



Sleepy Stars®

*“When sleep is abundant, minds flourish.
When it is deficient, they don’t.”*

Dr. Matthew Walker



[Sleepystars.ie](https://www.sleepystars.ie)



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Sleepy Stars[®]

★ Impact of Sleep Deprivation

Benefits for Employees

Sleepy Stars Webinars & Seminars

About Kelly



The Impact of Sleep Deprivation

The amount of sleep individuals need in part depends on their age. While there are certainly individual differences in the amount of sleep each adult needs, the American Academy of Sleep Medicine (AASM) recommends that adults sleep at least 7 hours on a regular basis to promote optimal health and functioning, with most adults needing somewhere between 7-9 hours. Although the amount of sleep we get is important, good quality sleep is also essential.

A recent survey found that the majority of new parents are getting between 5 and 6 hours of sleep each night.

Everyday life for working parents can be demanding. Often, some parents stretch themselves to breaking point when trying to balance being a parent whilst sustaining productivity, creativity and reliability within their working roles. Lack of sleep can rapidly deplete a person's energy, mood, and functionality and this can affect their capability to function both at home and in work. Parents aren't given an instruction booklet with their little one upon leaving hospital and nowadays many families don't have extended family local for support, so parents rely on search engines and social media to look for advice on navigating their new addition's feed and sleep requirements. Often, tired parents are more confused after scrolling than they were before they began their search.

Kelly's motto is "It's ok to ask for help".



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Sleep deprivation comes with high costs to health, safety, and the economy. The risk of workplace accidents and injuries are greatly increased when employees are sleep deprived.

Internationally companies are losing working days, and a substantial contributing factor to the loss of days is insufficient sleep by employees. Recently many companies have begun to support their employees by helping them to achieve good sleep habits and overall healthier, more sustainable work/life balance.

*"Below seven hours of sleep, there are objective impairments in the body.
Eight hours are recommended."*

Dr. Matthew Walker

Parents who attend the Sleepy Stars talks online and in-person report tremendous improvements in the duration and quality of sleep for both themselves and their children.



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Benefits for Employees

When a worker is well rested, they are more alert and less likely to make mistakes that could result in an accident or errors. Lack of sleep impacts a person's cognitive functions, which can mean lack of focus, reduced attention to detail and less than optimal decision making.

Other benefits

- Improved mental health for employees.
- Less sick days (for parents and their children). Good quality restorative sleep helps to protect the immune system.
- Increased concentration, creativity and productivity.
- Decreased stress levels at work.
- Overall health benefits including potentially lowered blood-pressure in workers.
- Rested parents are happy parents, happy parents are happy employees!
- Employees who are new parents return from their maternity or parental leave well rested, not

"I did the Let's Get Started course the day before Matt was born. I wanted to implement a routine in a non-rigid, gentle and flexible way and that's what we did! Suggestions are so soft babies don't even notice, ie. Dark room from 7pm to 7am from birth. Now at 14wks sleeping 12hrs straight from 6.30pm to 6.30am in his own cot.

Baby is happy and so are we!

Thanks so much!. Looking forward to next course!"

Ciara McNevin



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Good sleep is a protective factor; both parents and children who sleep better are more resilient in the face of stressors. Overall, getting the sleep we need helps us have better relationships with our children.

Infants spend most of their first year of life asleep.

Benefits of sleep for babies

- Most of a baby's brain development happens during sleep: literally. This is when the connections between the left and right hemispheres of their brains are being formed.
- Memories are formed and stored: a baby's brain stores what they've learned that day during sleep.
- Lack of sleep can cause bigger problems down the road: cognitive issues, developmental delays, etc. can sometimes be linked to not getting enough sleep.
- Poor quality sleep can also impact a baby's mood, eating, behavior, etc., which is why an overtired baby quickly turns into a fussy baby.

A baby who gets enough sleep is going to generally be more agreeable, eat better (which is important for development!), less fussy, easier to soothe, more responsive, etc. A well-rested baby is a happy baby!

"I recently attended the Lets Get Started webinar which has set my baby up for a healthy relationship with sleeping. My baby is 8 weeks old, and using Kelly's sleep schedule sleeps from 7pm - 7am with a couple of dream feeds. I had been struggling with a daytime sleeping pattern but the webinar showed me what I need to implement to help that. I've already signed up to the Nova webinar as I'll know Kelly's knowledge and experience will help me implement things I'd never even thought of as my baby gets older."

Alys



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Sleepy Stars Webinars & Seminars

Due to demand Kelly began hosting webinars and seminars in order to reach more parents who were looking for guidance with their little one's sleep. Everything that Kelly speaks about during these talks comes from 25+ years of hands-on experience. She has personally helped 100s of children of different ages on to a routine that complements their nights, and used this experience to remotely help 1000s of families all over the world.

"We attended all of the webinars and really benefitted hugely from attending! We're first time parents and felt that Kelly's routine and explanations were exactly what we needed to support and enhance our daughters sleep. She has been a sleepy star since 13 weeks!! Thank you so so much Kelly!"

Aimee

We have the following options available:-

- Companies can request a webinar exclusively for their employees – timing can be arranged to suit time zones and company preferences.
- Companies can purchase or subsidise tickets to our regular webinars and seminars on behalf of their employees. These are held every couple of months and more details can be seen here - <https://sleepystars.ie/courses/>
- Events can be held in-house for select company employees exclusively.



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There are four different webinars/seminars that we run regularly, each one aimed at helping parents of children in different age groups.



Let's Get Started – for parents of babies 0-4 months old.



Nova – for parents of babies 4-12 months old.



SuperNova – for parents of children 1-3 years*



Paediatric First Aid for Parents*

*Subject to availability



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Kelly has 25+ years' experience working in childcare. She is a qualified Maternity Nurse, Emergency Medical Technician, First Aid Instructor, CPO and also holds a diploma in Nutrition for children. Kelly is a member of the International Association of Child Sleep Consultants and also the Association of Professional Sleep Consultants.

Over the years Kelly has helped 100s of families on a one-to-one basis and 1000s of families remotely and via the webinar and seminars. Kelly's approach is focused on helping parents understand their little one's sleep needs for their age. She advises them about daily routines that help make the daily routine complementary to the night routine.

Kelly fully supports parents who prefer their baby to feed and sleep on demand, but many parents who come to Sleepy Stars are seeking guidance to help their baby into a routine. Whatever a parent decides is right for their family is the best decision.



We have a few options for businesses who wish to engage with Sleepy Stars:

- Companies can request a webinar exclusively for their employees.
- Companies can purchase or subsidise tickets to our regular webinars and seminars on behalf of their employees.
- Events can be held in-house for select company employees exclusively.



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THE IRISH TIMES



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