train to become a hands on babies accredited instructor and gain unique benefits
Introduction

By becoming a hands on babies instructor you are becoming an ambassador for nurturing touch and can play an integral role in helping provide babies with the best possible start in life.

The hands on babies course is a unique training experience that combines a variety of proven training methodologies, rigorous research, practical implementation and liaison with some of the world’s leading authorities on touch research and massage practitioners.

hands on babies is fully accredited and aligned with numerous global associations and institutes, ensuring that our courses offer the best possible combination of knowledge base, skills, expertise and baby massage techniques. We also offer a unique advantage to people who train with us by providing unrivalled marketing and communication support and the opportunity for our accredited trainers to operate under the hands on babies brand if they wish.

“Human beings cannot survive without touch; it is a basic behavioural need. Without touch, the human infant will surely die. With healthy touch, the human infant not only survives, but thrives”

Dr Ashley Montagu
The I.P.T.I provides a meeting ground for all therapists who, each in their several ways, have as a common aim, the well being of others. It seeks to overcome the barriers which have arisen on our diverse profession and to bring together therapists working throughout the world.

The Touch Research Institute is dedicated to studying the effects of touch therapy. The TRI has researched the effects of massage therapy at all stages of life, from newborns to senior citizens. In these studies the TRIs have shown that touch therapy has many positive effects.

The hands on babies course is a unique training experience that combines a variety of proven training methodologies, rigorous research, practical implementation and liaison with some of the world’s leading authorities on touch research and massage practitioners.

Independent Professional Therapists International is a genuinely independent association formed to serve the needs of alternative and complementary therapists, health and fitness therapists and aestheticians throughout Great Britain.

why train with us

unrivalled marketing support
helping you to communicate your services to the right people in the right way...

gain access to beautiful branded merchandise

providing a unique opportunity to operate under a leading national brand

intensive short courses available

our accreditation

hands on babies instructor training courses are approved by the Complementary Therapists Association (the CThA) and Embody. The Complementary Therapists Association (CThA) is the leading professional organisation representing over 9000 complementary therapists in the UK and Ireland. On completion of the hands on babies instructor training course, trainers will be able to access the CThA associated insurance scheme for their ongoing activities. An additional advantage is that the CThA assessors have rated the hands on babies instructor training course as worth 25 post-graduate qualification credits for all students continuing their professional development.

Independent Professional Therapists International is a genuinely independent association formed to serve the needs of alternative and complementary therapists, health and fitness therapists and aestheticians throughout Great Britain.

The I.P.T.I provides a meeting ground for all therapists who, each in their several ways, have as a common aim, the well being of others. It seeks to overcome the barriers which have arisen on our diverse profession and to bring together therapists working throughout the world.

The Touch Research Institute is dedicated to studying the effects of touch therapy. The TRI has researched the effects of massage therapy at all stages of life, from newborns to senior citizens. In these studies the TRIs have shown that touch therapy has many positive effects.

The hands on babies course is a unique training experience that combines a variety of proven training methodologies, rigorous research, practical implementation and liaison with some of the world’s leading authorities on touch research and massage practitioners.

train with us and become a fully accredited baby massage teacher
The hands on babies instructor training course is divided into six distinct curriculum areas, which include:

- Section 1: An introduction to baby massage, its benefits and knowing your baby
- Section 2: The hands on babies parent facing course and how to teach it
- Section 3: Marketing and promotion to drive awareness and participation
- Section 4: Further reading and research
- Section 5: Supplementary material to support class delivery
- Section 6: Assessment

The first core area will introduce our instructors to the history and concept of baby massage so that they are equipped to talk authoritatively about the origins and ideal behind this wonderful experience. Our instructors will then be lead through the extensive benefits that baby massage can deliver, not only for the child but also for the person providing the massage. The benefits of baby massage are increasingly being recognised by western medical practitioners and it is important that such benefits can be communicated to class participants so as to encourage carers to commit to the massage routine becoming part of their babies daily care routine. In this section we also look at key behavioural states and reflexes to provide trainers with the knowledge to help parents better understand their baby’s needs and reactions to stimuli.

We also assess specific ‘cues’ that parents should look out for to ensure that their baby is both enjoying and happy to participate in the massage routine.

The second core area concentrates on the hands on babies 5 week course that will be offered to parents. In this section you will learn the structure of hands on babies classes and the individual strokes (including how to perform them, and the benefits and cautions associated with these individual strokes).

Thirdly we will take our instructors through our marketing and promotional plan and provide them with all the materials and expertise they need to market hands on babies classes to their target market and drive awareness of the benefits of baby massage more generally in their areas.

The fourth section provides our trainers with a comprehensive list of further reading and research to which they can refer during the examination process and as a supplementary element of the core content of the hands on babies course.

In the fifth section, our trainers will be provided with teaching support materials such as guidance notes, parental handouts, evaluation sheets etc that they can use within their own courses to support their own individual teaching needs.

Finally, as with any qualification, trainers will be assessed to ensure quality, capability and professionalism of the hands on babies brand.
our unique advantage – operate under our brand

a growing reputation

hands on babies is the UK’s only national network of baby massage classes that are operated and marketed under a single brand. It is the only national network of baby massage providers to support its instructors and partners with unrivalled essential business support services, ensuring that they can not only run but also promote and market their classes to great effect. Developed by marketing and business professionals who have a love for baby massage, hands on babies will be promoted on a national basis across a wide variety of media to establish the hands on babies brand name as the definitive source of parent focused information on baby massage in the UK.

Our brand is becoming increasingly well known and through our media operations in 2010 and our ambitious marketing and online promotional plans for the next year we aim to be the most recognised baby massage provider in the UK by the end of this year. hands on babies is being developed as the definitive national brand name for finding and offering baby massage classes across the UK and by training with us you can take advantage of our market positioning by running your classes under the hands on babies brand. This will enable you to access the following valuable business tools:

our online presence

The hands on babies website is the leading site for directing traffic to baby massage classes and through our sophisticated web optimisation programme it will attain high rankings in all the main search engines for a variety of key phrases searched for including ‘baby massage’; ‘baby sleep’; ‘colic’ and ‘teething’ reinforcing our position as the leading source of information for mums wanting to find out more and ultimately to take part in baby massage classes in their area

merchandising opportunities

Our trainers can access a range of fantastic baby massage and development products that have been sourced by hands on babies. From oils, music, books and CD’s to developmental toys and baby clothes, hands on babies has developed a fantastic merchandising opportunity for trainers that wish to operate under our brand. By offering your customers the opportunity to purchase hands on babies products for use at home, our trainers will not only improve the service offering but will also build an additional level of sustainable and repeat income.

unrivalled marketing, PR and business support

If you choose to operate under our brand, a tool-kit of support is offered for all aspects of communications. As a hands on babies licensee you can pick and choose which elements of support you would like and the hands on babies support team will be there to assist. hands on babies offers perhaps more comprehensive marketing and business support than any other child oriented licence including:

• Information on how to raise the brand awareness of hands on babies in your area
• Template press release promoting the launch of your new activity offering
• Template area specific promotional leaflets and posters
• Template advertisements for placing in local newspapers
• Bespoke hands on babies PowerPoint presentation for selling-in your classes at relevant meetings or gatherings

providing a unique opportunity to operate under a leading national brand
Training for corporate partners

hands on babies has developed a teaching model that can be easily adapted to provide a bespoke training solution for organisations that may wish to train a number of staff to be baby massage instructors. Working closely with the individual organisation, our curriculum can be adapted to suit your specific needs.

Following successful completion of the baby massage course, our trainers can then attain expertise in the following disciplines so that additional activities under the hands on babies brand can be offered. These additional training opportunities include:

- Baby yoga (2 day course)
- Massage for older children (1 day course)
- Massage and music (1 day)

The cost of our bespoke in-house baby massage instructors course varies according to the needs of the organisation, the number of staff to be trained, the course intensity and the trainers' existing knowledge base.

We will be very happy to discuss your requirements and devise a cost effective programme that suits your organisational needs.

Please telephone us on 0845 017 6029 or email info@handsonbabies.co.uk for further information.

Training for individuals

hands on babies also welcomes individuals on to its scheduled monthly training courses which operate in various locations throughout the UK. Demand for course places are high so if you’re interested in becoming a hands on babies instructor contact us for more details.

Please telephone us on 0845 017 6029 or email info@handsonbabies.co.uk for further information.