

# sensational baby platform

## **What Is Sensational Baby<sup>®</sup>?**

Sensational Baby<sup>®</sup> is a series of five weekly classes. Classes are taught by a Certified Educator of Infant Massage (CEIM) who have received extensive training from Infant Massage USA<sup>®</sup> the US Chapter of the International Association of Infant Massage headquartered in Sweden founded by Vimala McClure. The classes are based on the work of Vimala who started teaching infant massage in the United States over three decades ago.

These classes bring research into practice combining parent education with nurturing infant massage techniques. They provide a forum for parents to discuss parent topics, ask questions, share experiences and get support.

Sensational Baby<sup>®</sup> classes support parents during the life-changing experience of becoming a parent. Sensational Baby<sup>®</sup> classes help parents promote the healthy growth and development of your baby by stimulating sensory, motor, intellectual, language and emotional development.

## **What Is Infant Massage?**

Infant massage is an ancient parenting practice that has been passed from parent to child for thousands of years. The nurturing aspect of infant massage supports the health and well-being of babies and parents. It stimulates all the senses of both the baby and parents to promote bonding. This provides a foundation for infant and parent mental health.

## **Benefits of Infant Massage**

### **Benefits For Baby**

- Stimulates all the senses of his body
- Stimulates all the systems of his body  
Digestive, circulatory, immune, nervous/brain (intellectual development), respiratory, vestibular (coordination and balance) and elimination
- Helps normalize muscle tone and improve weight gain
- Releases hormones to help Baby feel more calm and relaxed, improving his sleep
- Encourages language development for the baby
- Establishes a place and time to give undivided attention, reinforcing the bond with Baby
- Helps relieve discomfort of gas, constipation, colic and waste elimination

### **Benefits For Parents**

- Gives you real, effective tools to help soothe colic and fussiness
- Releases hormones during massage, alleviating your stress as you become more relaxed and in tune with your baby
- Creates opportunities to get to know your baby on a deeper level and develop a secure bond with your baby

- Establishes confidence and comfort when responding to your baby
- Creates a family routine
- May relieve symptoms of post-partum depression

### **Benefits for Communities**

- Parents are more informed and connect with other parents
- Moms, dads and caregivers build relationships within their group
- Encourages compassionate communities through parent-baby bonding.

### **How to Incorporate Infant Massage into Your Lifestyle**

Sensational Baby<sup>®</sup> classes help parents learn skills that are rewarding and can enrich their relationship with their baby for a lifetime. Parents can incorporate the skills into their daily routine with their little one. Parents can massage their baby after a bath, after a nap, during a diaper change or any time their baby is willing to be massaged.

### **Benefits of Class Setting**

There are many helpful books and videos available on infant massage, but these can not replace the hands-on experience of a class led by a professionally trained educator. Sensational Baby<sup>®</sup> classes support parents during this wonderful life-changing experience of becoming a parent. The class setting provides parents an opportunity to discuss relevant parent topics, ask questions, share experiences and get support from others.

Sensational Baby<sup>®</sup> classes help parents promote the healthy growth and development of their baby by stimulating sensory, motor, intellectual, language and emotional development.

### **In each class participants have the opportunity to:**

- Sit, relax and enjoy their baby in a baby-friendly environment
- Build on strokes learned in previous weeks
- Discuss exciting new parent education topics
- Interact with their baby through nurturing touch which literally wires his brain for success
- Learn infant massage techniques, including pressure, rate, rhythm and length of massage
- Connect with other parents at the same point in life

CEIMs give differential instruction to each parent, providing insights into their baby's body language and responses. They facilitate group discussion and sharing to support new parents and build their confidence.

### **Clinical References**

- Interventions to support early relationships: mechanisms identified within infant massage programmes (Underdown & Barlow, 2011)
- Touch will help stimulate the release of oxytocin, prolactin and endorphins in both baby and parents, reducing stress (Moburg, 2003) (Field, 2004).
- Massage helps babies relax and possibly sleep deeper, longer (Ferber 2002).

- Repeated nurturing touch activities help strengthen synapses and neural circuitry (Acredolo & Goodwyn, 2000).
- Loving interaction with you encourages your baby's emotional and cognitive growth (Greenspan & Benderly, 1998).
- Massage increases parental awareness of baby's communication cues and subsequent responsiveness to baby's needs (Heller, 1997).
- Parents feel more comfortable in their parenting skills. This is particularly true for fathers, whose increased interaction with their babies during massage carries over into communication and floor play (Cullen, Field, Escalona, & Hartshorn, 2000).

### **Book References**

- Brazelton, T. Berry, and Joshua D. Sparrow. *Touchpoints Birth to 3: Your Child's Emotional and Behavioral Development*. Cambridge, MA: Da Capo, 2006. Print.
- Galinsky, Ellen. *Mind in the Making: The Seven Essential Life Skills Every Child Needs*. New York: HarperCollins, 2010. Print.
- Lester, Barry M., and Catherine O'Neill Grace. *Why Is My Baby Crying?: The Parent's Survival Guide for Coping with Crying Problems and Colic*. New York, NY: HarperCollins, 2005. Print.
- McClure, Vimala. *Infant Massage: A Handbook for Loving Parents*. New York: Bantam, 2000. Print.
- Nugent, Kevin. *Your Baby Is Speaking to You: A Visual Guide to the Amazing Behaviors of Your Newborn and Growing Baby*. Boston, MA: Houghton Mifflin Harcourt, 2011. Print.
- Siegel, Daniel J. *The Mindful Brain: Reflection and Attunement in the Cultivation of Well-being*. New York: W.W. Norton, 2007. Print.
- Stamm, Jill, and Paula Spencer. *Bright from the Start: The Simple, Science-backed Way to Nurture Your Child's Developing Mind, from Birth to Age 3*. New York, NY: Gotham, 2007. Print.