

"A baby is born with a need to be loved - and never outgrows it" - Frank A. Clark

Tender Loving Care

May 2015



10 Years for IMUSA®



May marks the ten year anniversary of when IMUSA received its approval as a 501c3 non-profit association and the United States chapter of the International Association of Infant Massage. The organization started in 1986 as International Association of Infant Massage Instructors (IAMI) and dropped "Instructors" from the title in 1994.

It wasn't until May 2005 that a US chapter was formed with the name Infant Massage USA®. Since its inception, the number of trainers has more than doubled from 5 to 12. The amount of certified educators of infant massage has grown from 386 to a whopping 2,913 with 3,561 students. We look forward to see what the next ten years brings!

Serve and Train Others



The International Committee for Trainer Candidates is accepting applications from CEIMs who have fulfilled the requirements to begin the process to become an International Association of Infant Massage Trainer.

Requirements:

- Be an active Certified Educator of Infant Massage (CEIM) for at least five years
- Be in good standing and actively engaged in his/her home Chapter
- Have documentation of having taught over 100 families

The deadline is June 12. For more information, please [Olga Morris](#) or learn more at www.iaim.net.

Data Collection Update

By Justine Tutuska, Board President IMUSA®

This issue:

- 10 Years for IMUSA®
- Serve and Train Others
- Data Collection Update
- 12 Do's & Don'ts for Facebook
- Infant Massage Inspires Parental Confidence
- In Memoriam
- Quick Notes

Recalls



IKEA
Baby Gate



Schylling
Press and Go
Toy



Baby's
Dream
Cribs &
Furniture



IKEA
Crib Mattress



Roller Rabbit
Pajamas

Conferences



We would like to thank all who have contributed to our quarterly surveys- helping us to collect data on the numbers of families that we reach. We will be taking a pause from collecting this type of information as we have learned a great deal and find that our work is quite consistent. Rather, please watch for a new survey in the next months that will move us

from what we do (numbers) to how we do it. We are developing a survey where you will be able to share your successes and challenges, and information on how you work with families.

The following is a summary of the 2014 data: In 2014, approximately 10-15% of our CEIMs responded to each quarterly survey, and of those, about 50% stated that they had instructed families during that time. In total, in 2014 we instructed 1722 families. We generally teach more families in group sessions, than individually (about 2:1). We had asked that CEIMs record a few pieces of information regarding their class participants. The following are characteristics of babies and families that enjoyed our classes (by category): 246 babies born premature, 160 babies reported to be extremely fussy, 31 babies that were being fostered or adopted, 184 babies with special medical needs, 125 babies in the NICU (some reported instructing parents while in the NICU, some once baby returned home), and 76 of our families were made up of at least one teen parent.

We did great work this past year and reached many families with our program. Thank you all for your dedication and commitment! May we continue to support our families with the joy of infant massage!

12 Do's and Don'ts for Facebook Marketing

By Irfan Ahmad for [Digital Information World](#)

As social media king Facebook continues to grow, it's becoming a vital marketing arsenal for business marketers to stay connected with both existing consumers as well as new audiences. Since Facebook has such a huge user base, chances are your potential customers will check out your Facebook presence first. Though setting up a page on Facebook takes hardly a few seconds, there is more to know than just uploading your brand's logo and posting updates.



Child Life Council: 33rd Conference on Professional Issues; Cincinnati, OH; May 21-24, 2015

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

National AIA Resource Center: [Strengthening the Parent-Child Attachment in Families Affected by Substance Abuse](#); webinar; June 9, 2015, 10-11:30 am (PT)

Head Start: [16th Annual Birth to Three Institute](#); Washington, DC; June 11-14, 2015

National Coalition for Infant Health: [Preemie 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



Helpful Links

- [CSEFEL](#)
- [Healthy Mothers, Healthy Babies](#)
- [International Association of Infant Massage](#)
- [Mothering](#)

1. Remember the 80/20 Rule:

Provide a mixture of both work and play. 80 percent of your posts should be social (yet still relate to your industry or audience) and 20 percent should pertain to your products/services.

2. Respond within 1 hour, no later than 24 hours

Acknowledge just to say "thanks!". What about negative comments? Hancock suggests the following motto: acknowledge in public, solve in private. "In my experience, if negative comments are handled correctly, people will actually apologize on your page," he says. [Read More...](#)

[NCAST](#)

[National Resource Center](#)

[Zero to Three](#)

Shop at AmazonSmile
and Amazon will make
a donation to:

IMUSA

Get started

amazon smile

Infant Massage Inspires Parental Confidence

By Phyllis Hanlon for [Massage Magazine](#)



The arrival of a new baby can provoke both excitement and a bit of fear even in the most confident mom and dad.

But in some cases, that confidence may begin to erode as baby cries, fusses, refuses to nurse or demonstrates some other upsetting behavior. While studies have shown that massage can help calm a stressed infant, they also indicate that parental confidence can realize a boost from touch therapy with their baby.

Vimala Schneider McClure, founder of the International Association of Infant Massage (IAIM), witnessed infant massage in an orphanage in India in 1973. The incredible benefits she saw prompted her to found her specialized organization to promote the practice. She points out that infant massage has been an integral part of caregiving tradition in many countries around the globe for decades—and for several good reasons. She asserts that, among other benefits, infant massage empowers parents, giving them the means to become experts on their own children and making them better able to respond to each baby's unique needs. [Read more...](#)

This article appeared on our [IMUSA CEIM Support Facebook Page](#). [Join](#) now to read more articles like it.

In Memoriam

Earlier this month we learned that David Downes, husband of Audrey Downes, passed away on April 30. He had been in failing health for a few years from prostate cancer and most recently from dementia.



David played an important role in the creation of our association that many people may not know about. David found an article in the Denver Newspaper about Vimala and her work and took it home to Audrey knowing she would be interested. That article led Audrey to find Vimala, as we have heard on the International video. Audrey was in one of the first certification classes as well as one of the first trainers. Her work with the support of David, Vimala and others led to the creation of the International Association of Infant Massage Instructors as a non-profit 501c3 association.

Quick Notes

IAIM Job Opening



IAIM is Hiring a Director!

Requirements:

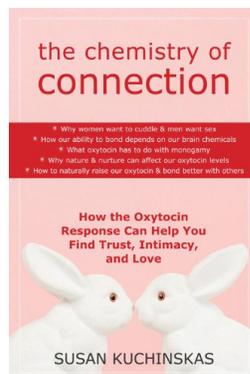
- Business, Marketing and Management training and experience
- Non-Profit organizational knowledge and experience
- Ideally Certified as a CIMI
- Independent and able to work under pressure
- Passionate and dedicated with a good sense of humor

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!](#)



- Proficient command of English, especially in speaking and writing

If interested, please contact [Shillina](#) by June 30.

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