



Sleep Connection

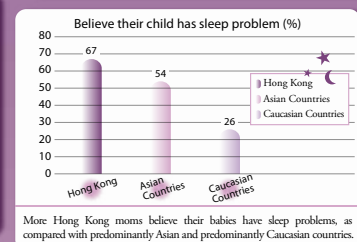
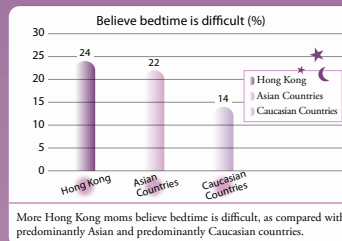
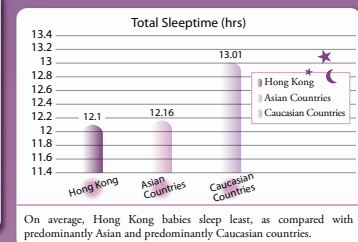
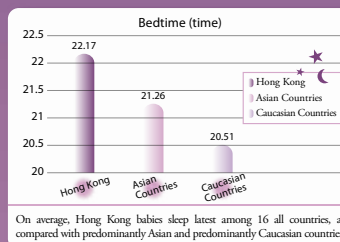
Issue 2



The First Infant Sleep Survey Reveals That Hong Kong Babies Have To Improve Sleep

Asia Pacific Pediatric Sleep Alliance (APPSA) undertook a worldwide survey with Johnson & Johnson, capturing sleep habits of more than 30,000 babies, aged 0-36 months, covering 16 countries. In Hong Kong, 1,121 babies participated in the survey. Results show that Hong Kong babies have the most sleep problems among all countries. We have lots of room to improve our babies' sleep.

The online survey found that Hong Kong babies on average got to sleep at 10:17pm, an hour later than that elsewhere in Asia and one and a half hours later than their European and American counterparts. The average length of sleep is about 12 hours every night which is almost an hour less than that of European and American babies. As a matter of fact, many parents find bedtime is difficult and believe that their babies have sleep problems.



Sleep affects a child's overall functioning, including physical, emotional, cognitive and social development. There are also potential effects on cardiovascular, immune and metabolic systems. Sleep problem first presenting in infancy may persist into the preschool & school-aged years and become chronic with its important long-term consequences. A child's sleep problems also affect parents, causing them to lose sleep, affecting their mood and behavior, and might pose an impact on their interactions with their child. Hence, to help baby become a good sleeper is crucial for both babies and parents.

To help babies get more sleep, pediatricians can advise parents to visit the [Customized Sleep Profile](http://www.johnsonsbaby.com.hk/sleep) at www.johnsonsbaby.com.hk/sleep, in which parents can get an overview of their babies' sleep patterns and learn ways to help baby sleep better.

Improvements in Infant Sleep with a Before-Bed Routine

Jodi A. Mindell, PhD, Saint Joseph's University, Sleep Center at The Children's Hospital of Philadelphia; Kathryn Luedtke, Diana L. Friscia, Benjamin Wiegand, PhD, Laura E. Iarkowski, Lorena S. Telofski, and Ellen S. Kurtz, PhD, Johnson & Johnson Consumer & Personal Products Worldwide, Division of Johnson & Johnson Consumer Companies, Inc.



Introduction

Studies indicate that 20% to 30% of infants experience some type of sleep problem.¹ A National Sleep Foundation survey found that 76% of parents report they would like to change some aspect of their child's sleep habit.²



Study Objective

The objective of this clinical study was to examine the effects on infants' sleep of a consistent before-bed routine that included a bath, a massage, and quiet activities, using a baby bath* and lotion,* as compared with both baseline and control group. The study also examined the effects of the routine on maternal mood.

Study Design

One hundred thirty (130) mothers and their healthy infants up to 18 months old participated in the clinical study. Mother-infant pairs were assigned to either a control group (n=72), where they continued their infants' usual nightly routine, or to a before-bed routine group (n=58).³

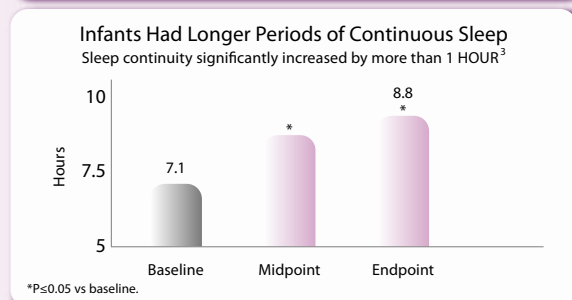
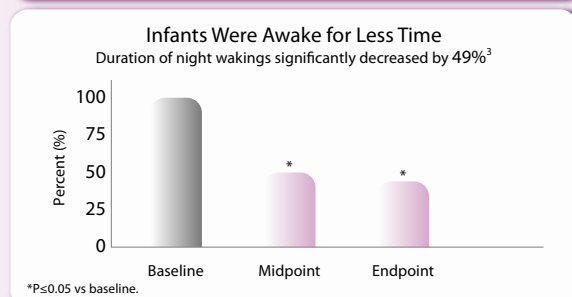
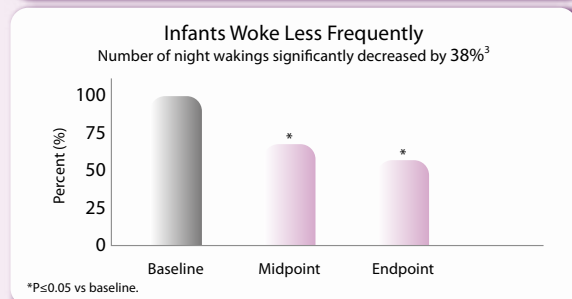
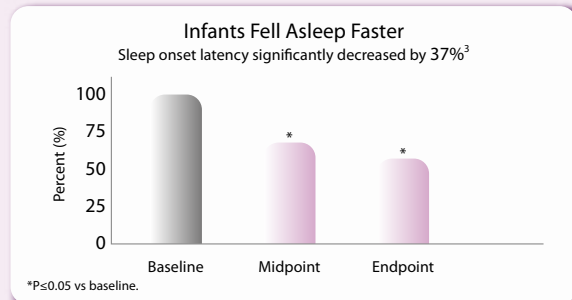
Before-Bed Routine: Mothers were instructed to bathe their infants using the provided baby bath,* followed by a massage using the provided lotion.* Mothers were then instructed to engage in quiet activities before lights out.

Clinical Measures: Well-validated clinical measures were utilized to assess infant sleep. Additionally, mothers completed a questionnaire regarding their perception of their infant's "sleep problem" and "how well their infant slept." A validated psychometric tool was used to evaluate maternal mood.



Clinical Study Results

■ Baseline = Usual Nightly Routine ■ Using Before-Bed Routine



Positive Effects on Infants' Sleep:

- Three times more mothers of infants reported that "sleep was not a problem"³
- The percentage of mothers of infants reporting that "infant slept well" more than doubled³

Positive Effects on Maternal Mood:

- Tension reduced by 55%³
- Fatigue reduced by 59%³

Improvements in Toddler Sleep with a Before-Bed Routine

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Introduction

Sleep problems are common (20% to 30%) for toddlers.¹ A National Sleep Foundation survey found that one third of toddlers get less sleep than their parents think they need.²

Study Objective

The objective of this clinical study was to examine the effects on toddlers' sleep of a consistent before-bed routine that included a bath, using a toddler wash,^Δ an application of lotion,^Δ and quiet activities as compared with both baseline and control group. The study also examined the effects of the routine on maternal mood.

Study Design

Two hundred (200) mothers and their healthy toddlers 18 to 36 months old participated in the clinical study. Mother-toddler pairs were assigned to either a control group (n=66), where they continued their toddlers' usual nightly routine, or to a before-bed routine group (n=134).³

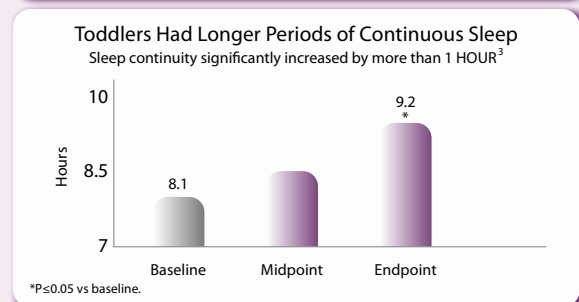
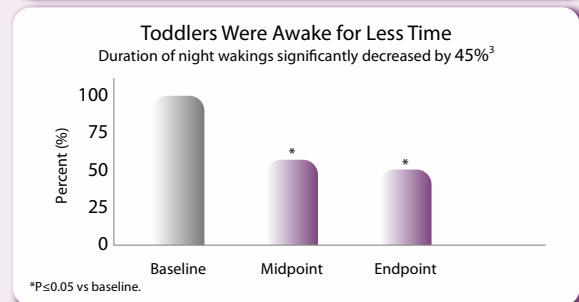
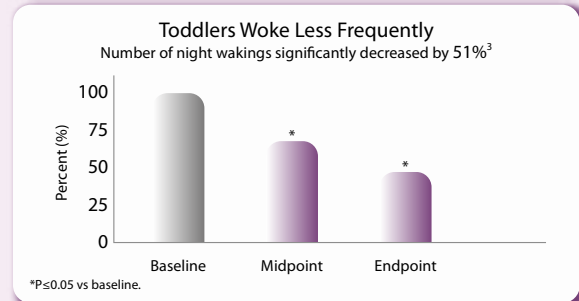
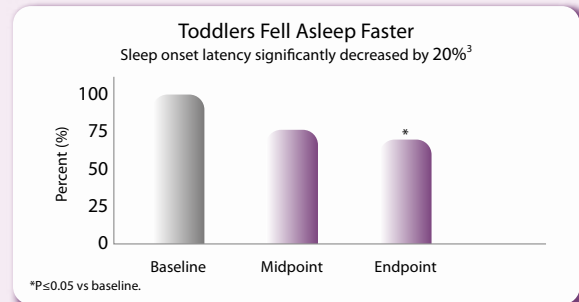
Before-Bed Routine: Mothers were instructed to bathe their toddlers using the provided toddler wash,^Δ followed by a gentle application of the provided lotion.^Δ Mothers were then instructed to engage in quiet activities before lights out.

Clinical Measures: Well-validated clinical measures were utilized to assess toddler sleep. Additionally, mothers completed a questionnaire regarding their perception of their toddler's "sleep problem" and "how easy was bedtime." A validated psychometric tool was used to evaluate maternal mood.



Clinical Study Results

■ Baseline = Usual Nightly Routine ■ Using Before-Bed Routine



Positive Effects on Toddlers' Sleep:

- Three times more mothers of toddlers reported that "sleep was not a problem"^{*3}
- The percentage of mothers of toddlers reporting that "bedtime was easy" more than tripled^{*3}

Positive Effects on Maternal Mood:

- Tension reduced by 36%^{*3}
- Fatigue reduced by 38%^{*3}

Three Simple Steps to a Better Night's Sleep

A clinically proven 3-step Before-Bed Routine can help infants and toddlers sleep better through the night.

Step 1: Bath

Start baby's or toddler's before-bed routine with a warm, soothing bath (90°F to 100° F). A 3-step before-bed routine starting with a warm bath using bedtime bath was clinically proven to significantly decrease the time it took for her to fall asleep.



Step 2: Massage

Continue her before-bed routine with a soothing, gentle massage. A 3-step before-bed routine including infant massage using bedtime lotion was clinically proven to significantly reduce the number and duration of nighttime wakings.



Step 3: Quietly off to sleep

Follow your gentle massage with quiet activities like reading, cuddling, and singing lullabies. A 3-step before-bed routine ending with quiet time after bath and massage was clinically proven to significantly reduce sleep problems. Mothers using this routine with their babies or toddlers felt significantly less tense and tired themselves.



For more information on child sleep or samplings, please contact our professional marketing at 2738 2880.

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References: 1. Mindell JA, Kuhn B, Lewin DS, Meltzer LJ, Sadeh A. Behavioral treatment of bedtime problems and night wakings in infants and young children. Sleep. 2006;29:1263-1276. 2. National Sleep Foundation. Sleep in America Poll. 2004. 3. Data on file, Johnson & Johnson Consumer Products Company, Division of Johnson & Johnson Consumer Companies, Inc. *JOHNSON'S® BEDTIME BATH™ and JOHNSON'S® BEDTIME LOTION™ with NATURALCALM™ essences. †JOHNSON'S® BEDTIME TODDLER WASH™ and JOHNSON'S® BEDTIME LOTION™ with NATURALCALM™ essences.