

"The meaning of life is to find your gift. The purpose is to give it away." - Pablo Picasso

# Tender Loving Care

November 2015



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"It's amazing!"

## Why We All Need To Be Touched

By Sharon K. Farber for [Psychology Today](#)

Being touched and touching someone else are fundamental modes of human interaction, and increasingly, many people are seeking out their own "professional touchers" and body arts teachers--chiropractors, physical therapists, Gestalt therapists, Rolfers, the Alexander-technique and Feldenkrais people, massage therapists, martial arts and T'ai Chi Ch'uan instructors. And some even wait in physicians' offices for a physical examination for ailments that have no organic cause—they wait to be touched.

The body-oriented approaches are based on a principle that is becoming more obvious to researchers. Ken Wilbur wrote in *The Spectrum of Consciousness*, "For every mental 'problem' or 'knot', there is a corresponding bodily 'knot', and vice versa since, in fact, the body and the mind are not two. That is, psychic conflict, guilt, shame, unresolved grief all can be lodged in the body as body memories, and when the site of the psychic difficulty is deeply touched through massage or other manipulation, it can not only release the physical pain but may make the psychic pain accessible. [Read more...](#)

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## Recalls

Ignite  
Straw Tumbler

Pottery Barn  
Water Bottle

Burley  
Bicycle Trailer

Peanuts  
Ride-On Toy

Build-A-Bear  
Starbrights Dragon

Golden Horse  
Denim Pants from Belk

## Conferences

**Zero to Three: [30th National Training Institute](#); Seattle, Washington: December 2-4**

**Association for Prenatal and Perinatal Psychology and Health (APPAH): [19th International Congress](#); Berkeley, California: December 3-6, 2015**

To read more articles like this, be sure to 'Like' Infant Massage USA on [Facebook](#).

## Baby Crying? Don't Talk, SING!

By Vimala McClure for the International Association of Infant Massage

In this study, 30 healthy babies aged between six and nine months listened to recordings of baby talk, adult-directed speech, and 'play' songs in Turkish, so that they were unfamiliar with the words. When listening to songs, babies remained calm for around 9 minutes. For baby talk and adult speech it was roughly only half that long

Researchers found that infants remained relaxed for twice as long when listening to a song — even it was unfamiliar — as they did when listening to speech. The study shows babies get 'carried away' by music, suggesting they have the mental capacity to be enthralled by it like adults.

This is interesting news for infant massage, indicating that our use of a rhythmic lullaby in the Bengali language will soothe and calm the baby being massaged, even more so than the parent talking to the baby.

Professor Isabelle Peretz, from the University of Montreal said, "Many studies have looked at how singing and speech affect infants' attention, but we wanted to know how they affect a baby's emotional self-control."

They added that singing could reduce feelings of frustration felt by some parents. [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

## Helpful Links

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

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# Social Media Tactics Every Small Business Should Be Using

By Rebekah Radice for [RebekahRadice.com](http://RebekahRadice.com)

Social media marketing is no longer an option for today's small business owner. With as many as 90% of small businesses using social media, the question isn't when, but how you will use it to expand and grow your reach.

But too often, business owners feel stumped by social media, allowing it to take a back seat instead of harnessing its power. Maybe it's a fear of the unknown or the overwhelm that comes with learning something new. Whatever the case, the effective use of social media can confuse even the most seasoned business marketer.

But the good news is this: No matter what stage you're in, you can reinvent your online presence.

Make a few tweaks to shift your use of social media and immediately improve your results. [Read more...](#)

## Giving Tuesday

We encourage all of you to share this message via email or Facebook:

On December 1st (Giving Tuesday) or any day that you are feeling generous, please consider supporting Infant Massage USA. The infant

massage program that we share throughout the US allows parents to 'GIVE' nurturing touch to their babies every day!

How to GIVE:

1) Make every [Amazon.com](https://www.amazon.com) purchase count.

Please visit [smile.amazon.com](https://smile.amazon.com) and be sure to bookmark the page. Create or log into your account and select your charity - Infant Massage USA. Each time you shop, be sure to start on the [smile.amazon.com](https://smile.amazon.com) page and Amazon will donate .5% of each purchase to Infant Massage USA.

2) Make a direct, tax deductible donation to Infant Massage USA. Please visit: [www.infantmassageusa.org/about-us/donations/](https://www.infantmassageusa.org/about-us/donations/) and click on 'Make a Donation Now' or send a check, made out to Infant Massage USA, to Donations-- Infant Massage USA, 34760 Center Ridge Road #39006, North Ridgeville, Ohio, 44039

Thank you for supporting Infant Massage USA! We greatly appreciate your support. Please visit [www.infantmassageusa.org](https://www.infantmassageusa.org) to learn more about our 501c(3) non-profit organization.

## Book Review: *Well-Crafted Mom*

By calbers via Amazon

*Last month, Kathleen Ann Harper, CEIM, released a book, and it's quickly gained a five star rating. Read one of the reviews here and be sure to borrow it for free (for Amazon Prime members) or purchase it via [Amazon Smile](https://www.amazon.com).*

I knew I was in for a treat only a few pages in. Beautifully written, Kathleen took me down memory lane about caring for my own young child. Realistic, yet encouraging, her style of writing drew me in, making me not just read the words, but also feel the story. She writes with honesty about the parts of parenting that can feel burdensome but manages to do it in a very honest but uplifting way. Each chapter ends with a craft that can be a beautiful reminder of the lesson.

This book is perfect for new moms or for moms adding to their families that are dealing with little sleep and the silent slipping away of any personal time and space.

The ideas are so practical. They feel like the gentle reminders offered by a good friend to take care of yourself, and here's how. I laughed as she described her toddler who refused to "bend in the middle" so she could get him in the shopping cart. She offers wisdom about adding too much stuff to your house

by asking “Do I love it or need it?” Another great test for saying “yes or no” to outside projects is “does it feed your soul or feed your family?” Get the book [here!](#)

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## Quick Notes

### APPAH is now a CEU

The Association for Prenatal and Perinatal Psychology and Health (APPAH) is now offering continuing education units (CEUs) for CEIMs.

### Zero to Three Conference

Are you planning on attending this year's [Zero to Three Training Institute](#)? If so, let us know! We'd love to get organize a lunch for the CEIMs attending!

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