

Infant Massage Techniques Demonstration

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Disclosures

- The opinions expressed in this talk are that of Dr. Hernandez-Reif and not that of her employer or the program sponsor
- Dr. Hernandez-Reif has participated in past as a speaker for educational scientific programs sponsored by the Research & Development group at Johnson & Johnson Consumer Inc.
- This presentation has been sponsored by the Research & Development group at Johnson & Johnson Consumer Inc.

Just Before We Begin



Reminders

- This lesson is designed for educational purposes only
- It does not provide certification for massage therapy
- You may use a doll or pillow or even a rolled towel today to safely become familiar with the basic techniques
- Until you are skilled in conducting infant massage techniques, you should not practice on babies
- REMEMBER that special techniques apply to preterm babies. The doctor and family need to be consulted and special training will apply

Save Lives, Clean Your Hands

- **Up to 90%** of healthcare workers **do not adhere** to recommended hand hygiene practices
- Infection causes:
 - 36% of neonatal mortality¹ (**main cause!**)
 - 10% of maternal mortality²
- **5 Moments to clean your hands**
 - 1. before touching a patient**
 2. before clean/aseptic procedures
 3. after body fluid exposure/risk
 - 4. after touching a patient**
 5. after touching patient surroundings

1 WHO/UNICEF/UNDP/World Bank. (2010). Levels and trends in child mortality.

2 Say, L., et al. (2014). Global Causes of Maternal Death: A WHO Systematic Analysis. *Lancet Global Health*, 2(6): e323-e333.

Save Lives, Clean Your Hands

How to best clean your hands?*

- **Clean your hands by rubbing them with an alcohol-based formulation**, as the preferred mean for routine hygienic hand antisepsis if hands are not visibly soiled. It is faster, more effective, and better tolerated by your hands than washing with soap and water.
- **Wash your hands with soap and water** when hands are visibly dirty or visibly soiled with blood or other body fluids or after using the toilet.
- If exposure to potential spore-forming pathogens is strongly suspected or proven, including outbreaks of *Clostridium difficile*, hand washing with soap and water is the preferred means.

* World Health Organization. (2009). Hand hygiene: Why, how and when?

Getting Started

- An infant massage should last about 15 minutes
- Keep it simple and relaxed; when baby is not hungry or cranky
- Set the mood, play gentle music if you wish
- The room should be comfortably warm
- A clean diaper (nappy) or soft towel should be nearby
- Massage baby on a clean, safe, soft surface (such as on bed or on the floor on a soft towel)

Getting Started

- Preferably remove hanging jewelry (bracelet, watch, etc.) that can scratch baby
- Wash hands, make sure clean, and then warm by rubbing together
- Use mild baby oil or lotion that is safe for infant skin
- Gradually increase the pressure of your touch to avoid tickling
- Remember, infants are individuals and may have individual preferences, liking some strokes and not others (take cues from baby)

Face

- With your thumbs stroke baby's forehead
- Rub the nose bridge and cheeks
- With your thumbs, stroke the skin around the mouth including the jaw line

Techniques shown are for healthy, full-term infants

Chest

- With your hands together at center of chest, push out to the sides, following baby's rib cage, as if you were flattening the pages of a book
- Without lifting your hands from the baby, bring them around in a heart-shaped “valentine” motion to the center

Techniques shown are for healthy, full-term infants

Arms

- Hold your hands together around baby's arm at the shoulder. Then move your hands in opposite directions, back and forth, from baby's shoulder to hand, gently squeezing as you do
- Reverse the process so you move from hand to shoulder

Techniques shown are for healthy, full-term infants

Stomach – Stroke 1

- Using the outside of each hand, make paddling strokes on the baby's tummy, one hand following the other, as if you were scooping sand toward yourself.
- Repeat the motion with only one hand or both

Techniques shown are for healthy, full-term infants

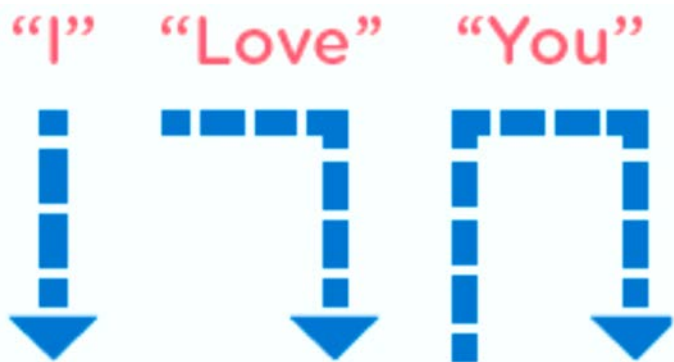
Stomach – Stroke 2

- Using your fingertips, “tiptoe” across baby’s tummy from YOUR left to YOUR right

Techniques shown are for healthy, full-term infants

Stomach – Stroke 3

- One technique that can be enjoyed by parent and baby is to massage baby's stomach using the three-part 'I Love You' stroke



Techniques shown are for healthy, full-term infants

Legs

- Encircle your hands one on top of the other around baby's leg, turning in opposite directions and squeezing slightly
- Move first from ankle to hip as if you were milking
- Reverse direction using the same stroke from hip to ankle

Techniques shown are for healthy, full-term infants

Back

- Start with your hands together at the top of baby's back, at right angles to the spine
- Move your hands back and forth, in opposite directions, going down the back to the buttocks, then up to the shoulders and back down once again

Techniques shown are for healthy, full-term infants

Things to Remember About Infant Massage

- Touch and massage are fundamental for infant development
- Massage has ancient roots; extends across cultures
- Massage is beneficial for infants and caregivers; enhances bonding
- Appropriate emollients, such as safety tested oils or lotions formulated for babies, can enhance massage*

**Remember not all emollients are suitable*

Asante Sana

Ngiyabonga

Takk

Arigato

Obrigada

Děkuji

Merci !

Bedankt

Dankie

Thank You !

Tack

Xie xie

Gracias!

Danke

شكرًا

Terima Kasih

e dupe

Ευχαριστώ

Obrigado