

**IAIM**

## **IAIM NZ Instructor Training**



*The purpose of the International Association of Infant Massage  
is to promote nurturing touch and communication  
through training, education and research;  
so that parents, caregivers and children  
are loved, valued and respected  
throughout the world community.*

This training is for healthcare professionals such as paediatricians, nurses, physiotherapists, occupational therapists, midwives, doulas, massage therapists, cranial osteopaths, childbirth educators, lactation consultants, social workers, prenatal and postpartum yoga teachers, speech language therapist, psychologist, early childhood educators and other passionate individuals — be they mothers, fathers, or grandparents—committed to enhancing maternal and infant mental health within communities.

After certification, participants will possess the skills to effectively lead the IAIM 5-week infant massage programme as an infant massage parent educator, either in a group or individual setting.

The 4-Day IAIM NZ Instructor Training is available online or in person.

Ensure to check the website ([www.infantmassagenewzealand.org](http://www.infantmassagenewzealand.org)) for upcoming trainings.

When filling in the application form ensure to indicate which training you wish to enrol on to.

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### **THE OBJECTIVES OF THIS TRAINING**

**After completing the intensive 4-day training, you will emerge equipped and confident to:**

- Facilitate group/individual sessions for parents/caregivers and their baby/ies, guiding them through a transformative IAIM 5-week infant massage programme. This programme is baby-led and serves as a valuable addition to parents' kete of knowledge (kete-arouui), contributing to the collective wisdom that enriches humanity.
- Empower parents. To give them the tools and skills to communicate love through nurturing touch, and to learn to listen to, and understand baby's needs through their non-verbal cues. Aroha mai, aroha atu.
- Describe the benefits of Infant Massage for the infant/child and the parent/caregiver.
- Recall research studies on touch and its significance in the healthy growth and development of the infant
- Correctly describe and perform the basic infant massage strokes and adaptations
- Teach infant massage skills and techniques to parents and caregivers
- Observe parent-infant interactions during massage instruction, identify possible difficulties and guide the parents to a more satisfying outcome
- Describe relaxation techniques for parents/caregivers and infant
- Define and utilise effective communication skills that will encourage the establishment of a healthy rapport with the parent/caregiver
- Describe how infant massage can benefit an infant/child (up to the age of 7) with special needs and their family
- Plan and adopt strategies for marketing in their workplace or community
- List the potential contributions they can make in their workplace and in the community through their work with nurturing touch and infant massage.

**First impressions last the longest. Infant Massage is needed in the beginning. To start life with a welcoming, respectful nurturing touch, the baby will feel loved, valued and respected through touch. Massage is providing parents with a skill to help be a better parent. You are the facilitator, the baby is the teacher and the parent is the expert.**

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### **FOLLOWING THE 4-DAY TRAINING**

**To become a Certified Infant Massage Instructor (CIMI), you will need to fulfil 2 main tasks:**

1. complete a written open-book assignment (within 4 months); and
2. teach the 5-week program to 5 families

**This ensures you thoroughly understand the IAIM Programme and can effectively apply its principles.**

Students have up to 4 months to complete the assignments to a high standard. Once completed this needs to be sent to their trainer for assessment. Any delays due to unexpected circumstances must be communicated and agreed upon beforehand in written form with the trainer.

### **What is the difference if I choose the online training versus the in-person training?**

For those interested in attending our training program, we offer 2 distinct options tailored to accommodate various preferences and circumstances.

The first option is our 4-day online live streaming course, which takes place over 4 consecutive Fridays from 9 am to 5 pm. This format allows participants to fully immerse themselves in the training over a 4-week period, providing ample time to absorb and apply the material. To join this option, reliable internet access is essential, along with a laptop, iPad, or desktop computer, as well as a phone and possibly a tripod for optimal viewing during practical demonstrations. This setup ensures that our trainer can engage with you effectively throughout the course, particularly during interactive sessions such as the Parent and Baby class on Days 3 and 4.

Alternatively, we offer a 4-day in-person intensive option, conducted over 4 continuous days typically from Thursday to Sunday, also from 9 am to 5 pm. Participants considering this option should verify the location of the training session beforehand. This option provides an immersive group setting, allowing for intensive learning and interaction with fellow participants. While the pace is brisk, many find the concentrated time frame appealing, as it allows for completion of the training in a shorter duration.

Ultimately, the choice between these options depends on your individual learning style and logistical constraints. *Please note that you may only select one option, and attendance for all 4 days is mandatory. Regardless of the format chosen, rest assured that the content covered remains consistent across both options.*

Some participants appreciate the flexibility of online training, particularly if travel presents challenges. On the other hand, others prefer the camaraderie and immediacy of in-person sessions. We encourage you to carefully consider your preferences and needs before making your decision.

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### In-Person Student Feedback from Wellington Training April 4-7<sup>th</sup> 2024:

- *This course has definitely exceeded all my expectations, it was just so well done and PJ is an amazing teacher and individual.*
- *Meet: Given all the info and resources, support and offer of extended support to ensure success.*
- *Beyond expectations. It was a wonderful course. Far more thorough than I had expected. With an incredible balance of theory and practical work (with real families!)*
- *A lot more involved than I expected but very worthwhile and professional which I think is important*
- *It was wonderful having sessions with external families, having opportunities to facilitate instruction, to see how to adapt accordingly and receive feedback.*
- *Time with the parents and Pepi even though I was nervous*
- *Incredibly. P-J is a wonderfully supportive trainer, who instructs and shares knowledge with such care and love. She is determined to see each and every student thrive and bring good to their communities.*

### Online Student Feedback from September 2023 Training:

- *Went beyond my expectations. I feel well equipped to begin teaching infant massage to whānau. I am really excited about launching into this next chapter of my work.*
- *I feel well equipped to facilitate Infant Massage classes in my workplace*
- *P-J has a wonderful persona, and a fantastic way of including everyone. She was clear with all her teaching, and gave ample time for discussion and questions. It is a wonderful course, and I got a lot out of it.*
- *It provided comprehensive instructions, valuable hands-on experience and essential insights into nurturing a baby's wellbeing.*
- *The course surpassed my expectations. Initially I thought this was a course to learn the strokes but was very happy and excited to learn that there was a lot more child development and information on secure attachment etc. included in the course. This has given me a really good foundation to build my skills as an infant massage instructor and even my other work as a Pregnancy, Childbirth and Early Parenting Educator!.*
- *I was inspired by this course as I didn't expect there would be so much knowledge and research papers supporting infant massage. I will highly recommend this course to my groups of mums.*

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