



# Endorsement Application Packet

*Competency Guidelines for Endorsement for Relationship-Focused  
Practice Promoting Infant and Early Childhood Mental Health® (MI-  
AIMH, Copyright©, 2025)*

## YOUR ENDORSEMENT JOURNEY

---

WHAT IS INFANT AND EARLY CHILDHOOD MENTAL HEALTH ENDORSEMENT®, HOW TO APPLY, AND  
HOW TO MAINTAIN YOUR ENDORSEMENT

## TABLE OF CONTENTS

<b><i>Your Endorsement Journey</i></b> .....	<b>1</b>
<b><i>Overview</i></b> .....	<b>3</b>
<b><i>Terms and Definitions</i></b> .....	<b>4</b>
<b><i>Categories Of Endorsement</i></b> .....	<b>4</b>
Brief Overview of Requirements .....	5
Endorsed Reflective Supervisor (Add-ON) .....	5
<b><i>Application Instructions</i></b> .....	<b>6</b>
EASy Registration .....	6
Logging in .....	7
Orientation to EASy .....	7
Endorsement Checklist .....	7
Completing Your Application .....	8
Submission and Review .....	12
<b><i>Using your Credential</i></b> .....	<b>12</b>
<b><i>Reflective Supervision/Consultation (RSC)</i></b> .....	<b>13</b>
Reflective Supervision Provider requirements .....	13
Choosing A Provider of RSC .....	14
<b><i>Renewal</i></b> .....	<b>14</b>
Lapsed Renewal .....	15
<b><i>Adding a Category of Endorsement</i></b> .....	<b>15</b>
<b><i>Code of Ethics</i></b> .....	<b>16</b>

## OVERVIEW

---

Endorsement is an internationally recognized credential used to demonstrate specialization in the infant-early childhood mental health-informed (IECMH) field. Endorsement supports and recognizes the development of professionals who work with or on behalf of pregnant people, infants, young children, and their families. Endorsement was developed by the Michigan Association for Infant Mental Health in 2002 and is now used by 36 state associations of infant mental health (AIMHs) and two international associations. Each of those AIMHs is a member of the Alliance for the Advancement of Infant Mental Health. Through the Alliance, Endorsement is recognized in each of those 38 AIMHs!

### Who can apply?

The Endorsement credential is intended for everyone who applies IECMH principles in their work across the full continuum of promotion, prevention/early intervention, clinical intervention/treatment, and macro scopes of practice. This includes any professional who has experience working with infants, young children, parents, and/or other caregivers.

### Why apply for Endorsement?

Applying for Endorsement offers an opportunity to grow and develop as a professional in the rapidly expanding field of infant, young child, and family services. It provides recognition from employers and peers, validating your competency in culturally humble, relationship-focused practices that promote infant and early childhood mental health (IECMH). Moreover, it enhances your ability to support infants, young children, families, students, agencies, and institutions in fostering and advancing IECMH.

### Steps to Endorsement:

1. Identify your scope of work and align that with the category of Endorsement that fits best
2. Complete the online Endorsement Application (EASy)
3. For Mental Health Mentor applicants, successfully complete the written exam
4. Once endorsed, begin using the IMH-E® or ECMH-E® credential after your name
5. Complete renewal by attesting every three years to maintain your Endorsement.

### The Endorsement application includes:

1. Specialized education, work, in-service training, leadership, and reflective supervision experiences
2. Reference rating forms; completed electronically via EASy
3. Code of Ethics, signed electronically via EASy
4. Endorsement Agreement signed electronically via EASy

### Competency Guidelines

The Competency Guidelines (MI-AIMH© 2025) lay out the requirements and competencies for Endorsement. The Competency Guidelines are located in your AIMH's instance of the Endorsement Application System (EASy). Use the Competency Guidelines to help you determine which category is the best fit for you and to see what competency areas should be developed as you work towards Endorsement.

### Alliance For the Advancement of Infant Mental Health

The Alliance is the global organization that oversees the implementation of Endorsement by AIMHs that have licensed the use of Endorsement. To date, 36 US state AIMHs plus the Western Australia AIMH & Ireland have licensed the use of the IMH-E® and 30 of those AIMHs have also licensed the ECMH-E®. There is reciprocity across all AIMHs! If you earn your Endorsement through one AIMH and move to a new place that also offers Endorsement, your credential is honored there as well, making this a portable credential.

*This document will refer to both Infant and Early Childhood Endorsement. Check in with your AIMH to find out if both IMH-E® and ECMH-E® are currently offered.*

---

## TERMS AND DEFINITIONS

---

**AIMH/Association:** AIMH stands for association for infant mental health, also referred to as association. The state/country entity that manages your Endorsement may be referred to as an association for infant mental health (AIMH) or may have another name. It is the association for your state/country that supports the infant and early childhood mental health workforce

**EASy:** EASy stands for Endorsement Application System and is the web-based platform to complete your Endorsement application

**ECMH:** ECMH stands for early childhood mental health and is specific to professionals working with or on behalf of children 3 up to 6 years old

**IMH:** IMH stands for infant mental health and is specific to professionals working with families during the prenatal period or with infants, and young children 0 up to 3 years (36 months) old and their families

**IECMH:** IECMH stands for both infant and early childhood mental health

**I/ECMH:** I/ECMH stands for either infant or early childhood mental health (whichever applies to you)

**Scope of Practice:** Categories of Endorsement are defined by the way you work with or on behalf of the I/ECMH population. Most categories include professionals from a variety of work settings, so your job title may not determine which scope of practice fits you best

---

## CATEGORIES OF ENDORSEMENT

---

Each scope of practice includes people newer to field, people who have a lifetime of experience, and people who are leaders in the field.

Identifying your scope of practice can sometimes be challenging, as many roles in the IECMH-informed workforce can tap into different scopes of practice. Consider which scope fits your **primary** role.

**FAMILY SPECIALISTS** work in prevention/early intervention. They work with the infant/young child and caregiver together using their IECMH expertise to assess social emotional needs, provide preventative support, and connect families to additional services.

**MENTAL HEALTH SPECIALISTS/ MENTOR- CLINICAL** Provide mental health treatment and clinical intervention to infants and toddlers through their primary caregiving relationships, including biological, foster, adoptive, or guardian caregivers. This involves delivering, relationship-focused parent-infant psychotherapy—a dyadic mental health treatment designed to strengthen the parent-child attachment relationship and promote optimal infant development. *In addition, Mentor-Clinicals provide IECMH Reflective Supervision/Consultation.*

**FAMILY ASSOCIATES** work to promote healthy growth, development, and relationships. They use their IECMH expertise to support infants/young children, caregivers, systems and other IECMH professionals through direct service and/or macro work.



**MENTOR -POLICY** professionals work to promote infant and early childhood-informed policy and program development. They use the IECMH expertise to support macro systems.

**MENTOR - RESEARCH/FACULTY** professionals work to promote what we know in the IECMH community through research and academia. They use their IECMH expertise to inform students, professionals, programs, and systems.

### BRIEF OVERVIEW OF REQUIREMENTS

\*Reference the Competency Guidelines to see the full list of requirements and competencies in each category. IMH-E® is offered by all AIMHs; check to see if ECMH-E® is offered by your AIMH.

	Infant/Early Childhood Family Associate	Infant/Early Childhood Family Specialist	Infant/Early Childhood Mental Health Specialist	I/ECMH Mentor  Clinical, Research/Faculty, Policy	(Add-On)  Endorsed Reflective Supervisor
Scope of Work	PROMOTION	PREVENTION/ EARLY INTERVENTION	CLINICAL INTERVENTION/ TREATMENT	MACRO	Prerequisite: Endorsement in any category
Education	Any academic degree, or qualified work experience	No Degree	Post Graduate	Post Graduate	N/A
Work Experience	Min. 2 yrs. of qualified infant/ early childhood work experience or any academic degree	Min. 2 yrs. of prevention and/or early intervention work with infants/children & their caregivers/families; served a min. of 10 families	Min. 2 yrs. post- graduate IECMH practice providing relationship-focused parent-infant/child psychotherapy	Min. 3 yrs. as an IECMH practice leader  <b>Plus RSC Provider for 3+ yrs (Clinical)</b>	N/A
In-Service Training	Min. 33 hrs	Min. 33 hrs	Min. 33hrs	<b>Min. 33 hrs</b> (Policy, Research/Faculty) <b>Min. 48 hrs</b> (Clinical)	Min. 15 hrs
References	3	3	3	3	2
Reflective Supervision with an Endorsed Provider	Recommended	Min. 24 hrs. received	Min. 50 hrs. received	<b>Recommended</b> (Policy, Research/Faculty)  <b>Min. 50 hrs received; 25 hrs specific to the provision of RSC</b> (Clinical)	<b>Prerequisite:</b> Receipt of 24 hours RSC from a qualified Endorsed provider while completing IECMH relevant work.  1 yr of providing RSC while also receiving 12 hours of RSC related to the provided services
Written Exam	No	No	No	Yes	No

### ENDORSED REFLECTIVE SUPERVISOR (ADD-ON)

This endorsement add-on is a pathway for all Categories of Endorsement to provide qualifying hours of Reflective Supervision/Consultation.

Endorsed Reflective Supervisor	
Prerequisite	I/ECMH Endorsement in <u>any</u> category & 24 hours of received RSC from a qualified Endorsed RSC provider while completing IECMH relevant work.
ERS Endorsement Requirements	<p>1 year of providing RSC to infant-family professionals <u>while</u> receiving 12 hours of RSC from a qualified provider about your provision of RSC to others.</p> <p>15 hours on the provision of RSC (*2 hours can come from learning communities, books, articles, peer studies)</p> <p>Reference Rating forms from RSC provider and Supervisee</p>
ERS Emerging Status Requirements	<p>ERS – EMERGING STATUS is for applicants who are still working toward ERS Endorsement. These applicants have two years to meet full ERS Endorsed requirements and submit their applicant again. The emerging status allows applicant to provide qualifying RSC while they finish the complete ERS requirements.</p> <p>Meet the Prerequisite</p> <p>5 hours on the provision of RSC (*2 hours can come from learning communities, books, articles, peer studies)</p> <p>Reference Rating from RSC provider and one from (peer, teacher, colleague, teacher, ect.)</p>

## APPLICATION INSTRUCTIONS

Access the EASy homepage for your AIMH to log in. Be sure to view “Announcements” which include submission deadlines, virtual support hours and any important updates specific to your association. It’s recommended that you give yourself a minimum of 4 weeks, prior to the submission deadline, to begin your application. There are multiple submission deadline options each year. Application completion can be done over an extended period. You can log in and out of EASy, saving additions to your application until you are ready to submit.

## EASY REGISTRATION

### Registration Steps

1. Access [EASy](#)- and first select the state/country you reside in from the dropdown list.
2. Select “Register” if this is your first time.
  - If you previously registered/logged in and want to add an additional application, you need to log in with the username and password that was issued to you. Do not register again. Reach out to your association’s Endorsement Coordinator if you need help logging in.
3. Select “Submit” to complete your registration; this will direct you to your “shopping cart”.
4. Finalize your registration payment.

The association will then review your registration and once accepted you will receive an email from EASy with your password, as well as an email from the Endorsement Coordinator with additional information to support your Endorsement journey.

### Registration Tips

- Always use the link specific to your association. (Each association that offers Endorsement has their own version of EASy, so if you search “EASy” via a search engine, you will need to make sure you change the drop down to the state/country where you currently reside.)
- Active association membership is typically required, and you will enter the membership expiration date in EASy.
- Use a personal email address if possible and remember to check your junk mail for EASy communications.

### Tips for Payment

- If you pay by credit or debit card, you will be directed to PayPal or Stripe to complete payment. (You do not need to have a PayPal or Stripe account for this option)
- If your association provided you with a coupon code, complete the corresponding fields.

- In most instances, uploading a resume is optional. You will have the opportunity to add it to your application after registration as well, if desired.
- If you are unsure which Endorsement category best fits your scope of practice, reach out to the Endorsement Coordinator. The category can be changed by the Endorsement Coordinator after you register, if needed.

---

## LOGGING IN

---

Log in to EASy using your email/username and the temporary password provided to you by EASy after registration is completed. (Check your junk mail EASy communications.)

Upon first log in, go to “Profile” (upper right corner) to:

- Update your password. (The temporary password will only work one time.)
- Set your alerts. (We recommend you receive all email alerts.)
- If applicable, indicate Healthy Families America (HFA) affiliation. Once you earn Endorsement, you will appear on the national Registry of Endorsed HFA Providers. (<https://www.allianceaimh.org/healthy-families-america-registry/>)
- Complete demographic information.

**Trouble logging in:** Make sure that you are logging in to the correct “instance” of EASy- meaning that the drop-down tab at the top of the page is set to the state/country in which you are getting endorsed (where you reside). Remember that your login is your full email address (the one that your registered with). You can reset your password on the home page if you don’t remember it. Reach out to your Endorsement Coordinator if you continue to have difficulties logging in.

---

## ORIENTATION TO EASY

---

Within each requirement tab of the application, you can leave a comment to communicate with the Endorsement Coordinator for support. The Endorsement Coordinator will also leave tips and comments for you in this section.

- For additional support view the “Support” tab then “Knowledge base” for FAQs
- If EASy does not sense activity for 5-minutes, you will receive a warning that your session will close soon. Navigating away from the warning does not save your work; after you receive the warning, select “Save” in the bottom right-hand corner.
- Save frequently.
- When you log in, you will land on your Dashboard, at the top of the screen you will select “Endorsement” then “My Endorsements” to see your Earned Endorsements and/or Applications in Progress.
- Within your application in you will see each tab that needs to be completed: Agreement, Ethics, Education, Work, Leadership (Mentor only), Trainings, Supervision, and References.
- Requirements for each section are listed at the top of the page for each tab. (You must meet all the listed requirements before submitting.)

---

## ENDORSEMENT CHECKLIST

---

Use this checklist to ensure you have completed each step of the application process.

#### Registration

- ☐ Obtain active membership with your association (if required)
- ☐ Complete & submit registration on the Endorsement Application System (EASy)
- ☐ Pay the registration fee

\*You will not receive your EASy username & password until the registration fee is paid and membership (if required) is confirmed

#### Complete your Application

- ☐ Log in to EASy using the email you registered with as your username and your EASy issued password
- ☐ Go to Profile to change password, select alert preferences, enter demographic information
- ☐ Review the competencies and requirements of Endorsement outlined in the Competency Guidelines to determine which category you are applying for.
- ☐ Complete each tab of your application, including, work, education, training, leadership, supervision, and references
  - Go to the Competencies tab of your application; this grid will help you assess your experiences and determine which additional specialized training might be necessary to meet the competencies
  - If you earned a degree(s) and/or attended coursework that is relevant to your Endorsement and you want to document competencies developed, upload your unofficial transcripts within the Education tab

#### Review your Application

- ☐ Check to see that your transcripts are uploaded to the Education tab of your application, if desired
- ☐ Check to see that all your references have completed their rating forms
- ☐ Check to see that you have entered enough relationship-based training hours to document that competencies (as specified in Competency Guidelines) have been met

#### Submit your Application:

- ☐ Select 'Submit' on the status tab (scroll to the bottom of tab)
- ☐ Pay Endorsement processing fee

Your application will be reviewed by at least one trained, endorsed application reviewer who will determine if you meet the requirements, including demonstration of competency for Endorsement. After you Submit, the Endorsement Coordinator will reach out to you if you need to log back in to edit or revise your application Information about deadlines can be found on your AIMH specific EASy homepage.

---

### COMPLETING YOUR APPLICATION

---

Requirements- in detail- are listed at the top of each tab in EASy. Pay close attention to that section to make sure you are meeting all requirements for your category of Endorsement. Below are tips for each tab of the application.

#### STATUS

This is where you will submit your completed application and review the status of your application.

#### DETAILS

Keep contact information up to date to receive updates from EASy through the application process and for annual Endorsement renewal thereafter. Email, address, phone number, membership expiration, etc... should reviewed and updated periodically.

#### COMPETENCIES



This tab shows you the competencies you have already selected within the training and education tabs. It also shows you your total hours of trainings and reflective supervision/consultation (RSC) entered. This section automatically updates as you work on your application (you don't make any selections here). This page is intended to be used as a self-study to help assess your education and in-service training experiences and determine what additional specialized training might be necessary to meet the competencies and earn Endorsement.

Refer to this section when you are considering what additional trainings to add/obtain to demonstrate both that you meet the minimum hour requirements and to demonstrate your developed competencies.

### AGREEMENT

Review and electronically agree.

### ETHICS

Review each part, initial each part, and then electronically agree.

### EDUCATION

Not every category has an education requirement. For all categories, whether required or not, this section offers an opportunity to demonstrate infant and early childhood mental health (IECMH) competencies developed through any education experience you have, if applicable and if desired. You will also capture competencies in the training section. It is not required that you have competencies in the education section met.

- If the category you are applying for has a degree requirement you must add an entry for that minimum requirement (example: if a master's degree is required, you must add an entry for at least your master's degree and can add any additional degrees that you desire).
- You may have a CDA certificate or a graduate certificate in IECMH uploaded in this section either in place of or in addition to transcripts.
- If you earned 2+ degrees at the same institution and your transcripts are combined into one document, you can add an entry for each degree earned.

#### Adding Competencies

- You only need to upload transcripts for educational experiences where you would like to select competencies.
- Applicants can upload their own transcripts when they "add entry" or they can have transcripts sent directly to the Endorsement Coordinator from the institution (instructions at the top of the tab).
- To add competencies to an education entry, select "edit competencies" (right of each entry). This will open a pop-up window showing a grid with the 8 competency domains and several competencies under each domain that can be selected.
- Use the Competency Guidelines to find definitions for each competency area.
- Select competencies you feel were strongly developed through your coursework.
- You can select up to 12 competencies for each degree earned (with uploaded transcripts) but you may have less, depending on the courses and the connection to IECMH competencies. (A degree earned in biology may not include coursework that fits with the competencies. That's okay, you will also track competencies in the training section.)

Crosswalks (if applicable): You may have coursework or training experiences that have been "crosswalked" with the competencies, meaning, the expected competencies developed from that experience have already been identified. You may "Add Entry" for a crosswalk and upload a crosswalk to the education tab if: 1. your coursework/curriculum was crosswalked or 2. you are adding a training/EBT that was crosswalked.

### WORK

Pay close attention to the requirements at the top of the page to help determine that your primary role aligns with the category you are applying for. Reach out to the Endorsement Coordinator for support in your category.

- Include your current work experience (one reference rating form needs to come from the person listed in the “reported to” section of this entry).
- Add as many work entries needed to demonstrate fulfillment of the requirements. Once the requirements have been met you can stop (no need to add your entire employment history).
- You can use multiple work entries to meet the time/duration requirement- each of those entries must also meet the scope of practice requirements.
- If applicable: use the drop-down boxes to describe your work experience. If the options don’t apply, you can add your own description that aligns/meets the requirements.
- You do not need to describe your work experience as it is written on your resume. Focus your description on highlighting the requirements listed at the top of the page.

\*All scopes of practice are essential to the healthy growth and development of our infant and early childhood population. A different category or different requirements are not indicative of “more” skill or value. Each category of Endorsement has a range of professional experience and expertise. Unless your scope of practice changes (for example you begin to provide reflective supervision to other professionals), you are not expected to change categories of Endorsement.

## LEADERSHIP

(Mentor only)

- Leadership experience should be directly related to the promotion and practice of IECMH and specific to 0–3-year-olds for IMH-E® and 3-6-year-olds for ECMH-E®
- Experience can be paid or unpaid.
- Feel free to include your resume (not required) if that helps to demonstrate your leadership experience and type “see resume” into the entry to direct reviewers to it.

## TRAINING

This is the primary section where you will demonstrate your development of competencies.

- Training content should primarily include the promotion of social-emotional development and/or the principles of IECMH.
- While you must meet, at minimum, the requirements listed you may want to add additional training to:
  - Demonstrate the development of competencies
  - Highlight your unique expertise or specialization in IECMH
  - Demonstrate a well-rounded training record
  - Demonstrate a variety of trainings both in length of trainings and style (e.g., webinar, conference, certificate program, or workshop (1-2 hours long) vs. lengthier full day or multiple day long training)
  - For exam takers: note that reviewers use this section of your application to provide feedback to prepare you for the exam. The more you provide that accurately captures your experiences the better the quality of feedback you may get

### Adding Competencies

- To add competencies to a training entry, select “edit competencies” (right of each entry). This will open a pop-up window showing a grid with the 8 competency domains and several competencies under each domain that can be selected.
- Use the Competency Guidelines to find definitions for each competency area.
- Select competencies you feel were strongly developed from that training.
- You can select 1 competency for every 1 training hour (e.g., for a three-hour training, you can select up to 3 competencies).
- You are not expected to have every competency covered through training, but you will want to demonstrate competency developed from most of the listed competencies.

- The competency domains of Theoretical Foundations, Direct service, and Reflection are considered the core domains for Endorsement. You will need to have no less than half the competencies in each of these domains met before submitting your application.
- ECMH-E® Applicants are expected to demonstrate competence in areas related to 3-6 year-olds as well as 0-3-year-olds.

Notes on training “type” as to be indicated within your application:

- **General IMH** trainings related to infant and early childhood mental health (IECMH) and the promotion of social-emotional well-being.
- **Provision of reflective supervision/consultation (ERS & I/ECMHM-C only)**
  - Example content areas: the principles and practice of reflective supervision/consultation; enhancing reflective capacity in practitioners; addressing the emotional content of work with infants, children, and families; exploring the supervisor-supervisee relationship and dynamics; supporting self-awareness and professional development; understanding parallel processes; and addressing challenges in practice through a reflective lens. Focus on cultural and contextual influences on reflective practice may also be included.
- **Psychotherapy trainings (I/ECMHS only)**
  - Example content areas: theory and practice of parent-infant/child psychotherapy, including attachment and developmental psychology; infant observation related to attachment; caregivers' conscious and unconscious views and their impact on the infant-caregiver relationship; developmental and relational trauma; therapeutic interventions to support bonding; the influence of caregiver mental health on the relationship; and cultural or contextual factors affecting caregiving and attachment.
  - Consider filtering training to clearly see if specific training requirements have been met.

Notes on Specific Trainings

- DC: 0 – 5 training covers a large portion of the disorders of infancy and early childhood competency. \*Highly encouraged for exam prep
- In order to demonstrate that competency has been met for screening & assessment, applicants need to have attended trainings that are specific to tools for 0 up to 3 year old's (IMH-E®) or 3 up to 6 year old's (ECMH-E®).
- Mental Health Mentor-Clinical applicants, training on an evidence-based intervention modalities specific to I/ECMH are highly recommended (and often connected to greater success rates on the exam).
- \*Note the specific training requirements for Endorsed Reflective Supervisor and Mentor-Clinical: training on the provision on RSC must be specific to the provision vs. training on RSC more broadly.

## REFLECTIVE SUPERVISION/CONSULTATION (RSC)

(Family Specialist, Endorsed Reflective Supervisor, Mental Health Specialist and Mentor-Clinical only)

This section is specific to the RSC you received from a “qualified” provider.

- If you are unsure if your supervision is considered reflective or if your provider is considered “qualified”, reach out to both your RSC provider and Endorsement Coordinator to help make the determination.
- Utilize the [Alliance Endorsement Registry](#) to review Endorsement status of your provider.
- If you have not yet received RSC reach out to the Endorsement Coordinator for a list of qualified providers in your area.
- Add an entry for the RSC experience that meets the requirements, paying close attention to:
  - RSC experience aligning with the required work experience
  - The hour requirement

\*Applicants for Mentor-Clinical will document the provision of RSC they provide within the Work tab of your application.

## REFERENCES

- Add an entry for each person you are requesting a reference rating form from.

- Use a personal email address for each reference whenever possible, as they are more likely to receive the reference form from EASy. Work email addresses may sometimes block messages from EASy.
- Once you “save” the entry, you must select “Send” for each one in order for the form to be sent.
- Inform your reference rater:
  - The purpose of the form (applying for Endorsement)
  - That they will receive the electronic form to complete via email from “EASy Server”
  - That the email may go to their junk (or not primary) email folder
- The rater you select should know you/your work well enough to complete the form.
- Give your reference rater enough time to complete the form (request it a minimum of 2-3 weeks before you hope to submit).
- Once the reference has been complete, you will see an indication that it has been received even though you cannot read the form itself.

---

## SUBMISSION AND REVIEW

---

On the Dashboard the sections/tabs in green indicate you have entered the minimum required. Sections in yellow indicate they have not yet been completed. Please note that green does not necessarily indicate completed (i.e., EASy recognizes once you have put in a single work entry (changes to green), but it can't determine whether that work entry meets all the requirements. You will have to make sure you add enough information to meet the requirements.)

### STEPS TO SUBMIT

1. Select Submit from the status tab on your dashboard once you have completed the requirements from each tab. The Submit button will not appear until the EASy system recognizes that your application is complete. If you do not see the Submit button, scroll to the bottom of your Dashboard. You will see a list of what is missing.
2. Submit Payment: After submitting, you will be directed to your Shopping Cart. From there you will submit payment for the Endorsement Processing Fee. You will select whether you wish to pay by credit or debit card, or use Coupon Code.

#### Tips for Payment

- If you pay by credit or debit card, you will be directed to PayPal or Stripe to complete payment. (You do not need to have a PayPal or Stripe account for this option.)
- For other payments select “alternate payment”, complete the corresponding fields and follow instructions for sending payment (include a note indicating the payment is for EASy Registration Fee).
- You can select scholarship, if applicable, and complete the corresponding fields.
- If your association provided you with a coupon code, complete the corresponding fields.

### REVIEW PROCESS

- You will receive a confirmation email from the Endorsement Coordinator which will include the expected timeline for your application review.
- Your application will be reviewed by an endorsed and trained reviewer to determine that you meet both the requirements and competencies (as specified in the Competency Guidelines) specific to the category of Endorsement for which you are applying.
- Information from your application and review will be handled confidentially.
- The Endorsement Coordinator will relay any messages from the reviewer (this may include clarifying questions or a request to fill in a gap that is present in your application).
- The Endorsement Coordinator will inform you whether you are endorsed, or, for exam takers, whether you are approved to sit for the exam by the date communicated in your confirmation email.

---

## USING YOUR CREDENTIAL

---

Once endorsed you can use your IMH-E® /ECMH-E® or IECMH-E® credential (depending on what you earned) in your signature line, on your resume, and in social media.

Example of how to write you name with the credential:

Jane Doe, IMH-E®  
Infant Mental Health Specialist

Jane Doe, MSW, ECMH-E®  
Early Childhood Family Associate

Jane Doe, IECMH-E®  
Infant Mental Health Mentor- Policy

Early Childhood Infant Mental Health  
Mentor-Policy

Jane Done, IMH-E®  
Infant Family Specialist & Endorsed  
Reflective Supervisor

Your name will be listed on the Endorsement Registry listed in EASy.

---

## REFLECTIVE SUPERVISION/CONSULTATION (RSC)

---

The Alliance is committed to the understanding and use of RSC, which is distinct due to the shared exploration of the parallel process. That is, attention to all of the relationships is important, including the ones between practitioner and supervisor, between practitioner and parent, and between parent and infant/toddler. It is critical to understand how each of these relationships affects the others. Of additional importance, reflective supervision/consultation relates to professional and personal development within one's discipline by attending to the emotional content of the work and how reactions to the content affect the work. Finally, there is often greater emphasis on the supervisor/consultant's ability to listen and wait, allowing the supervisee to discover solutions, concepts, and perceptions on their own without interruption from the supervisor/consultant.

The primary objectives of RSC include the following:

- Form a trusting relationship between supervisor and practitioner
- Establish consistent and predictable meetings and times
- Ask questions that encourage details about the infant, parent, and emerging relationship
- Remain emotionally present
- Teach/guide
- Nurture/support
- Apply the integration of emotion and reason
- Foster the reflective process to be internalized by the supervisee
- Explore the parallel process and to allow time for personal reflection
- Attend to how reactions to the content affect the process

---

## REFLECTIVE SUPERVISION PROVIDER REQUIREMENTS

---

Three categories of Endorsement and the Add-On endorsement require RSC to apply for Endorsement and for renewal. Those categories are Family Specialist (I/ECFS), Mental Health Specialist (I/ECMHS), Mentor-Clinical (I/ECMHM-C) and Endorsed Reflective Supervisor (ERS).

Qualifying RSC must come from an Endorsed professional with the Endorsed Reflective Supervisor add-on or Endorsed as Infant/Early Childhood Mental Health Mentor-Clinical.

All other categories of Endorsement Family Associate (I/ECFA), Mentor-Policy (I/ECMHM-P), and Mentor-Research/Faculty (I/ECMHM-RF) do not have an RSC requirement for Endorsement. While not required, it is still considered best practice to receive RSC from an Endorsed Provider.

---

### CHOOSING A PROVIDER OF RSC

---

The first step to choosing a provider of RSC is making sure you understand the requirements listed above. When selecting a provider, make sure that you discuss your Endorsement journey with them so they can verify that the hours they provide to you will count for both your application and for annual renewal.

RSC Registry- Check your association's website for a reflective supervision/consultation registry. If the association has one, you will find the contact information for endorsed providers throughout your area. \*Note that not all qualifying providers want to be listed on the registry, you are not required to pick someone from this list.

International Registry- Access to RSC providers can be limited. Reference the [Alliance's registry](#) for additional providers outside of your state.

Important things to ask about as you reach out to providers: Availability, cost, group vs. individual options, language preference, work experience background, social identifier preferences (race, ethnicity, gender, etc.), style of RSC provided.

Finding the right fitting reflective supervisor can be a process. Think through, ahead of time, what you want out of your RSC space. Building a trusting, open relationship is essential to the success of RSC. Talk about your experiences receiving to date, what you need and want, and how RSC is going in the beginning, middle, and end of your experience with a provider.

---

### RENEWAL

---

To maintain your earned Endorsement, it is required to participate in ongoing professional development, RSC, and maintain active AIMH membership. Endorsement renewal is conducted on a 3-year fixed cycle (2024, 2027, 2030, 2033, etc.) via an attestation-audit model. During a renewal year, the Endorsement renewal window is open from October 1 with a hard deadline of December 31. When endorsement is earned mid renewal cycle a fraction of the requirements will be required. Determine your renewal requirements by noting the number of years you have been endorsed by the time of a renewal deadline. The next renewal deadline is December 31, 2027.

Number of Years Endorsed	REQUIREMENTS		
3	45 hrs training 36 hrs RSC Active AIMH Membership		
2		30 hrs training 24 hrs RSC Active AIMH Membership	
1			15 h training 12 h RSC Active AIMH Membership
Less than a year	You do not renew an Endorsement the year it was earned!		

### LAPSED RENEWAL

If you choose to not renew your Endorsement, do not meet the renewal requirements, or miss the renewal window, you will be removed from the Endorsement Registry and no longer be able to use your I/ECMH-E® credential or identify yourself as endorsed. If your renewal lapses, your application will remain in EASy. To **reinstatement your inactive endorsement you must:**

- Provide documentation of 15 hours of training completed within the past 12-month period. This information must be entered into EASy.
- Attest that you are currently connected to a Reflective Supervision Consultation (RSC) provider and plan to receive an average of 12 hours of RSC per year. One entry with the provider's name must be entered into EASy. (if applicable).
- Attest to understanding that the reinstatement process includes participation in the audit during the next renewal cycle.
- Review and agree to the Ethics Statement.
- Maintain an active membership with AIMH.
- Pay reinstatement fees (if applicable).

### ADDING A CATEGORY OF ENDORSEMENT

When creating a NEW additional category of Endorsement application, you will create an application that is linked to your previous Endorsement application:

1. Log in to EASy with your current username and password (make sure that you select that state in which you reside).
2. From the dashboard, select the "Endorsements", then "My Endorsements"
3. Select "Create new application"
4. A pop-up screen will appear, and you will be prompted to do the following:
  1. Select the new category for which you want to create an application for
  2. Verify and/or add your demographic information
  3. At the Transfer Application Data link, select the application you want EASy to pull information from (most often that is your last submitted application and will include the information you have entered as part of annual renewal, if applicable)
    1. You can **NOT** transfer data to an ERS add on application



4. Then, you can choose to upload an updated Resume or CV (you can also do this later)
5. Next, verify that your association membership is active and list the expiration date, if applicable
5. Last, select “Create”

Your NEW additional category of Endorsement application has been completed! Your association's Endorsement Coordinator will receive notification that you created a new application and will review your registration. They will connect with you via email regarding next steps.

Although EASy allows you to transfer information from one EASy application to another, you will need to go through each tab of your NEW application (Work, Education, Leadership, etc.) and:

1. Add new experiences that you have gained since you submitted your last application
2. Review what you entered in your last application and edit as necessary, so that it is in line with the requirements for the NEW category (this is especially true for work & supervision experience)
3. Review that you have answered all required text fields; there is a good chance that text fields have been added or changed since you submitted last
4. Request three references. The reference rating questions are specific to the category of Endorsement for which you are applying. It is possible to ask some/all of the references from your previous application as long as they align with the requirements

---

## CODE OF ETHICS

---

For reference only. A signed version is part of the online Endorsement application and is specific to your association.

The Alliance for the Advancement of Infant Mental Health Endorsement for Relationship-focused Practice Promoting Infant and Early Childhood Mental Health® (Endorsement) is intended to recognize experiences that lead to competency in the infant, early childhood, and family field. It does not replace licensure or certification but instead is meant as evidence of a specialization in this field. The Alliance Endorsement is cross-sector and multidisciplinary including professionals from psychology, education, social work, psychiatry, child and/or human development, nursing, and others. Endorsement indicates an individual's efforts to specialize in the promotion/practice of infant and early childhood mental health within their own chosen discipline. Each endorsed professional is bound by their own discipline's ethical standards, as well as those defined here.

### **Value: Importance of Relationships**

- An Alliance endorsed professional understands the importance of relationship, the primary instrument for growth and change.
- An Alliance endorsed professional uses knowledge and skills promote, support, restore and sustain nurturing relationships for all infants, young children, and families.
- An Alliance endorsed professional works to establish strong, collaborative relationships with community professionals to enhance services to all infants, young children, and families.
- An Alliance endorsed professional understands the importance of past relationship experiences to the development of current relationships.
- An Alliance endorsed professional understands and respects the uniqueness of each individual with respect for varying backgrounds, and lived experiences.
- An Alliance endorsed professional upholds the values of the families they serve by being a curious and responsible learner.

### **Value: Commitment to Responsive and Effective Practice**

- An Alliance endorsed professional recognizes the importance of quality and accessible treatment



that benefits families.

- An Alliance endorsed professional treats all individuals with respect and professionalism.
- An Alliance endorsed professional engages in ongoing reflection.

**Value: Integrity**

- An Alliance endorsed professional works in ways that are ethical, trustworthy, honest, responsible and reliable.

**Value: Confidentiality**

- An Alliance endorsed professional abides by the ethical standards of the agency or place of work and is guided by the legal and practice standards in human services, as well as those of their discipline.

**Value: Knowledge and Skill Building**

- An Alliance endorsed professional works continuously to acquire new knowledge and skills to enhance the understanding and application of IECMH principles.

**Value: Reflective Practice**

- An Alliance endorsed professional seeks out and uses supervision and consultation, as appropriate, to reflect on professional development and personal growth related to work with or on behalf of infants, young children, and families.

**Value: Self-Awareness**

- An Alliance endorsed professional understands the importance of self-awareness. This includes recognizing personal perspectives, engaging in reflective practice, demonstrating respect for different experiences and being open to new ways of being and doing.

*I commit to upholding these values in my professional work with or on behalf of infants, young children, and their families.*