

Supported By



WELCOME TO THE WORLD OF SLEEP SUPPORTER PACK



WELCOME

WHAT IS THE CHILDREN'S SLEEP EBOOK AND THE 'TIRED OF BEING ALONE' CAMPAIGN?

Supported by Dunelm, The Sleep Charity has launched a brand-new Children's Sleep eBook as part of its 'Tired of Being Alone' campaign to support parents and carers who have a child/children that struggle to get good quality sleep. It's a helpful guide that shows how common sleep issues, that parents are not alone and that help and support is available.

When we have children, we expect there to be some disrupted nights. Unfortunately for some families the sleepless nights can continue for months and even years. Parents can feel isolated, lonely and often judged. That's why our eBook is part of our 'Tired of Being Alone' campaign. We want to reassure those who are affected with children's sleep difficulties that there is help available, and that things can change.



**AROUND 4 IN 10 CHILDREN
will experience a sleep problem
at some point and this
RISES TO 8 OUT OF
10 CHILDREN
where there is a diagnosis of Special
Educational Need or Disability (SEND).**

**These problems are typically
persistent and do not resolve
themselves without intervention.**

There are many reasons why a child may experience sleep difficulties and the eBook explores some of the more commonly reported issues. Our aim is to ensure parents/carers value the importance of sleep for their child's physical and mental wellbeing and empower them with knowledge around sleep so that they can take the first steps towards making a positive change.

To support the launch, we worked with Dunelm, to find out the views of 2,000 parents/carers of primary school children to uncover the effects their child's sleep issue has had on the whole family, some of the main reasons for the sleep issues and what lengths parents/carers have gone to get a better night's sleep.

The survey found that **82%** of UK households squabble as a result of their children's poor sleep habits.

Despite **79%** of parents claiming to follow a strict night-time routine, and almost three quarters (**71%**) enforcing a set bedtime, **85%** said their own sleep has been affected by their children's lack of it and over a third claim it has impacted their own mental health.

Not wanting to be alone (**51%**), preferring to co-sleep (**39%**) and anxiety (**29%**), were named as the top three reasons children were struggling to settle into their bedtime sleep.

While the eBook is aimed primarily at parents, we also want to educate health professionals, children's centres, primary schools – anyone who works with children and their parents.

We want everyone to understand how important sleep is to good health, the impact of sleep deprivation and how we can help to prioritise sleep.

We are here, we can help. Parents no longer need to feel alone.

Thank you for your support. Please do get in touch if you have any questions.

Vicki & Lisa

Vicki Beevers (CEO) & Lisa Artis (Deputy CEO)
The Sleep Charity



29% OF CHILDREN
experience bedtime anxiety

37% OF PARENTS
claim their mental health is affected due to their
children's lack of sleep

3 IN 10 PARENTS
admit that their personal relationships have
suffered because of their child's sleep patterns

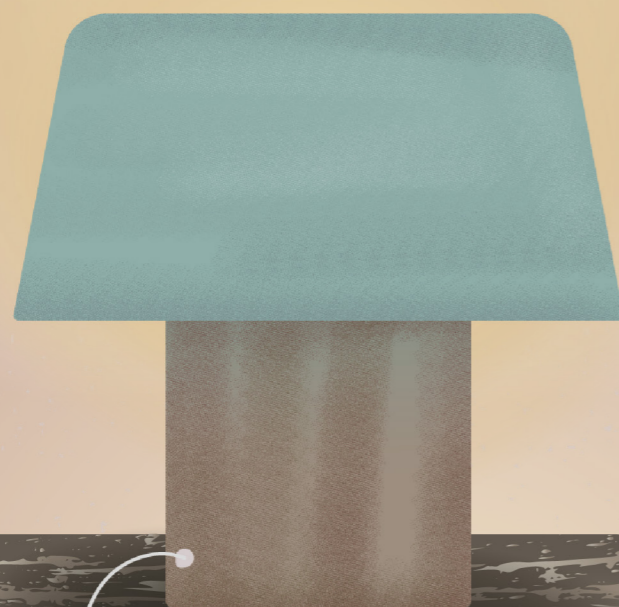


More than
1/2 OF CHILDREN
aren't sleeping due to a fear of being alone

ALONG WITH
1/3 OF CHILDREN
having daily meltdowns due
to poor sleep habits

KEY MESSAGES FOR THE CAMPAIGN

- Sleep issues are common and parent/carers should never feel alone
- There are a number of reasons why sleep issues occur for children: lack of routine, sleep associations, anxiety, food and drink, screen time, bedroom environment, pain/medication, nightmares and night terrors
- Establishing good sleep patterns can help children to meet their full potential
- Using a behavioural approach to sleep can be highly effective. In an independent evaluation of our work, youngsters enjoyed an additional 2.5 hours sleep per night after parents/carers followed our advice!
- With knowledge and understanding, parents and carers will feel more confident in making the necessary changes to their child's sleep
- Improving a child's sleep, improves the parent's sleep but also ultimately improves every area of a family's life from school, work, finances, health, social life and relationships
- As a parent/carer, be kind to yourself – making changes can be hard work, but consistency and determination does pay off





HOW TO GET INVOLVED

There are many ways you can get involved and your support is vital in making sure that parents and carers have access to this information. We appreciate your help in spreading our key messages.

We have issued a press release this month (March) and will be using our social media platforms – Facebook, Twitter, Instagram, TikTok and LinkedIn – to share key messages as well as promoting the eBook.

We have put together the following information and resources to support this campaign:

- Social media plan – example content promoting the eBook (see page 16 and 17)
- Digital assets - social media visuals/graphics for your own channels

[CLICK HERE TO
DOWNLOAD THE SOCIAL
MEDIA ASSETS PACK](#)

[CLICK HERE TO
CHECK OUT
'WELCOME TO THE
WORLD' SLEEP EBOOK](#)

OTHER WAYS TO GET INVOLVED

PARENTS/GUARDIANS/CARERS

- Work together to produce a bedtime routine timetable – make it visual if it helps
- Set a time to switch off electronic devices and make sure you give them reminders
- If your child is slightly older, talk to them about the importance of sleep and work with them to develop a good bedtime routine
- Help older children to assess their bedroom environment to make it fit for sleep
- Don't be afraid to talk to other people about your child's sleep issues – we even have a National Sleep Helpline

PRIMARY SCHOOLS/CHILDREN'S CENTRES

- Inform parents/carers about these excellent resources through email app/school website/letter
- Plan a workshop or webinar to educate parents around sleep
- Share the website and eBook through a school assembly
- Consider training staff around sleep
- Provide a friendly face and listening ear for parents/carers
- Look for the signs of a tired child and support if possible

WORKING WITH CHILDREN

- Recognise the importance sleep plays in a child's wellbeing and the challenges parents/carers may face around sleep issues
- Talk to the parents/carers you work with about the impacts that sleep deprivation can have on children, encourage them to practise some good sleep habits or find out what barriers are stopping them from making changes
- Read the resources and understand the link between sleep and wellbeing
- Offer to share the link to the eBook with those you work with

OTHER ORGANISATIONS

- Communicate the key messages through your website or social media to target parents/carers
- Link children's sleep to the work you're doing / product you're selling
- Reach out to your networks to share the resources
- Offer to skill share with The Sleep Charity



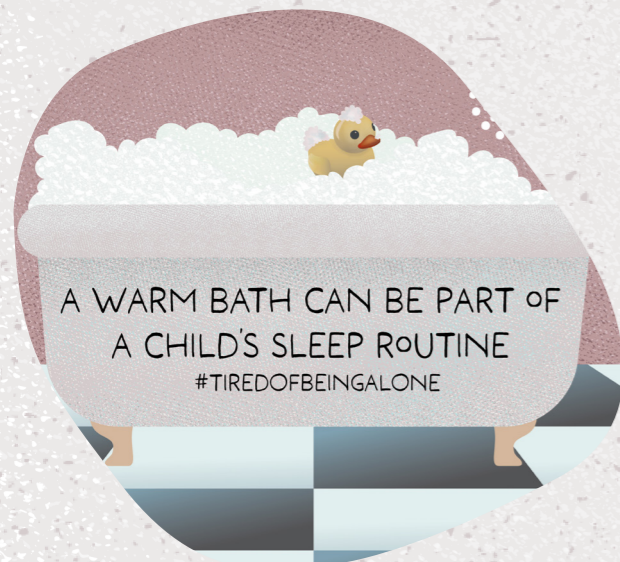
SOCIAL MEDIA

#TIREDOFBEINGALONE

JOIN IN THE CONVERSATION ONLINE!

Please help us to promote and support this campaign on social media by retweeting/sharing information through our social media accounts. Alternatively, please tag us in any of your own content so that we can make sure we share yours!

We want parents and carers to know they're not alone when it comes to sleep issues with their children and that there is help available. We are also going to be asking for families to share their own personal stories if they feel they can.



FACEBOOK

<https://www.facebook.com/TheSleepCharity>

@thesleepcharity

TWITTER

<https://twitter.com/TheSleepCharity>

@thesleepcharity

INSTAGRAM

<https://www.instagram.com/thesleepcharity/>

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LINKEDIN

<https://www.linkedin.com/company/the-sleep-charity>

@The Sleep Charity

TIKTOK

<https://www.tiktok.com/@thesleepcharity>

@thesleepcharity

CAMPAIGN HASHTAG

#TiredOfBeingAlone

WEBSITE LINK

<https://thesleepcharity.org.uk/information-support/children/childrens-sleep-ebook/>

EXAMPLE SOCIAL MEDIA CONTENT

Here's some examples of posts you might want to send out to your followers to show support – feel free to tailor to your audience:

Children need sleep! Did you know that around 4 in 10 children don't sleep well? Time to get educated with @thesleepcharity new children's sleep eBook. #TiredOfBeingAlone

More than just advice, @thesleepcharity new children's sleep interactive eBook is packed with bite sized relevant content – backed by science and research – to help parents/carers feel more confident in making the right changes to their child's sleep. #TiredOfBeingAlone



Does your child suffer with sleep issues? It can be exhausting when your child doesn't sleep and it may make you feel lonely and isolated.

@thesleepcharity has a brand new sleep eBook that may give you some answers. #TiredOfBeingAlone

Find out more about your child's sleeping habits, what stops them sleeping as well as some top tips with @thesleepcharity downloadable eBook.

#TiredOfBeingAlone

Will your child not sleep in their own bed? You're not alone. Help is at hand with the @thesleepcharity new children's sleep eBook aimed at parents.

Full of useful information and advice. #TiredOfBeingAlone



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