

It's not too late to submit your ideas for the IAIM slogan contest! The slogan should be in English, adhere to IAIM's mission, contain three to five

IAIM is looking for photos from your classes to post on Facebook and Instagram. If you have photos to share, please email them to jaimsocialmedia@gmail.com along with a short note on when and where it was taken along with a photography waiver.

words, and complement the existing IAIM logo. The winner will receive a recognition plate at the General Assembly and dinner with our founder, Vimala McClure. [Submissions](#) must be received by July 15. Good luck!

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