

"The only way to do great work is to love what you do." -Steve Jobs



**infant massage usa**<sup>®</sup>  
"It's amazing!"

# Tender Loving Care

May 2016

## IAIM Slogan Search

The IAIM Board has invited all active members to participate in a [slogan contest](#). The slogan should be in English, adhere to IAIM's mission, contain three to five 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](#) are due by July 15. Good luck!

## New Brochures Available

Looking for new marketing materials? IMUSA has just added a Benefits of Infant Massage brochure to the IMUSA FedEx account. Using your IMUSA information, log in to your Fed Ex account and select print! You can either pick up and pay for the brochures at your closest FedEx store or have them sent to you for an additional charge.

## This issue:

- Slogan Search
- New Brochures
  - "Pregnancy and the Female Brain"
  - "Six Must-Know Facts About a Baby's"
  - "Bringing Brain Science to Early Childhood"
- Quick Notes

## Recalls

Bednest  
Bedside  
Infant Sleeper

Munchkin  
Pacifiers & Clip

Flying Tiger  
Wooden Toys

Moogy  
Plush Toy

Fisher-Price  
Infant Swing

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## Pregnancy and the Female Brain

By Lizette Borrelli for [Medical Daily](#)

Most women will admit their brains turn to mush during pregnancy. From missing doctor's appointments to not remembering their own phone number, bouts of forgetfulness are all part of pregnancy-induced mental fog. It turns out this is likely the result of sleep deprivation and exhaustion.

So, what exactly happens inside a mother's brain?

In Discovery News' video, "Can Giving Birth Permanently Change Your Brain?," host Lissette Padilla explains how mothers experience neurological changes at the start of pregnancy that continue throughout the postpartum period. In a study published in the journal *Behavioral Neuroscience*, researchers observed moms' brains at two to four weeks after giving birth, and then again around three months later, using MRI technology. [Read More...](#)

## Six Must-Know Facts About a Baby's Brain

By Vimala McClure

### 1. A baby's brain grows quickly

After birth, the human brain grows rapidly, more than doubling to reach 60% of its adult size by the time he is sampling his first birthday cake. By kindergarten, the brain has reached its full size but it may not finish developing until the child is in his mid-20s.

### 2. Lantern versus flashlight

Baby brains have many more neuronal connections than the brains of adults. They also have less inhibitory neurotransmitters. As a result, the baby's perception of reality is less focused than adults. They are vaguely aware of everything—a sensible strategy considering they don't yet know what's important. We can liken a baby's perception to a lantern, scattering light across the room, where adult perception is more like a flashlight, consciously focused on specific things but ignoring background details. [Read more...](#)

## Bringing Brain Science to Early Childhood

## Trainings



Refer a friend to a training near him/her! For more dates,

click [here](#).

[Ft. Campbell, KY](#); May 24

[Ashland, OR](#); May 27

[LaCrosse, WI](#); June 1

[Hartford, CT](#); June 4

[San Jose, CA](#); June 7

[Lemoore, CA](#); June 14

[Los Angeles, CA](#); June 14

[Eagleville, PA](#); June 20

[Anchorage, AK](#); June 20

[Los Angeles, CA](#); June 21

[Leesburg, VA](#); June 21

[Mesa, AZ](#); June 23

[Cherry Point, NC](#); June 28

[San Antonio, TX](#); July 12

[Flagstaff, AZ](#); July 29

## Conferences

By Emily Deruy for [The Atlantic](#)

A group of scholars at Harvard University is spearheading a campaign to make sure the early-childhood programs policymakers put in place to disrupt intergenerational poverty are backed by the latest science.

The idea sounds entirely reasonable, but it's all too rare in practice, says Jack P. Shonkoff, the director of the university's Center on the

Developing Child and the chair of the [National Scientific Council on the Developing Child](#). That's because program grants and policies are generally structured in ways that incentivize "positive" results. [Read More...](#)

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

**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

## Helpful Links

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

## Quick Notes

### Warehouse Item

Did you know that you can order [gift certificates](#) from the IMUSA warehouse? An IMUSA gift certificate would make a great baby shower gift or raffle prize in your infant massage class.

### IAIM Survey



IAIM is conducting a survey to determine the effectiveness of its website's technical resources. Please take a few minutes to answer this [survey](#) to help guide updates for members. The survey will be available until May 31.

### Shop at AmazonSmile

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