



## **Infant Massage Information Service (IMIS)**

**Media Release, August 2009**

### **Teaching Infant Massage for Work**

According to Census data, infant massage is a rapidly growing trend. The number of complementary health therapists, including infant massage practitioners, has increased substantially since the mid 90s from 500,000 in 1995 to 750,000 people in 2005<sup>1</sup>. This is no surprise to Heidi McLoughlin, founder of Infant Massage Information Service (IMIS). In the eight years she has run the service Heidi has trained hundreds of individuals in infant massage, providing them with the tools to teach and practice the unique service.

“Keeping up with the increasing demand from parents for this service has certainly kept us busy,” says Infant Massage Information Service founder, Heidi McLoughlin. “The flexibility infant massage provides makes it an ideal occupation, aside from the financial benefits it’s also a very satisfying job” she says.

Infant Massage Instructor Kerry Spence talks about a recent experience after training with the Infant Massage Information Service.

“A mother I worked with said her child rarely slept and was always screaming. I showed her the massage techniques and the results were almost instant. The baby slept for three hours and on waking was very calm and feeding better. The mother was ecstatic and couldn’t believe her eyes.”

A certificate training course will run at Cairns Base Hospital in October. Positions are limited. For information call IMIS on 1300 558 608 or visit [www.babymassage.net.au](http://www.babymassage.net.au)

“Infant massage is an excellent way to make a living, but aside from the financial benefits it’s also a very satisfying job” says Heidi.

Significantly, research has shown that infant massage can have a positive impact on the person performing it and provides a high level of satisfaction<sup>2</sup>. It also has multiple benefits for infants and can positively influence physiological processes and improve immune function<sup>3</sup>.

**For more information visit:  
[www.babymassage.net.au](http://www.babymassage.net.au) or call 1300 558 608**

#### **About Infant Massage Information Service**

Established by Heidi McLoughlin in June 2000, the Infant Massage Information Service (IMIS) provides the most recent research and techniques for professionals and individuals who would like to teach or perform infant massage. IMIS offers a range of certificate training courses and also sells a range of educational products. Infant massage has been practiced for centuries in countries such as India. It involves soft tissue manipulation using a range of movements including strokes, kneading and pressure on the infant’s body. Research shows that infant massage has numerous health benefits including improved sleep, digestion, circulation and muscle toning. It also encourages positive parent-child interaction.

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<sup>1</sup> Australian Bureau of Statistics, 2008, 'Australian Social Trends, 2008: Complementary Therapies', viewed 15<sup>th</sup> October 2008, <<http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4102.0Chapter5202008>>

<sup>2</sup> Livingston, K. et al, 2007, 'Touch and Massage for Medically Fragile Infants', Evidence-based Complementary and Alternative Medicine (eCAM), viewed 16<sup>th</sup> October 2008, <<http://ecam.oxfordjournals.org/>>

<sup>3</sup> Field, T.M. 1998, 'Touch Therapy Effects on Development', International Journal of Behavioural Development, Vol 22, No 4, pp 779-797.

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