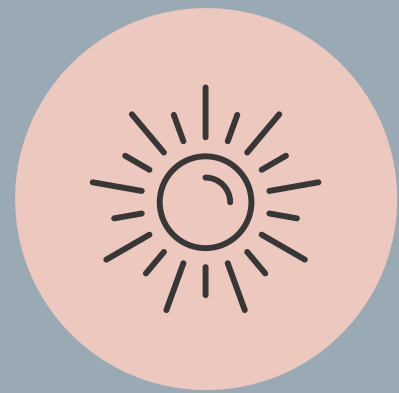


NEWBORN TO 3 MONTHS SLEEP TIPS

YOU HAVE JUST BROUGHT YOUR SWEET BUNDLE OF JOY HOME AND YOU ARE JUST SMITTEN! WHO WOULDN'T BE?... BUT NOW WHAT? WHERE DO THINGS GO FROM HERE? START BY GETTING TO KNOW YOUR BABY. LEARN YOUR LITTLE ONE BY STOPPING TO WATCH AND LISTEN TO WHAT YOUR CHILD IS SHOWING YOU. WHILE SLEEPING IS NATURAL STATE, IT MAY NOT ALWAYS COME ABOUT INSTINCTUALLY FOR BABIES OR NEW PARENTS. AND YOU ARE CERTAINLY NOT EXPECTED TO KNOW EVERYTHING RIGHT AWAY. THE GOOD NEWS IS THAT THE "RULES" FOR NEWBORNS AND INFANTS ARE FLEXIBLE! HERE ARE SOME TIPS TO GET YOU STARTED ON SETTING THE STAGE FOR HEALTHY SLEEP WHEN YOU ARE READY:

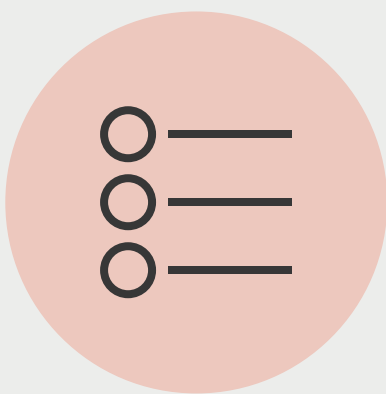
1)

Start your day by getting as much sunlight as possible by sitting next to an uncovered window for your first feed of the morning. This will help to establish a healthy circadian rhythm and ultimately help with melatonin release at night.



2)

Foster an EAT PLAY SLEEP daily routine: This pattern encourages full feeds, proper awake time windows and an introduction to independent sleep without the use of outside sleep associations (anything that is outside of our children's control that they may use to fall asleep).



3)

Follow your child's sleep cues in combination with referencing our Awake Times Chart for proper awake windows. Many parents are surprised to hear that a newborn can handle only 45 minutes of awake time before needing sleep again. Awake windows grow with your child and will move closer to the 90 minute mark around 12 weeks of age.



4)

It is better to offer sleep early and assist our newborns in finding sleep than it is to keep them awake for too long where they may enter an 'overtired' state. Overtiredness means that we have missed our sleep window and it can make finding sleep very difficult. Avoid overtiredness at all costs.



5)

When it comes to night time sleep, start by implementing a good bedtime routine {Routines are the way we communicate with our babies}. Many parents find the 5 S's created by Dr. Harvey Karp to be helpful in activating your baby's calming reflexes before moving toward sleep (Swaddle, Side/Stomach holding position, Shushing, Swinging and Soother). You can focus on introducing independence at bedtime first, then move forward into working on independent naps next.

