

"Follow your passion, be prepared to work hard and sacrifice, and, above all, don't let anyone limit your dreams."
- Donovan Bailey

Tender Loving Care

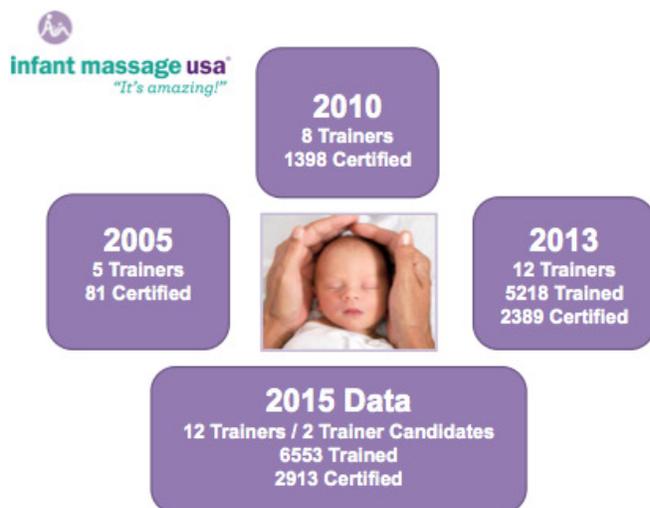
March 2015



infant massage usa®
"It's amazing!"

Infant Massage USA Celebrating 10 Years!

This March marks ten years since the formation of Infant Massage USA. To honor this anniversary, *Tender Loving Care* will highlight facts and memories of IMUSA's journey all year. This month, we're focusing on how much the organization has grown since its inception.



When IMUSA first formed in 2005, Donna Anderson, Juliana Dellinger-Bavolek, DeAnna Elliott, Suzanne Reese, and Linda Storm were the first trainers and 81 students completed their certification.

Since then, Laura Charlton, Michael Curtis, Mia Elmstadter, JoAnn Lewis, Olga Morris, Helen Moses, and Jody Wright have become trainers and Vonda Jump and Justine Tutuska will be trainers by the year's end, bringing the total to 14 trainers.

To date, IMUSA has 2913 Certified Educators of Infant Massage. That's a long way from 81! We look forward to see what numbers the next ten years bring!

This issue:

- IMUSA Turns Ten
- CEIM in the News
- New Warehouse Items
- "Power of Touch"
- *Discontented Baby* Book Review
- Quick Notes

Recalls



Fly Boy
Airplane Rocker



KTM
Children's
Pajamas



Dream on Me
2-in-1 Bassinet

Conferences

• **Center on the Social and Emotional Foundations for Early Learning (CSEFEL): 12th Annual National Training Institute "Addressing Challenging Behavior";** St. Petersburg, FL; April 23-25, 2015

Thank you to Chris Elkanick, Olga Morris and Linda Storm for your help compiling these facts.

CEIM in the News: Sheryl Adams

By Douglas H. Stutz for *Northwest Navy Life*



There's no false rub between Navy spouse Rhea Laden and Royce, her 4-month old son.

The Ladens are enrolled in Naval Hospital Bremerton's fledgling Infant Massage program, a five-week, one-hour per week course conducted by Sheryl Adams, Naval Hospital Bremerton social worker.

"Royce loves it. It's a great way to bond for us. We do it every night and his dad is also involved," said Laden.

According to Adams, the Infant Massage course is based on the International Association of Infant Massage (IAIM), the largest and most experienced infant massage organization in the world with a presence in more than 50 countries. The founder drew from current medical and scientific evidence to support the positive benefits of nurturing touch upon both infant and parent.

"The main reason is that this is a recommended bonding experience not only for mom, but also dad. The massage techniques we go through also help stimulate the body with blood flow, and even pre-language communication skills," Adams said. [Read more...](#)

Have you received media attention for your work with infant massage? [Let us know!](#)

New Warehouse Items

The Infant Massage Warehouse has several new products to help you be a more prepared instructor.

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

Helpful Links

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





The **New Instructor Kit** includes:

- A Lots to Cuddle Doll in one of four ethnicities. (\$42 each on own)
- A beige Tummy Trouble Onesie to protect the doll and illustrate the stomach strokes (\$17 each on own)
- An IAIM Marketing DVD to show to families or professionals. (\$15 each on own)
- A *Marketing Your Infant Massage Class* booklet to help instructors market their classes
- An Ami Tomake CD to play in class. (\$15 each on own)
- Five Sunflower Oils for the families you work with. (\$10 each on own)

Sold separately you would pay \$102!

Purchased in the kit your **cost is only \$92**
 PLUS receive a free IMUSA logo lapel pin with your purchase.

Order your kit today !

Two new dolls are being offered this month:



The **Premature Size Teaching Doll** has the same soft body and sweet face, hands and feet as our regular size teaching doll, but the smaller size helps the families of prematurely-born babies see the special touch for preemies. Designed by Salvador Berenguer and made in China. \$20 each.

The **Newborn Teaching Doll** is 20 inches tall, like our regular teaching dolls, but has the look, posture and weight of a newborn baby, and a soft, flexible body for gentle activities. Weighted dolls stay on the floor better when you teach the strokes and these babies are as cute as a button! A collector doll designed by Salvador Berenguer in a Tutto Piccoli designed outfit. Made in Spain. \$150 each.



The Power of Touch

by Maria Konnikova for *The New Yorker*

Touch is the first of the senses to develop in the human infant, and it remains perhaps the most emotionally central throughout our lives. While many researchers have appreciated its power, others have been more circumspect.

Writing in 1928, John B. Watson, one of the originators of the behaviorist school of psychology, urged parents to maintain a physical boundary between themselves and their children: “Never hug and kiss them, never let them sit on your lap. If you must, kiss them once on the forehead when they say goodnight. Shake hands with them in the morning. Give them a pat on the head if they have made an extraordinarily good job on a difficult task.”

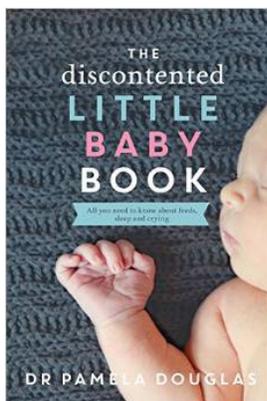
Watson acknowledged that children must be bathed, clothed, and cared for, but he believed that excessive touching—that is, caressing—would create “mawkish” adults. An untouched child, he argued, “enters manhood so bulwarked with stable work and emotional habits that no adversity can quite overwhelm him.”

Now we know that, to attain that result, he should have suggested the opposite: touch, as frequent and as caring as possible. [Read more...](#)



Book Review

by Tracy at *Evolutionary Parenting*



For those of you who like quick reviews, let me say this: This is by far one of the *best* books I have *ever* read for new parents. It is fabulous. All the things I rant about, like people thinking sleep problems require sleep fixings when really they’re often feeding or other issues or how nursing to sleep is good or how strict schedules are not necessary, are *all* covered in detail in this book. Buy it. Read it. Love it. Then share it with another new mom. Done.

Now the longer [version...](#)

Quick Notes

IAIM Facebook Page

Have you liked the IAIM Facebook page? In addition to updates about the association, there are also helpful articles like the "Power of Touch" article above. Like the page now to stay informed!



Member Information

Are you listed correctly on the Infant Massage USA website [directory](#)? If you'd like to add or update your directory information, [email](#) us. If you're not listed at all, please include a copy of your CEIM certificate in your email.

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