

The Tender Loving Care Newsletter is ready for you to enjoy!

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

**Tender Loving Care**

**May 2013**

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### Thoughts to Share

Step in Step out. Building the community of infant massage and nurturing touch is a constant desire of our organization. Every day a new generation of parents and children emerge into this world unaware of the gift they can receive from infant massage. Vimala McClure blazed the trail for creating parenting communities where parents drove the need for infant massage classes. Word of mouth is known as the best form of marketing. Generating conversation is a simple action we can initiate in every community we enter. All it takes is a caring nature and love for parents and babies. Consider today how you will step in to a conversation with a parent and ask about their awareness of the benefits of infant massage. Consider stepping out of your comfort zone and share the importance of nurturing touch for all babies, children and families. When shared with genuine passion and love for parents, families, and community, others will continue to share the news through word of mouth.

*Angela Rau*

Board President

### The Tao of Motherhood by Vimala McClure

#### Serenity

The best mothering  
looks like no mothering.

Smothering heats up, stillness  
cools. Be a still, cool stream  
for your child's agitation.

A serene mother rocks the  
universe in her arms and all is well.

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### Chris' Corner

Are you listed on the Infant Massage USA® website? Please take a moment to follow this [link to check](#). If you are not listed, please let me know and send me a copy of your certificate.

Chris Elkanick  
Membership Coordinator  
membership.info@infantmassageusa.org.

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**Johnson & Johnson to Remove  
Questionable Chemicals in Products**

**Why Do Babies Calm Down When They  
Are Carried?**

Johnson & Johnson, which makes a range of personal care products like baby shampoo, acne cream and antiwrinkle lotion, announced plans Wednesday to remove a host of potentially harmful chemicals, like formaldehyde, from its line of consumer products by the end of 2015, becoming the first major consumer products company to make such a widespread commitment.



Shahrzad Elghanayan/Associated Press

The company [had already pledged](#) to remove certain chemicals from its baby products by 2013, but the latest announcement extended the program to its adult products, including well-known drugstore brands like Neutrogena, Aveeno and Clean & Clear.

In 2009, the Campaign for Safe Cosmetics, a coalition that includes the Environmental Working Group, analyzed the contents of dozens of products for children and found that many items contained two substances of particular concern: formaldehyde and 1,4 dioxane. Consumers won't find either listed on the back of their shampoos or lotions because neither is technically an ingredient.

[To read more](#)

***Book Review: Brain Rules for Baby: How to Raise a Smart and Happy Child from Zero to Five***  
***By: John Medina***

A new study from Japan confirms what many mothers may know instinctively: Picking up and carrying a fussy baby usually calms down and relaxes the child, making the move a good one for both moms and infants.

For the small study, researchers monitored the responses of 12 healthy infants ages 1 month to 6 months. The scientists wanted to discover the most effective way for mothers to calm a crying baby over a 30-second period undefined simply holding the baby or carrying the infant while walking.

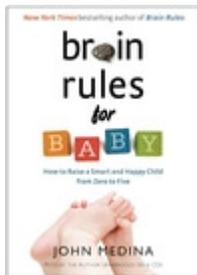
Young babies carried by a walking mother were the most relaxed and soothed, compared with infants whose mothers sat in a chair and held them, the study found. As a mother stood up and started to walk with her child cradled close in her arms, scientists observed an automatic change in the baby's behavior.

"Infants become calm and relaxed when they are carried by their mother," said study researcher Dr. Kumi Kuroda, who investigates social behavior at the RIKEN Brain Science Institute in Saitama, Japan. The study observed strikingly similar responses in mouse babies.

Although this study looked at a baby's behavior in response to its mother, Kuroda said the effect is not specific to moms, and any primary caregiver for the infant can perform the carrying.

[To read more](#)

***Webinar: Nurturing Change: State Strategies for Improving Infant and Early Childhood Mental Health***



This book is a wonderful and engaging overview of child development in terms of physical, emotional, relational, and cognitive development. The book is written in easy to read, every day, language for parents, while at the same time being packed full of great research. The book is a great recommendation for parents.

One aspect of this book that was particularly interesting to me was the discussion of intelligence and cultivating intelligence or cognitive development in babies. I think this section is particularly relevant to parents, because there is a lot of pressure on parents to properly stimulate their children (with the right toys and activities) for optimal cognitive development. The book takes a common sense approach to looking at intellectual/cognitive development in babies highlighting the following factors as most important for cognitive development: the desire to explore, self-control, creativity, communication, and interpreting non-verbal communication.

This information supports the work of Infant Massage in that it brings home the importance of the relationship, understanding and reading cues (on both the child and parents part), and following the child's lead. Knowing and sharing this type of information (and other information I read about in this book) with parents will certainly support my work as an IAIM Infant Massage Instructor.

[To read the full review by Erin Gabrielson](#)

## Conferences

### Submit Abstracts Online for 2014 Annual Conference

**Wednesday, June 5 at 2:00 PM Eastern Time (1:00 PM Central, 12:00 PM Mountain, and 11:00 AM Pacific)**

Infant and Early Childhood Mental Health (I-ECMH) remains a critical but often overlooked policy challenge. Compared to other issues affecting infant-toddler well-being, I-ECMH stands out in many states as lacking a comprehensive approach to prevention, let alone a system to ensure access to treatment after diagnosis. At its core, I-ECMH suffers from a fundamental lack of understanding by policymakers best positioned to nurture change. Attention needs to focus on I-ECMH access, delivery, financing, evidence base, and systems-level issues across the promotion, prevention, and treatment continuum. However, despite challenging economic times, many states are forging ahead to tackle some of the significant barriers they face in providing I-ECMH. They are working hard, not only to address barriers, but also to be planful in looking at how to bring a strong and well-financed I-ECMH component to early learning and development systems. The ZERO TO THREE Policy Center invites you to join us for a webinar on state strategies for improving I-ECMH. The webinar will highlight a new ZERO TO THREE policy paper entitled [Nurturing Change: State Strategies for Improving Infant and Early Childhood Mental Health](#). Representatives from Wisconsin and Florida will discuss their states' work to take a proactive and comprehensive approach, infuse I-ECMH into other systems, and develop financing mechanisms to support services.

**[To Register:](#)**

## Charter Activities

### Seattle

Last month several CEIMs got together to discuss how to generate more interest in

The 31<sup>st</sup> Annual Conference in Denver is just two weeks away, but already the Conference Program Committee is looking toward the next conference in 2014. If you are interested in presenting at CLC's 32<sup>nd</sup> Annual Conference in New Orleans, Louisiana, the official 2014 Call for Abstracts is now available through the CLC website with updated information on submission requirements and desirable presentation topics. CLC begins accepting abstracts online today, May 1, and the final date to submit an abstract is July 31, 2013.

The [2014 Call for Presentation Abstracts](#) and the separate [Call for Poster Abstracts](#), along with writing tips and sample abstracts, can be accessed through the [Annual Conference/Call for Abstracts](#) section of the CLC website.

The 32<sup>nd</sup> Annual Conference will take place May 22-25, 2014 at the [Hilton New Orleans Riverside Hotel](#).

### **Zero to Three National Training Institute**

Every year Zero to Three hosts the National Training Institute in Early December.

The National Training Institute (NTI) is a comprehensive and multidisciplinary conference that focuses on cutting-edge child development research, best practices and policy issues for infants, toddlers and families. Infant Massage USA is partnering with ZTT to have a "conference within a conference". Infant Massage USA will be organizing opportunities for our members to gather together for our own "mini-conference" during the ZTT Conference.

We hope you can join us for this First Time Event. Mark your calendars for:

December 12 – 14, 2013

their parent classes and awareness of Infant Massage in the Seattle area.

From this meeting, they have decided to get together monthly. They are eager for other CEIMs to join them. Upcoming dates are:

May 28, 11:30 – 1:30 Potluck Lunch (Seattle Location TBA)

June 29, 11:30 – 1:30 Potluck Lunch (Eastside Location TBA)

To learn more, please contact Alice Ambrose, [aliceambrose@gmail.com](mailto:aliceambrose@gmail.com).

### **CEIMs in the News**

Congratulations Heide Cassimatis for your TV coverage on abc News Channel 11 in Raleigh, NC.

JW Marriott San Antonio Hotel, San Antonio, TX

[To learn more](#)

## Support Infant Massage USA thru your purchases

Here is an opportunity to support Infant Massage USA and save some money at the same time.

From now until June 28, 2013 **save \$5** off your order of \$50 or more. Please use the **Coupon Code NL550** as you check out.

[Visit the Infant Massage USA Warehouse Now!](#)

### [Amazon Purchase Add to Support IMUSA](#)

You can also support Infant Massage USA by going through the Infant Massage USA website to make any of your purchases through **amazon**. [Just click here.](#)

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