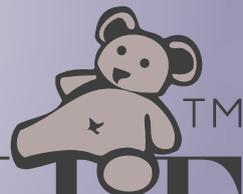


g o o o o  
**NIGHT**  
Teaching children how to sleep



*My consultant was so kind and supportive. She explained everything in detail. When I asked a question she responded swiftly! My little son went from a bad sleeper to a Sleep Star in only 4 nights! – Lucy's Mom*

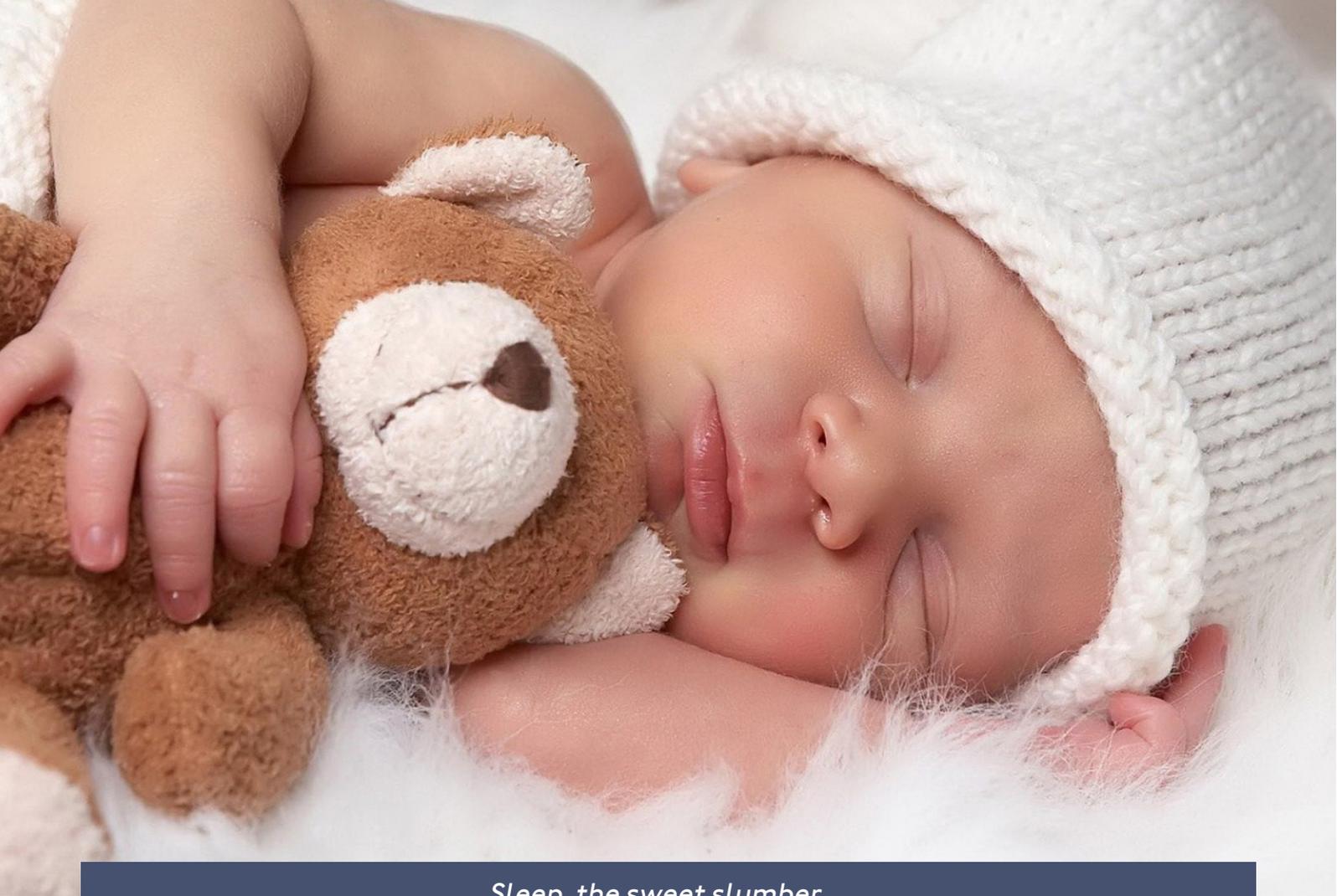
*When we first contacted Good Night we were a bit sceptical. To our amazement our daughter slept through on the 3rd night!! And by sticking to the routine she sleeps through almost every night! I am still in awe. How can we ever thank you Good Night for giving us our lives back? – Mom of 6 month old daughter*



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## *Sleep, the sweet slumber*

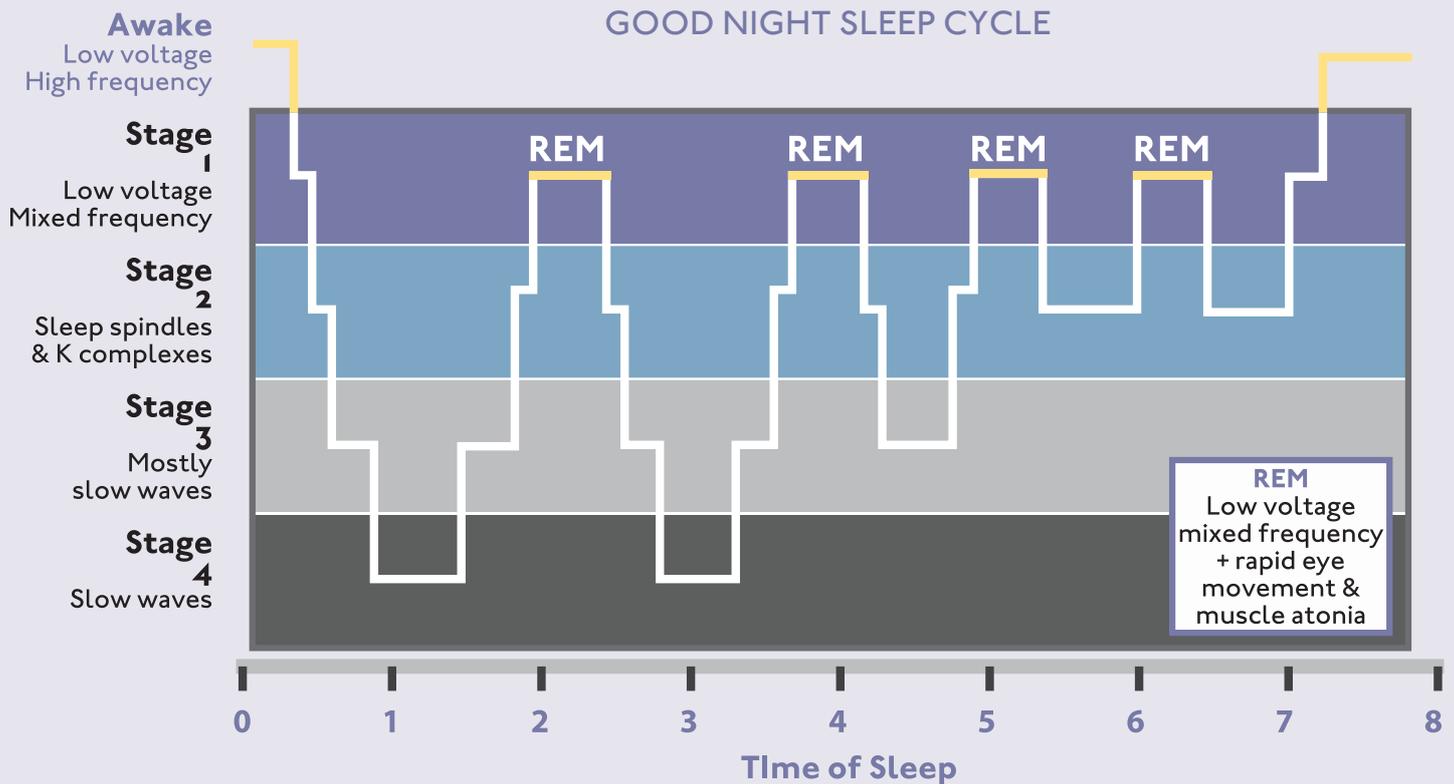
Sleep. We all need it, and we don't know how important it is until we can't get enough of it! Are you a parent? Then you know EXACTLY what I'm talking about.

Can you still remember what it feels like to look into your partner's eyes? To have time to read a magazine, take a long bath and just generally have a life? Or are you constantly on pyjama drill? Wondering when this "punishment of motherhood" will end?

"Sleeping like a baby" is a well-known idiom but nobody really knows where it comes from. It is especially strange to mothers who, as we all know, experience first-hand what sleep deprivation entails. Sleep is a mythical subject, one which experts agree is similar to discussing the universe or the very deep sea; there is still so much to be discovered. New research plays a role in changing our perceptions and understanding of sleep on a daily basis. Sleep might be such a relevant topic in today's parenting spheres because of the controversial information surrounding what one can do to make changes to a baby's sleep routine, as well as the fact that it touches every single parent in a very real way. Thankfully, there is a great deal that we can do and we can help by advising parents. As we grow into knowing better, we do better.

Sleep is vital for all humans to be healthy: it's when we recharge so we're at our personal best. Bad sleeping habits are linked to obesity, poor performance, ADHD, car accidents and you name it! If your child isn't sleeping well, you're likely not to either and this could be detrimental to your health as well as your child's! However, if addressed early on, sleep problems can be overcome. The bad news is that bad sleepers do not simply "grow out of it". The good news is there is a great deal that you can do about it!

## Understanding a child's sleep cycles



The first step is to understand that babies sleep differently to adults:

Babies spend more time in the REM sleep (active sleep) phases than adults because they have so much information to process. This means that a parent may think that the infant is sleeping, when in fact, when the baby is put down it causes the infant to wake up because it has not yet settled into a deep sleep.

Babies have sleep cycles during the night (where they go through a cycle of REM and four NREM stages), but their cycles are considerably shorter and are only 45 minutes long compared to 1.5 hours for adults. As such, many daytime naps are also only 45 minutes long. While in quiet sleep, babies are less likely to be awakened by noise and other disturbances. Quiet sleep represents the end of the baby's sleep cycle. When it's over, babies either begin the cycle again (re-entering active sleep) or they wake up.

As a result, babies are much more easily awakened and newborns are able to sleep any old time, on and off, all through the day and night. By the age of four months, babies will probably be sleeping for 6 to 8 hours at night, and by the age of 6 months, babies should typically be able to sleep for between 10 and 12 hours.

During a sleep-wake cycle, the person goes through a series of different stages of sleep. The two main types are REM (Rapid Eye Movement) and non-REM/slow wave sleep. The latter is further divided into four stages namely stage I, II, III and IV. REM sleep is highest during infancy and early childhood (50%) and declines as the person ages. During REM sleep, because of heightened brain activity intense dreaming occurs. Simultaneously paralysis of the major voluntary muscle groups is seen. To determine whether your child is in this stage of sleep look for these signs: Increased body movements, particularly rapid eye movements, faster heart rate and irregular breathing.

Non-REM sleep or slow wave sleep comprises of four stages, with each lasting 5 to 15 minutes and in a completed sleep-wake cycle, progression from stage 1-4 is seen before REM sleep is attained. Depth of non-REM sleep decreases as the cycle progresses so your child's sleep will become lighter the closer it comes to morning. It is a restful sleep where the body repairs and regenerates tissues, builds bone and muscle and appears to strengthen the immune system. Reduction of body movements, vascular tone, respiratory rate, metabolic rate and blood pressure by 10-20% occur during this phase. This is the stage in which night terrors will occur. Similarly, the following may also occur in this stage of sleep: Sleep walking (somnambulism) and bed wetting (nocturnal enuresis). You can typically see this as "deep" sleep.

The events of the last hour before your baby goes to sleep will have a great impact on how your child sleeps through the night as your baby will form strong sleep associations. When your baby transitions from one sleep cycle to the next he or she will look for the same sleep associations during the night.

Babies tend to form very strong associations with their sleep environments. It can thus be beneficial for parents to enforce and encourage positive associations that are manageable in the long term. The last half hour before bedtime is very important. Parents should focus on what their child is seeing and experiencing through the senses of smell, sight and touch. A consistent approach to bedtime, as well as making it a calm and spa-like environment will help in the production and onset of melatonin, the sleep hormone. Something as simple as keeping the room temperatures constant can help the child's body not to produce a sudden surge of cortisol which in turn can inhibit melatonin production.

Babies also form associations with comfort items (a positive sleep association) and may be very reliant on sucking as a sleep association. This could lead to more night waking if the infant is unable to reintroduce the bottle, teat or dummy on his own.

### *Why is uninterrupted and consolidated sleep so important?*



#### **It influences mood and behaviour:**

- Irritability
- Depression
- Exaggerated emotions
- Increased aggressive behaviour
- Behavioural problems
- Hyperactivity

#### **It influences health:**

- Reduced physical performance of small and large motor skills
- Delayed recovery from illness
- Disruption in natural growth and development

#### **It influences learning:**

- Impaired hand-eye coordination
- Memory lapses
- Lack of concentration
- Impaired memory
- Compromised decision-making processes

#### **It influences sleep:**

- Unrestful sleep
- Inability to nap

***NB > Restlessness is often a sign of overtiredness! It is a vicious cycle!***

## How to know when your child is getting tired?

- Losing focus or having poor concentration
- Becoming easily agitated or frustrated
- Decreasing the pace of his activities
- Fussing, whining, and getting cranky
- Lacking energy or losing interest in usual playtime activities
- Having tantrums
- Becoming hyperactive, wired, or wound-up
- Quieting down, talking less
- Rubbing eyes or pulling at ears
- Looking glazed or acting distracted
- Becoming clingy, wanting to be held or carried
- Complaining of a headache or stomach-ache
- Yawning
- Lying down on the floor or a chair, or closing the eyes for long blinks
- Caressing a lovey (such as a blanket or stuffed animal)
- Asking to nurse or asking for a pacifier or bottle

## How much sleep should my child be getting

One of the most important things to keep in mind is to make sure that your child is getting enough sleep. This means 11 to 12 hours of night time sleep until they reach puberty!

Keep your eye on what we call the “window of opportunity”, which is the ideal time for your baby to be awake for long enough to become tired, but not overtired.

|                         |                           |
|-------------------------|---------------------------|
| Newborns (0-12 weeks):  | 45 minutes of awake time  |
| 3-5 months:             | 1.5-2 hours of awake time |
| 6-8 months:             | 2-3 hours of awake time   |
| 9-12 months:            | 3-4 hours of awake time   |
| 13 months to 2.5 years: | 5-6 hours of awake time   |

| Age               | Number of naps  | Total length of naptime hours | Nighttime sleep hours | Total nighttime and naptime sleep |
|-------------------|-----------------|-------------------------------|-----------------------|-----------------------------------|
| 0 - 3 months      | 4-5             | 6-9                           | 11-12                 | 16-19                             |
| 3-6 months        | 3               | 3-5                           | 11-12                 | 15                                |
| 6-12 months       | 2               | 2-4.5                         | 11-12                 | 14                                |
| 12                | 1-2             | 2-3                           | 11.5-12               | 13.5-14                           |
| 18 months         | 1-2 (usually 1) | 2-3 (usually 2)               | 11.5-12               | 13-14                             |
| 2 years - 5 years | 0-1             | 0-2.5                         | 11-11.5               | 11-13                             |

Remember that helping your child to sleep better does not make you selfish. It is really important for their health and well-being!



*After 20 months since my son was born we finally got more than an hour's sleep. We were so hopeless and did not know what to do with the lack of sleep. We are so relieved that he is now sleeping and that we are getting some sleep in. His personality has changed and he is friendly and more active. Words cannot express the gratitude that we are feeling. Relieved!!! Thank you soooooo much  
Good Night – The Hattings*

## **How to get your child off to a good start for a sleep routine**

### *a. Consistent bedtime routine*

How much does a consistent bedtime really influence a child's sleep? Does a bath really make such a difference? A study done in 2009 by Saint Joseph's University has proven that it makes a very big difference. Children with a consistent naptime routine had the following outcomes: Fell asleep faster, with fewer and shorter night time wakings.<sup>3</sup> My best tips for bedtime routines are:

- i. Keep it short – 30 minutes maximum
- ii. Start your routine off with a nice and relaxing bath
- iii. Rather feed your baby prior to the bath
- iv. Keep it fun!
- v. No sugar, caffeine or exposure to screens (TV, tablet, cellphones) before bed time
- vi. Keep it consistent! Always do the same things in the same order.

### *b. Sufficient daytime sleep*

Sleep induces sleep! It is well-known myth that keeping your baby up during the day will make him/her sleep better at night. Rather make sure that you child is getting age-appropriate amount of sleep during the day. For naps, establish a short daytime routine as well prior to your baby's nap to cue his brain that sleep is on the way. It is also worthwhile to keep your baby's sleep environment as calm and dark as possible without too many distractions. A consistent nap space also does wonders if you struggle to get your child down for naps.

### *c. Adequate awake time*

Babies get overstimulated very easily and an overstimulated brain is difficult to switch off. Make sure that you do not keep your baby awake for a period longer than what they can master. There is a fine balance when watching and learning from the signs that your baby gives (as all children are different). For some children, when they yawn, they are already overtired. Try and find your baby's "window of opportunity" which is the time your baby can be awake before he/she gets tired, but not overtired. To some children, 10 minutes can make the difference between overtiredness or a happy camper.

*d. An early bedtime*

Contrary to what some people believe, putting your child to bed as late as possible won't help him sleep better. It's best to put a child to bed earlier (7 – 8pm) rather than later to fit in with our body's natural circadian rhythms (our awake, sleep cycles) and metabolic processes that aids sleep. Making sure that your child gets the adequate amount of sleep during infancy will give them adequate amount of sleep they need for brain development. Putting your child to bed later (as you may think it'll set you up for a lie-in the next morning) will have the reversed effect and might even make them wake up earlier.

*e. Give them a chance to fall asleep on their own*

Probably the biggest mistake parents make is not allowing their children to fall asleep on their own at times. Developing good sleep skills is a natural process (as is walking, talking) if given the right type of environment for such development. From a young age, give your baby the opportunity to fall asleep without sleep aids such as rocking, soothers, music, drinking from a bottle or from mom. They might just surprise you and fall asleep without you even swaying them to the music of Abba!



## *Busting some sleep myths*

*a. Keeping your baby up longer at night/between naps will encourage her to fall asleep faster and sleep better.*

This is definitely a myth. Keeping your baby up longer at night/between naps will result in an overtired child. An overtired child will be fussy, cranky, have trouble feeding and take much longer to settle into sleep. They will also be much more likely to wake through the night and earlier in morning, and only have a very short nap.

*b. Your baby will sleep through the night when she hits three months of age.*

If you have set the foundations for healthy sleep skills early and your child is developing good self-soothing strategies then you can usually expect them to start sleeping through the night by 3-6 months of age (provided that they are healthy and developing well). However children that still rely on “props” to fall asleep such as feeding/rocking/patting etc., will more than likely continue to wake through the night. The reason for this is that they have never learned the ability to put themselves to sleep so they are unable to consolidate sleep cycles through the night. They will often rouse after a sleep cycle and instead of using their own skills to return quickly to sleep they will cry out for their “prop” before they are able to go back to sleep.

c. *Letting your baby fall asleep while being held is a bad thing; you should never wake a sleeping baby.*

It is very hard to always put your baby in their cot/bassinet while awake and allow them to use their own skills to fall asleep when they are newborns, as they need to sleep so often and parents will sometimes be out and about and need to put their baby to sleep in the pram/car or carrier. However it is important to be respectful of your child's sleep needs and whenever possible give them the opportunity to try and fall asleep in their cot/bassinet. This is the place they are going to get the best quality sleep. Just remember how difficult and often disturbed your own sleep is if you have to sleep in the car or even when staying in a hotel room as opposed to your own bed at home. If you always let your baby fall asleep in your arms they are never going to develop their own self-soothing skills. Just remember that as your child grows they get heavier and while you may find it easy to rock a newborn to sleep in your arms it will not be as easy to do this to your 1, 2 or even 3 year old.

It is never nice to have to wake a sleeping baby and the only reason I would suggest doing this would be to preserve a bedtime. As children get older their sleep needs change and sometimes too much daytime sleep (for an older baby or child) can have a negative effect on bedtime and sleeping through the night. However the opposite is also true and overtiredness will also negatively impact night time sleep so it's best to err on the side of more sleep as opposed to less.

d. *Daytime naps aren't always needed.*

Most children will usually drop their daytime nap around the age of 3 or 4yrs old (providing they are getting their 11-12hrs of night time sleep). However I have seen this happen as early as 2.5yrs. Before this age though, a daytime nap or naps are very important to prevent overtiredness and recharge their little bodies for the rest of the day.

e. *Filling your baby up by putting infant cereal in her bottle will help her sleep.*

For very young babies the length of time they are able to sleep for is largely determined by how quickly their little bellies empty after a feed, however as your baby reaches the 3-6 months age it is healthy sleep habits and good self-soothing skills (that can be introduced gently from birth) that will help your baby sleep for longer periods. It is still very important to ensure your baby is well fed and developing properly but the consolidation of good nutrition throughout the entire day is more important than adding infant cereal to their bedtime bottle.



*My husband and I put this off for so long because we were afraid of how terrifying it would be for us and mostly, our son, but having gone through this incredibly enriching and educational experience, we were utterly amazed by how painless it was for all of us, including our son! He sleeps from 7pm straight through until 6am, snug as a little bug.  
Thank you Good Night! – Mom of 2 year old boy*



*Good Night came to my rescue just as I was going back to work. Our son was waking a lot in the night and I didn't know how I would cope going back to work. He now wakes once a night and sleeps through to around 5 in the morning. Best of all it was completely gentle and no sleep training was involved! – de Kock Family*

## Nutrition is vital for good sleep

It is becoming more evident that adequate nutrition is good for babies' sleep. A hungry baby will not sleep well. Very often poor sleep in infants is associated with breastfeeding problems which can be assisted by a lactation consultant or expert. Parents should be advised prior to any sleep interventions, to make sure that they look into any and all possible feeding problems. Formula feeding should not be introduced just because a parent believes that it would make the infant sleep better, as this is in fact a myth. Breastfed babies can also sleep well if one takes a holistic approach to sleep and makes sure the child receives adequate calorie intake during a 24 hour period. Parents should also be encouraged to wake very sleepy newborns after a three hour period during the day to drink, and to encourage full feeds when nursing.

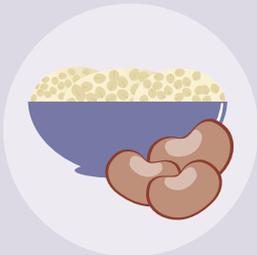
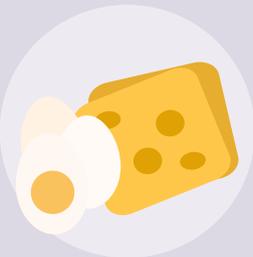
## Foods to improve sleep

### HEALTHY EATING HABITS

A good, healthy feeding routine is essential to improve sleep and comfort in babies and children. Healthy eating habits not only ensures good quality sleep, but also a **HAPPY, THRIVING BABY, TODDLER OR CHILD.**

### IMPORTANCE OF FOOD

Sleep not only depends on the quantity of food in the diet, but also the quality. Your little one needs a **proper balanced meal prior sleeping times** as hungry babies will not settle and rest. The following list of foods can assist your little one with a good night's sleep:



#### 1. PROTEIN

From the age of 6 months old, your baby should start consuming protein rich foods high in iron. Breastmilk may improve nocturnal sleep and reduce infantile colic as it is naturally high in nutritional components linked to improved sleep. Therefore, breastfeeding is recommended for as long as possible.

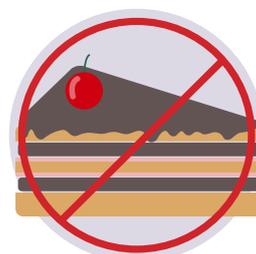
**Tryptophan, an essential amino acid,** is linked to better sleep and is found in protein sources such as:

Animal sources that include: cheese, eggs, chicken, turkey, fish & red meat (limit intake)

Vegetarian options that include: oats, nuts, seeds, beans and lentils

#### 2. SUGAR-FREE MEALS & DRINKS

Avoid milk or tea with sugar prior to bedtime. Sugary treats, cakes, cookies and chocolate is not recommended as this may cause an increase in blood sugar levels leaving your little one unsettled with increased activity and possible cramps.



### 3. CAFFEINE-FREE FOOD & DRINKS



Caffeine may be hidden in products and therefore one should always read the label. Coffee-containing products, black tea or sweetened ice tea, energy drinks, carbonated drinks, chocolate (even in the form of hot chocolate, pudding and ice cream) may hinder sleep, cause cramping and irritability and should therefore be avoided prior to bedtime.

### 4. LOW GI FOOD

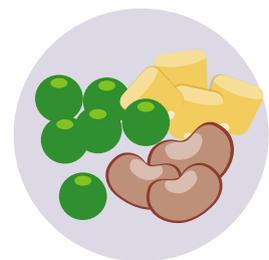
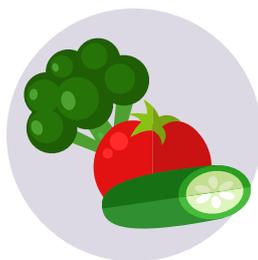
Low glycemic index (GI) food and good quality carbohydrates to sustain blood sugar levels throughout the day. You should therefore opt for foods low in GI at dinnertime to sustain blood sugar levels and improve their quality of sleep.

**Examples of low GI foods include:**

- Dairy such as milk and yoghurt
- Low GI bread or buns and wholegrain wraps
- Legumes such as beans, chickpeas, lentils, peas, bean sprouts and quinoa
- Grains such as barley, samp, corn and pasta made from durum wheat
- All fresh vegetables such as tomato, broccoli, peppers or root veggies like sweet potato
- Fruit such as strawberries, citrus fruit, peach, pear, plum, grapes, kiwi and mango

Interestingly, studies have found that a carbohydrate-rich meal with a high GI has shown to possibly shorten the sleep onset and best be given at least 4 hours before bedtime. Intermediate and high GI options include:

- Brown or white bread
- Mielierice, potatoes, couscous and white rice
- Vegetables such as green beans, squash, pumpkin, parsnips and carrot juice
- Fruit such as watermelon and diluted fruit juice such as Litchi or Medley of fruits



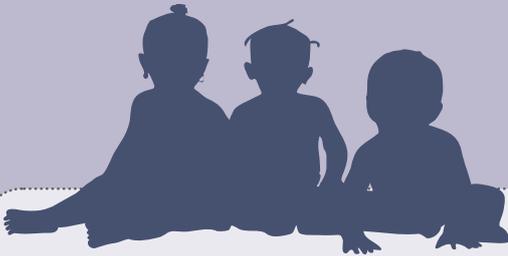
### 5. NATURAL MELATONIN



As melatonin substitutes are NOT recommended to improve sleep as we cannot determine the long-term effects it has on your baby or child, it is rather safer to consume foods naturally high in melatonin that may improve sleep:

- |              |            |
|--------------|------------|
| Bananas      | Oranges    |
| Oats or rice | Sweet corn |
| Tomatoes     | Barley     |
| Pineapples   |            |

... FACT SHEET ...



We believe that all babies are different, and so no single (generic) approach to sleep will suit all families.



We DO NOT believe that improvements of sleep should be done at the expense of responding to your child's cues or emotional needs.



Parental goals, cultural experiences as well as respecting parents' values and parenting philosophies are core to our approach.

Our primary goal is to protect the attachment between babies and parents as well as the breastfeeding relationship while improving the number of restorative hours of sleep a family receives.



We are committed to keep any crying on the infant's part to an absolute minimum, although we do believe in the efficacy of controlled crying when working with behavioural modification.



We take an holistic approach to sleep training by firstly focussing on gentle scheduling and association changes that could positively influence sleep outcomes.



We believe that to have success in increasing sleep hours for infants, a consistent approach with which a family is comfortable provides the best solutions.



Our relationship-orientated approach to our services means that there is a collaborative effort between the consultant and the family to reach the parents' desired outcome of restful sleep for both infant and parents.



## ARE YOU TIRED?

## ENJOY THE BENEFITS OF AN EASY BEDTIME ROUTINE



**8/10 PARENTS** struggle with sleeping issues. Do you feel that you have "tried everything"? We can imagine how tired you are.



**THIS COULD BE YOU!** "You put your child to bed around 7pm, he/she smiles and gives you a wave, turns around and sleeps on his/her own, and welcomes you 11/12 hours later with a smile"

## DO YOU NEED A **TRUSTED & PROVEN SOLUTION?**

HERE IS WHAT OTHER PARENTS HAVE TO SAY

I'd just like to express my gratitude for all your help. Thanks so much for everything. Your tips and support were invaluable and while now with the benefit of hindsight they seem logical, at the time it was very helpful to have someone to consult with and answer my questions as opposed to just reading a book and trying to work it out for myself and hoping for the best.

As a sleep consultant for over a decade I wanted to thank you for your excellent explanation and 'one size does not fit all' response to the current article floating around the globe on the perils of sleep training.

Thank you so much for teaching me to teach my son how to sleep! He is now my little sleep superstar! The plan was detailed and told us exactly how to handle every eventuality. The consultant was great! regularly checked in and gave me so much guidance through everything! I really appreciate the help! I am sharing Good Night with everyone I encounter! No mother should have sleepless nights!

Our 4 month old twins went from waking up every hour to sleeping through the night in 4 days. I am still in awe. Thank you so much Good Night. Every parent – whether having sleep issues or not – should consult with you!



## WE OFFER A START TO FINISH SOLUTION



**COMPREHEND:** This is a comprehensive questionnaire that you'll need to fill out about your child's sleep routine, habits and issues. It includes questions on feeding, environment, nutrition, expectations and parenting styles. No two children are the same and we want to give you a plan that will work for you.

**CREATE:** We provide you with a detailed and customised sleep plan. This is tailor made for your child's sleep needs and for your family's situation. Instead of you reading through endless information on sleep, we provide you with a step-by-step programme that is easy to implement.



**CONSULT:** You are entitled to a private, 90-minute consultation. We'll discuss your issues, and provide you with solutions, as well as help you to troubleshoot challenges. We will answer your questions, and guide you through your individual plan-of-action to address all your concerns.



**COACH:** You will receive four follow-up telephone calls during the first week after the consultation: These calls last around 15 minutes each, and we'll chat about your child's progress, as well as any challenges or obstacles you've encountered. Hereafter you will receive one week of unlimited email correspondence and support where you can ask questions, to ensure that you stay on track with your sleep consultants guidance.

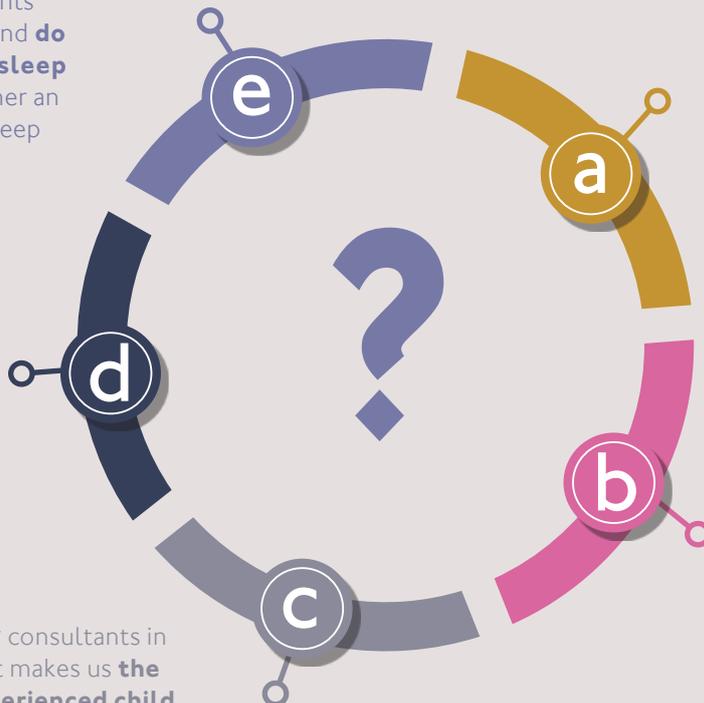


## WHY WORK WITH US

We adhere to our clients parenting philosophies and **do not just offer generic sleep training** advice but rather an holistic approach to sleep

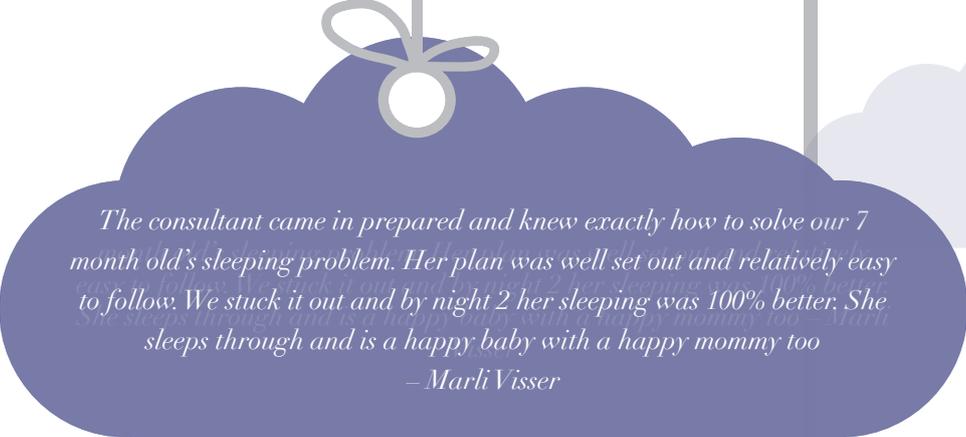
We have a proven track record with hundreds of testimonials from parents who are now benefitting from sweet slumber!

With more than 17 consultants in Southern Africa it makes us **the biggest most experienced child sleep consultancy**



**Full analysis of your child's sleep situation** – we do not take a “one size fits all approach” and analyse all factors that contribute to sleep from nutrition to environment to health and behavioural influences.

**We support you through the process from start to finish.** A consultation entitles you to a cheerleader, shoulder to cry on, and sleep expert at your beck and call



*The consultant came in prepared and knew exactly how to solve our 7 month old's sleeping problem. Her plan was well set out and relatively easy to follow. We stuck it out and by night 2 her sleeping was 100% better. She sleeps through and is a happy baby with a happy mommy too*

*– Marli Visser*



*The consultant from Good Night was very professional but also really showed an interest in our family and the sleep problems we had. I loved this specific approach of sleep coaching because we were always in control as parents and it was a very natural approach. There was a huge change from the very first night we started. We would like to thank you so much for the huge change you have made regarding our sleep problems. I would really recommend this to anyone who has a baby or toddler with sleep problems!*

*– Morabe Family*



# GOOD NIGHT VOUCHER

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CONSULTATION



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