



Good Night Child Sleep Consultancy

The efficacy of sleep consulting and cognitive behavioural therapy methods to improve the overall sleep health of infants, toddlers and new parents.

Presented by Petro Thamm

Study and Data

- Requested feedback from 4530 clients
- Received 935 responses
- 21% response rate
- 93% South African families (woman mostly)
- 7% International clients

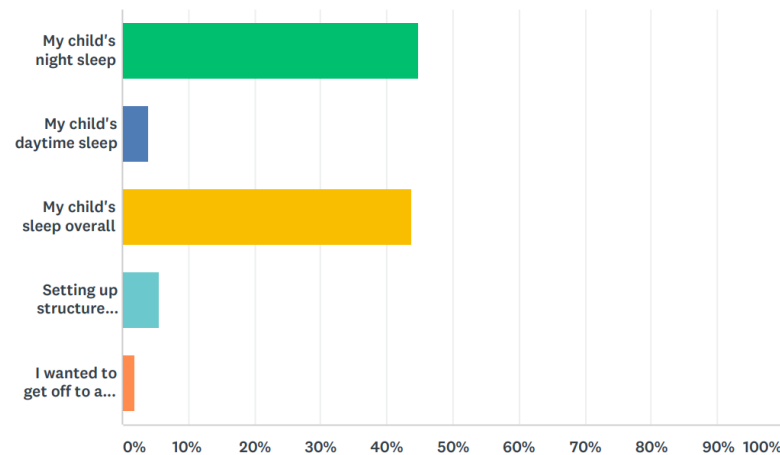
Limitations:

- Respondents can afford a consultation
- (Higher LSM's with dispensable income)



What is the biggest problem they face?

Q2 When you contacted Good Night, what was your biggest problem

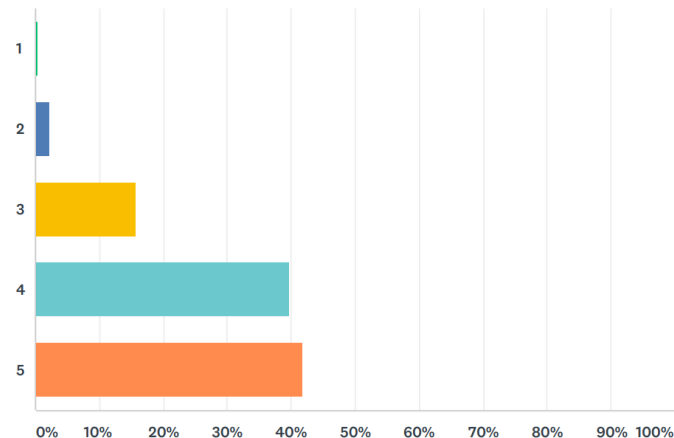


ANSWER CHOICES	RESPONSES
My child's night sleep	44.81%
My child's daytime sleep	3.95%
My child's sleep overall	43.70%
Setting up structure and/or routine	5.68%
I wanted to get off to a good start	1.85%
TOTAL	

- Most families who experience problems with infant sleep has problems with both daytime naps, as well as night time sleep (sleep overall)
- Parents cope with day time nap and sleep struggles easier than night time sleep

How big must the problem be before families seek help?

Q3 When you contacted Good Night, how big of a problem was your child's sleep? (5 = major problem)

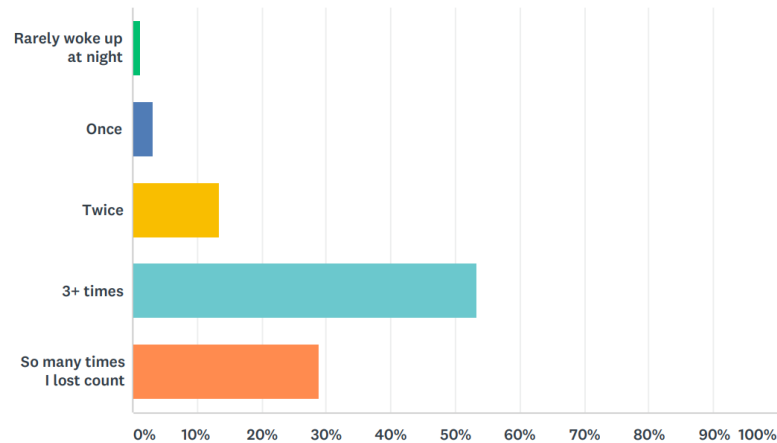


- A LOT of families struggle alone before they look for help (and paid help)
- Families feel helpless and don't know where to go

ANSWER CHOICES	RESPONSES
1	0.49%
2	2.20%
3	15.63%
4	39.80%
5	41.88%
TOTAL	

How many times do these babies wake up?

Q4 When you contacted Good Night how many times did your baby wake up at night?

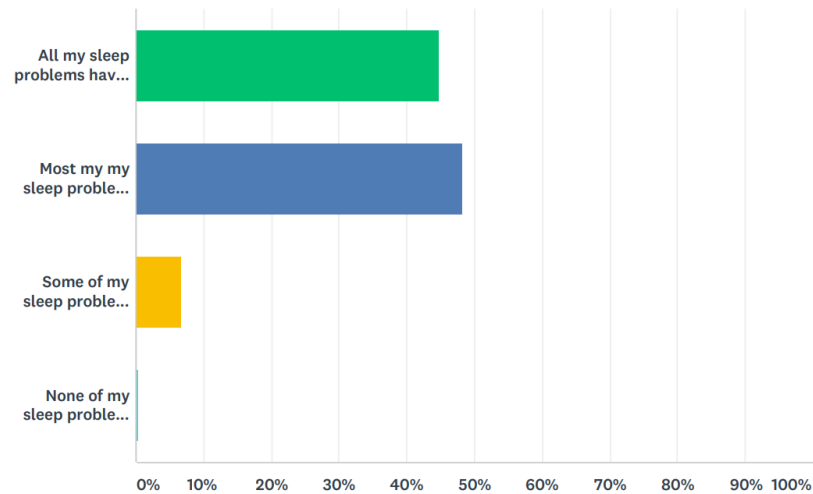


ANSWER CHOICES	RESPONSES
Rarely woke up at night	1.22%
Once	3.17%
Twice	13.43%
3+ times	53.36%
So many times I lost count	28.82%
TOTAL	

- 53% wake up more than 3 times a night
- 28% wake up so many times that the family loose count
- 4% of babies wakes up only once and even this remains a problem for families

Can we solve the problems?

Q7 What was the outcome of your relationship with Good Night?

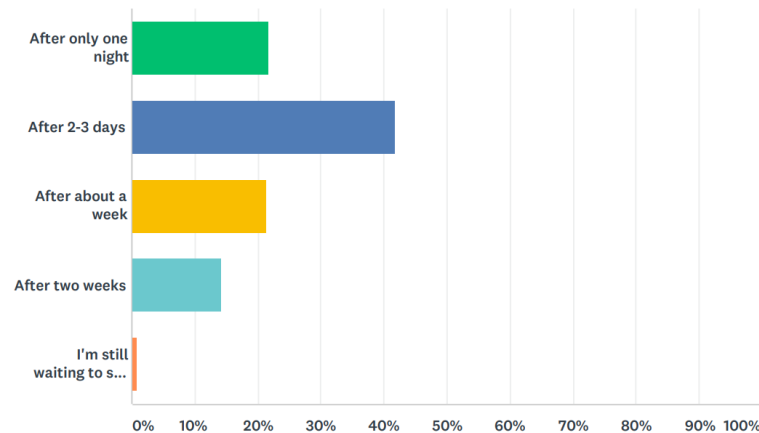


- Yes! 45% of individuals sleep problems was fixed completely
- For 48% of individuals most of their sleep problems was solved
- Only 0.37% of individuals felt that there was little to no improvement to the overall sleep health of their family

ANSWER CHOICES	RESPONSES
All my sleep problems have been resolved	44.69%
Most my my sleep problems have been resolved	48.35%
Some of my sleep problems have been resolved	6.59%
None of my sleep problems have been resolved	0.37%
TOTAL	

How fast can we solve the problems?

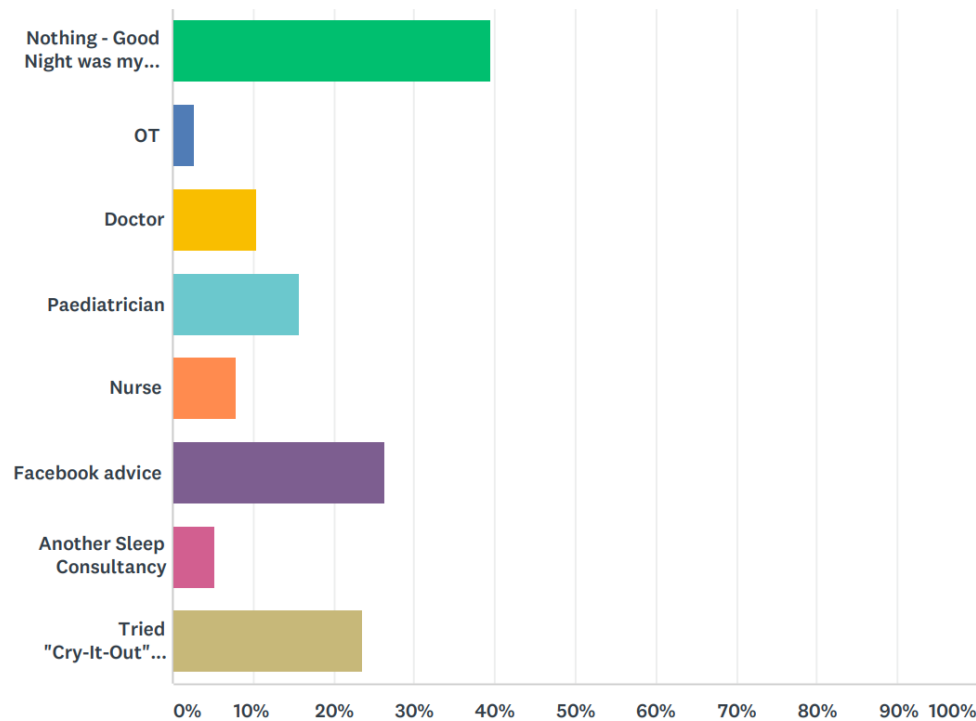
Q8 When did you start seeing improvement and/or progress in your child's sleep routines?



ANSWER CHOICES	RESPONSES
After only one night	21.73%
After 2-3 days	41.88%
After about a week	21.37%
After two weeks	14.16%
I'm still waiting to see improvement	0.85%
TOTAL	

- For 21.73% of families with an holistic targeted approach they see an improvement after only one night
- 41.88% of individuals see an improvement after 2-3 days
- 99,15% of respondents saw an improvement after two weeks

Q5 Before working with Good Night what else have you tried to better your child's sleep:



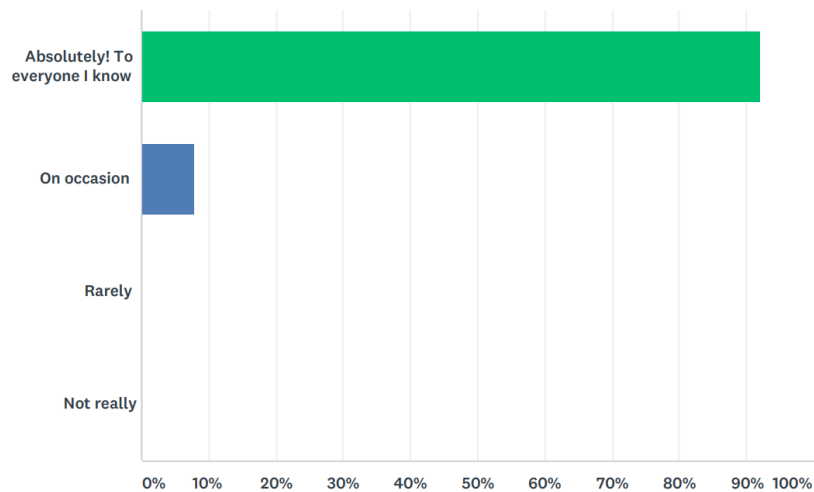
Where do people go for help?

- 10.53% see a doctor and 15.79% see Paediatricians. Medical professionals treat sleep problems medically – we believe there is a great need for education and awareness to a more holistic approach to sleep
- Facebook (26.32%) and online information poses a threat as people try traditional sleep training methods (23.68%) to improve sleep which could be detrimental to the family – also to the psychological welfare of the parents and the attachment between infants and their primary caregivers

ANSWER CHOICES	RESPONSES
Nothing - Good Night was my first solution	39.47%
OT	2.63%
Doctor	10.53%
Paediatrician	15.79%
Nurse	7.89%
Facebook advice	26.32%
Another Sleep Consultancy	5.26%
Tried "Cry-It-Out" on my own	23.68%

Is there a need for our service?

Q11 Will you refer us?



- With 100% of respondents saying that they will on occasion refer us, we believe it is a YES!

ANSWER CHOICES	RESPONSES
Absolutely! To everyone I know	92.11%
On occasion	7.89%
Rarely	0.00%
Not really	0.00%
TOTAL	

From 4000 Sleep Logs and Questionnaires we have learned...

the sleep logs of these families have been kept and studied to better understand baby sleep cycles and to better assist parents and families to make small adjustments to improve baby sleep

- The emotional health of the family is a very important part when addressing sleep problems in infants – there is a clear correlation between the baby's need for attachment and security, and the mental and emotional health of the family and parents; all of which influences sleep
- The influence of sleep deprivation in family dynamics influences the mothers ability to form secure attachments, has an influence on parent's marriages, and contributes to post natal depression and other mental health problems.
- There is a clear correlation between the way in which a baby is being put down to sleep and the amount of times a baby wakes up at night
- We believe that children do not need to be taught how to sleep but needs an optimum environment and be given the opportunity for optimal sleep health
- Safety and security (both emotional and physical) is of utmost importance
- The circadian rhythm is influenced by our metabolic rhythm and small changes can influence a babies need for milk at night
- The influence of the hormone melatonin, and how it also works in relation to cortisol, influences a baby's sleep pattern
- Babies sleep patterns are incredibly unique, and although some commonalities can be seen, each baby needs to be handled holistically



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