

A Good Night's Sleep Helps Ensure A Great Morning For Kids

New Study Reveals News to Help Kids Snooze

(NAPSA)—Kids need a good night's sleep so that they can wake up to productive, energy-filled days. However, according to a new study conducted by the GoodNites® Brand, most parents say it's harder to get their kids to sleep at night than it is to get them up in the morning.

"I recommend parents develop a nighttime routine to help their children mentally get ready for bed," says parenting expert Judsen Culbreth, former editor-in-chief of Working Mother and Parent&Child magazines. "Parents can also prepare for common sleep obstacles, such as fear of the dark, waking up in the middle of the night and bedwetting."

Culbreth and the GoodNites Brand provide parents helpful tips:

- **Not ready for sleep at bedtime:** Establishing a routine can help program your child to feel sleepy and signal bedtime. Include activities such as reading a bedtime story and organizing the next day's school bag.

- **Waking up in the middle of the night:** Keep a "back-to-sleep kit" on the child's nightstand with comforting items such as a flashlight, family photo and a favorite stuffed animal. If they still come to your bedroom, gently tuck them back into bed with reassuring words.

- **Fear of the dark:** Keep to a regular bedtime schedule, since children may feel more anxious or have nightmares when they are overly tired. Leave small night lights on throughout the house, and clean out clutter from the child's bedroom. Avoid frightening movies, stories or video games before bed.

- **Hard time getting up in the morning:** Make mornings easy by

Kids Just Want to Have Fun!

64%

Night: Nearly two-thirds of respondents (64 percent) said their children sometimes have a hard time winding down and getting to sleep at night!

45%

Morning: Fewer than half the respondents (45 percent) said their children have a hard time getting up in the morning.



planning ahead. Have clothes and school bags organized. Have your child set their own alarm clock, and help pack their lunch. Eat a balanced breakfast as a family, and play a game guessing what might happen at school.

- **Bedwetting:** Millions of children experience bedwetting—parents should understand bedwetting is not an emotional problem and not a condition a child can control. However, parents have options to help their kids manage bedwetting until they outgrow it, such as GoodNites® Disposable Underpants. They have been redesigned with customized protection for boys and girls and also come in kid-preferred underwear-like prints.

For more information on sleep and bedwetting, a leading resource is goodnites.com. Kids can confidentially connect with other kids who also wet the bed at night and share their experiences, and parents can sign up for a monthly e-newsletter and seek advice from doctors, experts and other parents.