

Promoting Parent and Infant Wellness with Infant Massage



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**We Can't Wait Conference 2022
Session A-6
September 15, 2022**

Background

- Infant massage is an ancient practice dating back centuries, particularly in Pacific Islands and Asian cultures.
- Massaging babies was a component of the baby's regular bath routine among the Hawaiians and the Maoris.
- Infant Massage was introduced to the United States by Vimala Schneider McClure in 1978 who at the time served as a yoga practitioner in India at an orphanage.
- Other countries that have practiced infant massage for centuries are Africa, Russia, Poland
- Touch in all these cultures is considered healthy, both spiritually and physically.



Benefits of Infant Massage

For Babies	For Parents	For Pediatricians
<ul style="list-style-type: none">• Creates a loving bond between you and your baby.	<ul style="list-style-type: none">• Increases your understanding of your baby's cues.	<ul style="list-style-type: none">• Promotes parental awareness of baby's development.
<ul style="list-style-type: none">• Relaxation and sleeping.	<ul style="list-style-type: none">• Deepens your bond with your baby.	<ul style="list-style-type: none">• Babies are calmer
<ul style="list-style-type: none">• Promotes a feeling of security.	<ul style="list-style-type: none">• Creates special one on one time.	<ul style="list-style-type: none">• Increases parental confidence and reduces anxious calls to the doctor.
<ul style="list-style-type: none">• Stimulates brain development.	<ul style="list-style-type: none">• Improves your communication with your baby.	<ul style="list-style-type: none">• Faster weight gain. Good for premature babies.
<ul style="list-style-type: none">• Promotes knowledge of his/her body.	<ul style="list-style-type: none">• Generates relaxation.	
<ul style="list-style-type: none">• Boosts the immune system.	<ul style="list-style-type: none">• Special time between baby and daddy	
<ul style="list-style-type: none">• Helps with gas relief, colic and constipation.	<ul style="list-style-type: none">• Release of hormones from the mother to nurture the baby	
<ul style="list-style-type: none">• Stimulates the neurological and sensory systems.		

Did you know?

Fun Facts on Infant Massage

- Infant massage strokes toward the baby's heart will stimulate baby.
- Infant massage strokes away from the baby's heart will relax baby.
- By age three, 85% of a baby's **brain** is developed. Every experience leading up to this time – such as interactions with caregivers – helps to shape baby's brain.
- Natural based vegetable, or fruit oil such as grapeseed oil can reduce friction as you massage your baby, and since it has no scent, it will prevent from interfering with baby's **sense of smell** to your massage time which then will help with attachment between you and your baby.
- Infant massage may relieve physical discomfort for babies with gas, reflux and colic.
- Infant massage, or touch helps balance our autonomic nervous system. Touch releases hormones to help our body create this balance.

Infant Massage - C.L.A.S.S.

Contact

Contact – Make contact with baby by placing both hands gently on baby's torso and make a connection with your baby.

Look

Look – Make eye contact with your baby.

Ask

Ask – Ask your baby for permission to touch them. “Hi baby, may I give you a massage?”

Swish

Swish – Put a dime size of grapeseed oil in the palm of your hand and “swish” hands together to warm the oil.

Show

Show – Show your baby your hands. This prepares baby to know you are about to begin infant massage.

When should you do Infant Massage?



When massage is appropriate

- When your baby is in the quiet, alert state.
- When they are not hungry or tired.
- Before bathing or sleeping.
- When he/she is calm and relaxed.



When massage is NOT appropriate

- When baby has a fever.
- When your child has bumps, bruises or rashes.
- When your child has any medical conditions which may not be safe to massage over.
- When baby has diarrhea.



Evolution of Need: Child Welfare Involved Families

The Developmental Screening and Enhancement Program (DSEP) meets the **developmental & social-emotional needs** of children birth to 6 years old that have an open case with the Child Welfare Service (CWS) system. Additionally, DSEP provides:

- Developmental & behavioral screenings
- Long-term case management to link children to developmental and behavioral services
- Cottage time at Polinsky Children's Center (PCC)
- Child and Family Teaming (CFTs)
- Infant Massage
- Child Enrichment
- Behavior Services



Infant Massage in a Home Visiting Setting

- DSEP provides 2-4, 60-minute in-home sessions
- Preparatory Routine
 - DSEP Specialist, caregiver and baby
 - Check for contraindications
 - Grapeseed oil
 - Baby doll
 - I.R.R.S.
 - Interaction
 - Relief
 - Relaxation
 - Stimulation



Challenges DSEP faced during COVID pandemic

- Not being able to teach CGs in person
- Not being able to incorporate more than one CG
- Mailing all IM materials and CGs getting them on time for scheduled IM visit
- Having to develop a system to teach CGs how to do IM via zoom



LET'S PRACTICE!



Demo #1 - Effleurage

- **Effleurage** – a form of massage involving a circular stroking movement with the palm of the hand



Demo #2 – Tummy Strokes



- Water Wheel
- Open Book
- Tummy Time "A"
- Tummy Time "B"
- "I" "C" "U"
- Walking

Case Example: DSEP

- **Scenario**
 - DSEP was working with a mother and her 4-month-old baby, "Baby Jane".
 - Infant massage sessions were scheduled at CWS and were supervised by baby's Family Resource caregiver.
 - Due to the use of methamphetamines, mother had already lost 8 children to the state permanently prior to having "Baby Jane" removed from her care.
 - Mother was guarded. Expressed to DSEP Specialist that she was there to "check a box" so that she can get her baby back and wasn't really interested in services.
- Was DSEP able to engage mother?
- What happened to mother and "Baby Jane"?

Infant Massage in Clinical Settings



HealthySteps is an evidence-based, interdisciplinary pediatric primary care program that promotes positive parenting and healthy development for babies and toddlers.

HealthySteps Specialists are integrated into the pediatric team to ensure universal screening of all families, provide referrals, and intensive services as needed.

Services are **free of charge** to children 0-5 years in CPCMG offices of Murrieta, Temecula Parkway, and Hemet (fall 2022) in Riverside County.

Core Components of HealthySteps

Core Components



Child Developmental,
Social-Emotional &
Behavioral Screenings



Care Coordination &
Systems Navigation



Screenings
for Family Needs
e.g., PPD, other risk factors,
SDOH



Positive Parenting
Guidance &
Information



Child Development
Support Line
e.g., phone, text, email,
My Chart



Early Learning
Resources



Child
Development &
Behavior Consults



Ongoing, Preventive
Team-Based
Well-Child Visits

Infant Massage in HealthySteps



Common scenarios in the clinic:

- Perinatal Mood and Anxiety Disorders
- First-time parents
- Difficulties with sucking
- Difficulties with routines
- Babies with Colic
- Constipation and stomach issues
- Routines for Early Development
- Supplemental service

Challenges during COVID

Many new parents report using Social Media to get information on their concerns.

- Questions about Autism
- Looking for health tips and strategies
- Difficulties around tummy time
- Using tablets to distract/provide learning
- Fears of Missing Out



Case Example: HealthySteps



A Mother had concerns for constipation for her 4-month-old daughter. She researched a lot of information online about how she can relieve the issue but wasn't sure how to filter through it all. She asked HealthySteps for their feedback.

Case Example: HealthySteps

A 20-year-old first time Mother scored mild on the PHQ-9 screening. She also didn't know many engagement activities to do with her 2-month-old son. She also spent a lot of time on social media, seeing what her friends were doing without her.



Path to Certification

- Only qualified Certified Infant Massage Instructors (CIMI) can use the CIMI title.
- CIMIs are qualified only to teach infant massage through demonstration.
 - Certification is not a "hands on massage" qualification.
- CIMIs
 - Demonstrate infant massage on a special infant massage baby doll.
 - Facilitate parent-infant communication, healthy development and bonding.
 - Teach infant massage to small groups and individuals.
 - Explain how nurturing touch can strengthen the bonding process and may promote numerous health benefits.

Path to Certification cont'd

- How long does it take to get certified in infant massage?
 - This may vary, depending on the company you get certified with. Typically averages from 4-6 days.
- How much does it cost?
 - Certification can average from \$500-\$695

Questions and Answers



Thank you!