

Blog Post

Infant Massage USA, Promoting Nurturing Touch & Empowering Parents

[Infant Massage USA](#) (IMUSA) is a national nonprofit that promotes nurturing touch and communication through training, education and research. The organization is the US Chapter of the International Association of Infant Massage ([IAIM](#)) and has been helping parents and professionals offer nurturing touch and empower families with this incredible tool since 2005.

Infant Massage USA works to empower parents and promote nurturing through parent-baby communication and responsiveness in addition to infant massage education. A major focus of their programming is to train and certify Parent Educators (**Certified Educators of Infant Massage or CEIMs**) who then work directly with parents and caregivers in their communities.

To earn their certification, Students must teach and record their experience working with at least 5 families. Based on our Students working only with those 5 families, **Infant Massage USA has reached over 20,000 families since 2005**, and they estimate the number is much higher since the Educators also continue their work after completing the certification requirements.

Keep reading to learn more about nurturing touch, Infant Massage USA's Educator Training and attending an infant massage class.

The Importance of Nurturing Touch

[Learn more about benefits and research on Infant Massage USA's website.](#)

Touch is a baby's first language. It's how they learn and experience the world.

Research has shown many benefits of infant massage and parent education programs as well as the positive impact of nurturing touch and communication on bonding, attachment and development. With nearly 4 million babies born in the US each year, the potential influence on society is easy to see. There are generally four main categories of benefits when viewing the benefits of infant massage - **Stimulation, Relaxation, Relief and Interaction.**

Overall benefits include:

- Improved sleep quality
- Improved short & long-term development outcomes
- Stress reduction for both parents/caregivers and babies

- Supports secure attachment & one-on-one bonding

About Educator Training

[Learn more and find a training near you on Infant Massage USA's website here.](#)

Teaching infant massage education to parents and caregivers offers a rewarding opportunity to enhance parent-infant bonding, improve and maintain the physical well-being of babies, and facilitate long-term, positive emotional development in families.

Certified Educators of Infant Massage (CEIMs) work to educate parents and families in private, group, hospital and agency settings. In addition to teaching parents, CEIMs are qualified to present information about infant massage in your community, participate in research studies, conduct in-service programs, and present at professional conferences. The training presents protocols, adaptations and techniques to work with families and their babies born prematurely and/or with special needs and involves both practical and theoretical work.

The Infant Massage USA Trainers host 70+ trainings each year around the country and people in a variety of professional fields have found this training to be a wonderful addition to their skills, or a whole new area they want to work in, such as -

- Childbirth educators
- NICU staff (such as neonatal OTs, PTs, and SLPs)
- Early intervention specialists
- Midwives
- Doulas
- Nurses
- Child life specialists
- Massage therapists
- Lactation consultants
- Social workers
- Parents and many others!

Infant Massage USA also offers [Continuing Education Credits](#) to participants from many different fields, from nurses to massage therapists to social workers.

About Parent/Caregiver + Baby Classes

[Find an Educator near you on Infant Massage USA's website here.](#)

Classes with Certified Educators of Infant Massage are offered over 4-6 weeks, to give both the parent and baby time to learn and become comfortable with massage.

Each week, parents/caregivers learn strokes for a new part of the body while reviewing strokes from previous classes, so new strokes are learned and previous information is reinforced. The classes are structured to teach a little at a time to ensure that participants are confident with every aspect.

The strokes and styles of baby massage are easier to grasp when demonstrated by our experienced Educators. Pressure, rate, rhythm, the length of the massage, respect, bonding, why baby cries, baby's body language, positioning of the baby, relaxation and parent empowerment are some of the skills and topics that will be discussed.

Classes are always held in small groups or individually to ensure personalized attention and are baby led, it's okay for babies to cry! Parents/Caregivers are encouraged to listen their baby's needs. Each session includes time for supportive group discussion where parents can share experiences and learn from each other while having fun. Some Educators also provide individual classes, home visits or instruction through social agencies. It's also important to note that the Educator does not massage your baby during class, they will demonstrate on a doll. The recommended age for group classes is from birth to pre-crawling.

Parents / Caregivers learn -

- Massage strokes & touch relaxation
- Bonding techniques & ways to recognize baby's cues
- How to ask permission & how doing so builds respect
- How to choose the best oil for their massage
- How to identify the best time for massage & ways to work it into daily life
- & more!

You can recognize a Certified Educator of Infant Massage by looking for the **CEIM** designation after their name. Some CEIMs use their own branding and materials during class however many use Infant Massage USA's branded **Sensational Baby** materials so you can be sure if you see a class titled **Sensational Baby** that it is taught by a Certified Educator of Infant Massage that trained with Infant Massage USA.

Connect with IMUSA on [Facebook](#) and [visit their website](#) to learn more about opportunities to attend an Educator training, attend a parent/caregiver + baby class or support the organization.