

"Getting a burp out of your little thing is probably the greatest satisfaction I've come across. It's truly one of life's most satisfying moments" -Brad Pitt

Tender Loving Care

June 2015



You've heard about it for months. You've seen pictures of the products. You've heard rave reviews from the beta testers, and finally IT'S HERE!

Infant Massage USA® is excited to provide you with beautifully branded materials for your parent/baby classes. By working with marketing and design professionals, we have taken the guesswork out of promoting your infant massage classes. After consulting CEIMs with over 25 years of experience running successful classes, we have created the Sensational Baby® Kits to support YOUR business and marketing needs.

As a member of IMUSA, you will have access to FedEx and receive 40-50% off printing Sensational Baby® materials. You'll also receive discounts on ANY of your printing and shipping needs.

Founder Vimala McClure "*recommend[s] that CEIMs get these materials. You will love having amazing, professional, and complete materials for every phase of your teaching. Parents will respond well to the Parent Packet, and the CEIM Guide organizes everything you need in one place. I have participated in editing everything; when I was teaching, I would have loved having this stuff! All the materials for promoting your classes are beautifully put together. You'll love it!*"

Check your email for the link to order!

Birth of the Chicago Charter

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- Birth of the Chicago Charter
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- The Science of Fatherhood
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Recalls

Roberta Rabbit
PJs



Bud and Skipit
Pull Toy



Design
Children's Furniture

Pali

Conferences

National Coalition for Infant Health: [Premie Matters: National Policy Summit](#); Washington, DC: June 24-25, 2015

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



The conception of the Illinois Charter began with a CEIM gathering on a cold winter night. The CEIMs in Illinois found a common cause in the desire for professional support: each one often felt isolated and wanted to have better access to resources, support, and professional development opportunities. After discussing their needs, each CEIM shared a cherished experience with teaching infant massage. The commitment to the promotion of positive parent-child relationships through nurturing touch, common to everyone present, served as an inspiring counterpoint to the professional isolation. The gathering was filled with frustration, tempered by the shared hopes, dreams, and joys of the gathered CEIMs. The meeting ended with a sense of anticipation which bore a striking resemblance to most pregnancies, when the caregivers and CEIMs alike are embracing the changes that are quickly approaching.

With endless support from Jody Wright, Angelica Garcia, and Mercedes Del Castillo in the national office, Nat Vikitsreth began the process of initiating the Illinois Charter. Nat's background in early intervention, infant mental health, and infant massage made her uniquely qualified to lead the Charter and pave the way for its success. Under her steady guidance, the Charter was born full-term with an Apgar score of 10. Gladys Reyes, Norma Agron-Perez, and Mary Lehman all provided invaluable support as well, and are now serving, respectively, as Secretary, Treasurer, and Vice President of the Charter. Their diverse backgrounds as an occupational therapist, a developmental therapist, and a registered nurse welcomes all possibilities for growth as the Charter grows and develops. In recognition of her work establishing the charter, and in light of her many qualifications, Nat Vikitsreth was unanimously appointed President of the Illinois Charter.

Nat is passionate about developing professional development workshops for the Illinois Charter members. The workshops are designed to enrich each member's knowledge of infant development, applied neuroscience, parent education, and adult learning theories. In addition to the Charter's plan for offering workshops and professional support for new CEIMs, the Charter members plan to engage in a community outreach program and teach infant massage at homeless shelters and community centers in Chicago, Joliet, and Decatur. Nat is applying for a grant to support this community outreach initiative.

A truly rich man is one whose children run into his arms, even when his hands are empty

Helpful Links

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

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IMUSA

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The hopes and dreams of a charter that filled the air at the winter gathering are being fulfilled. Excitement replaces isolation as the local CEIMs connect with and support one another. "I do not know where the Charter will take us; the uncertainty of it makes the journey all the more thrilling. For now, the Charter members and I are going to give this baby Charter all the tender loving care it needs," said Nat.

For more information about the Charter, please visit the [Infant Massage USA-Illinois Charter Facebook page](#).

Study by a CEIM Says Massage Good for Baby and Dad

By Mary Kay Keller, PhD, CEIM & featured in the [National Fatherhood Initiative](#)

Historically, mothers have been the primary caregivers of newborn babies. During the last century, fathers went from being banned from the delivery room to being encouraged to attending the births of their babies.



In the past, care-giving skills were discouraged for little boys during their early childhood due to gender bias, i.e., playing house and dolls, thus denying them of learning about child-care like little girls do, yet when they had their first baby they were suppose to know what to do. In the past, fathering was not recognized as a contribution to children's well being. Now we know that when a child has a significant bond with their father, this bond contributes greatly to child outcomes. We need to do what we can to create an environment where less children grow up with [emotionally uninvolved dads](#). In other words, children do better physically, emotionally and scholastically when both parents are involved in their lives. [Read More...](#)

The Science of Fatherhood

By Meeri Kim from *Philly Voice*



The bond between a mother and her child has been described as nurturing, fiercely protective, and utterly unbreakable. This so-called maternal attachment typically starts during pregnancy and continues to strengthen throughout

birth, caregiving and breastfeeding. Scientifically, it involves a complex interplay of hormones, brain and body.

A great deal of research, attention and popular parenting advice has focused on the maternal bond — but what about dad? Of course, men aren't physically connected to the baby for the long nine months of pregnancy and lack the tools to breastfeed after birth. Nevertheless, a surprising number of changes occur in the minds and bodies of men that help feed into father-child attachment, even before the baby is born.

"The paternal bond can start a lot earlier than most men realize," said Robert Garfield, left, a Bala Cynwyd psychiatrist who also teaches at the University of Pennsylvania. "The bonding itself for women is a physiological bonding as well as a psychological and emotional bonding. That [attachment] can start with men, even though men aren't expressing it physiologically the same way."

[Read More...](#)

CEIM Spotlight: Cynthia Wood



Q: How long have you been a CEIM?

I was certified in the spring of 2014 and started practicing (as Infant Massage Charlotte) as soon as possible after that.

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

Things really started to pick up for me when I began offering an Introduction to Infant Massage class through local venues like the the Jewish Center, Baby gear boutiques and cloth diaper service shops. In the intro, I focus a lot on the why IM is more than just body work. I delve into some of the current neuroscience supporting our work (as it is a fascination of mine) and also try to give accurate perspective of their baby's true biological need that the time (vs. cultural norms). I do give a small handful of strokes and explain how

speed, direction, pressure and intention can change what the body work does. I have charged for the class, but mostly do it for free now. The ratio of folks then going onto a full series has been really good for me.

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

Like I mentioned, I have a passion for the neuroscience that supports this work and just infant brain development in general. I have read several layman type books that share that information like- *The Mind of your Newborn*- David Chamberlin, *What's Going on in There?*- Lise Elliot, *Why Love Matters*- Sue Gerhardt. I also belong to [APPAH](#) and read from there. Of course, IMUSA and Vimala McClure's link always get a stop and look/read from me.



Q: What's the funniest thing to happen to you or a parent in your class?

I had one baby in class that just loved the bottom relaxer move! Each time we finished the leg portion of the massage and got to the bottom, this little baby would grin so widely and just giggled so much! Everyone started to laugh each time he did it and it became fun for the parents to talk about later when they were exchanging ideas and stories.

Quick Notes

What You Can Learn by Touching Someone

Check out this awesome video about the power of touch

This video was found on the CEIM Support Page. To see this and other articles, join the private group [here](#).

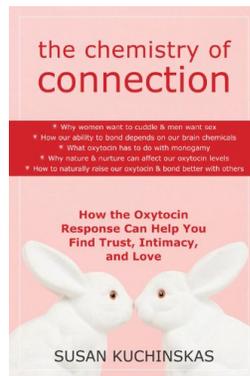
Book Giveaway

This month, we are giving away *The Chemistry of Connection* by Susan Kuchinskas.

In *The Chemistry of Connection*, you'll learn easy ways to increase your natural supply of oxytocin to establish deeper connections with family, friends, and romantic partners.

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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