

front cover

Tomy's guide to sleep in your baby's first year



The little
book of
Zzzz's

TOMY®



Having a baby is the single biggest life changing event that will happen for most of us.

It brings unimaginable joy but also greater challenges than you could ever anticipate. And you've told us in your thousands, of those challenges, sleep is the single biggest you face as a parent in your first year.

This is a year of magical developmental milestones for you and your child – first smile, first word, first taste, maybe even first steps. So helping your child to get the sleep they need to continually develop and re-charge their batteries is critical.

Needless to say, grabbing the sleep you need to survive and enjoy these milestones can also become a huge pre-occupation.

This little booklet is designed to give you practical, accessible advice and re-assurance to help ensure bedtime is a happy time for you all in your baby's precious first year.

Enjoy and Sweet Dreams!

The Tomy Team

www.tomy.co.uk/sleep

Sleep in the first year: The good, the bad and the ugly

We asked over 5,000 mums about their experiences of sleep in the first year of their baby's life and the results were fascinating. Sleep is certainly an issue that every parent has an opinion on!



Mums are unified in seeing sleep as the single biggest issue they faced. More significant than getting their figure back, giving their baby a balanced diet, getting support from their partner, or maintaining a social life. However, beyond that, experiences and emotions are unique with sleep patterns and reactions to inevitable loss of sleep as individual as the babies and parents going through them:

The good...

- One in ten parents find sleep loss liberating as they realise they need less sleep than they thought they did
- 11% of parents say they sleep deeper now they're parents because they're so tired

The bad...

- Only 20% believe they sleep exactly the same as they did before being a parent
- A third of parents believe they lose between one and two hours sleep every night – equivalent to one full night's sleep every week and around 520 hours sleep a year!
- Nearly half of parents admit arguing with their partner over who has had less sleep
- Over half of mums felt lack of sleep left them 'much more emotional'

And the ugly!...

- 'Competitive Sleep Syndrome' is rife with a fifth of new parents suspecting friends of lying about how much their baby sleeps
- Only 1% of women claim to be able to sleep through their baby's cries, but 43% claim their partner can!

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Your baby's sleep patterns: A guide to the first year



Newborn babies

Parents are often staggered by how much a newborn sleeps! Typically they'll sleep for double the time an adult does as they adjust to the world around them.

On average babies sleep 17-18 hours a day for their first few weeks, going down to around 15 hours a day by the time they're three months old.

Around half of this sleep will be taken during the day in sleep-wake cycles, with babies napping for around two hours and unable to stay awake for much longer than two hours at a time, although this varies enormously from baby to baby. The rest of their sleep will be taken at night (around four to six hours), although because their stomachs are so small they'll need regular feeding.

This is a trying time for parents. Snatched sleep in short bursts is the norm so try to sleep as much as possible when your baby does!



Babies 3 – 6 months

Relief! By now your nights of little or heavily interrupted sleep should be behind you, although your baby may still need one or two night feeds.

By four months, most babies are sleeping up to 15 hours out of every 24 with the balance gradually shifting until many are sleeping twice as long at night as in the day.

Daytime naps become more defined and are typically taken as a short nap in the morning, a longer one around lunchtime and another short one in the afternoon. By the end of this stage, if your baby is growing well, they'll be becoming physically capable of sleeping through the night.

With this important milestone on the horizon, now is a great time to start establishing a good bedtime routine that can be enjoyed and adapted throughout childhood.

www.tomy.co.uk/sleep

Did you know? Young babies enjoy more dream sleep than adults. According to US sleep expert Dr Richard Ferber newborns spend 50% of their time in REM sleep. This drops to 33% by the time a child is three and to adult levels of just 25% by teenage (10-14 years).

Babies 6-12 months

Babies of six months plus still need around 14 hours sleep out of every 24. Regular daytime naps are incredibly important during this key developmental stage. As babies become increasingly physical they need sleep to rest and recuperate so they don't become over tired.

Although research shows that after six months babies can take longer to drift into a deep sleep, once they're asleep they're capable of sleeping for much longer periods of time.

In fact by now your baby might be able to sleep for up to seven or eight hours – bliss for everyone!

Babies of this age, like adults, tend to wake a couple of times a night so during this stage it's a good idea to encourage your baby to learn to drift off happily by themselves, so they can settle back into sleep without your help.



Babies 12 months +

By the end of the first year, your baby will typically sleep around 10 to 12 hours at night. However, don't despair if your baby still isn't sleeping through. Over a third of parents in our Sleep Study still aren't sleeping through by this stage and 7% were still being woken three or more times a night.

Daytime sleeps are still important although your baby may only have one a day now. However, this midday sleep can last for up to two hours so see it as 'your time' during the day – a great uninterrupted chance to get things done or more importantly to put your feet up!

Although you'll be out and about with your baby more at this age, keeping nap and bed times as consistent as possible is a real investment in establishing good sleep patterns that will stay with your child for life.



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Common sleep issues and simple solutions

Top Tip!

Don't worry too much about tip toeing about. When your baby is newborn they'll find everyday sounds familiar and reassuring from their time in the womb. At night being quiet only really matters for the first 15 minutes after lights out. By then your baby should be in a deep sleep

(Miltonard Sleep Clinic)



Take heart from the fact that you're never alone in the sleep problem you're facing and solutions are often easy to introduce...

"My baby sleeps so much in the day she's not tired at night"

Creating a distinction between day and night with the introduction of a restful evening routine is a huge milestone. A simple step like changing your baby into 'night clothes' can help. Also make sure your baby's nursery is dark and that the cot is associated with rest rather than play.

"My new little baby will only fall asleep when I rock her"

This is a lovely bonding thing to do in the first weeks but after that try getting her used to falling asleep unaided, perhaps with a much loved toy. This will help you all enjoy less interrupted, more productive sleep.

"How early is it realistic to introduce a bedtime routine?"

Even the youngest babies seem to enjoy a relaxing bedtime routine. This can start simply with the introduction of a bath and evolve over time to involve singing, reading and special quiet times.

"I'd like to settle my baby at 7pm but that's just when my partner returns from work"

When you establish a bedtime routine be realistic about what's going to work for your family. Don't expect your baby to sleep when there's so much going on. Try a slightly later bedtime and encourage your partner to become a part of it by singing or reading to your baby each night.



“I’m a first time parent and concerned about cot death”

This is a very natural concern. Over three quarters of parents in our Sleep Study worried about their baby’s breathing at night. But there are simple steps you can take to help keep your baby safe:

- **Until your baby is six months old, lie them on their backs. After this you can carry on lying your baby on her back but may find she’s active enough to roll over**
- **Lie your baby with their feet at the base of the cot or use a baby sleeping bag. This ensures their heads can’t be covered by bedlinen which can cause overheating**
- **Ensure the temperature in the nursery is cool (around 18°C)**
- **Until your baby is over a year old, avoid duvets, pillows and sheepskins as any of these may cause her to overheat**
- **Ideally avoid smoking in the house and certainly in the nursery**
- **Invest in a good monitor that will help you stay in touch with your baby’s needs through the night (see p16 & 17)**

Top Tip!

Try to keep daytime naps as regular and consistent as possible. This not only helps establish routine during the day but is likely to make your baby a better sleeper at night

(Millpond Sleep Clinic)

“My baby wakes several times each night and we’re both shattered”

Babies’ sleep-waking cycles are shorter than adults so they’ll wake at intervals through the night. If you’re sure your baby isn’t hungry, give them time to self settle otherwise they’ll come to rely on you to fall asleep. However, never ignore a scream, persistent cry or a baby that is ill.

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Top Tip!

Avoid late afternoon naps in babies over nine months, as they can steal sleep from the night and make your baby more difficult to settle

(Millpond Sleep Clinic)

“Help! Regular as clockwork our baby is up, ready to start the day at 5am”

Early risers can be a real trial! But this problem can often be sorted through elimination. First check it's not too light in your baby's room. Sometimes babies can become restless with the onset of early mornings, which can be easily remedied with black out blinds.

If you suspect your baby is stirring because they want feeding, try gradually moving their first morning feed back so they don't wake up 'hungry'. Finally try to anticipate and get rid of any disruptive early morning noises such as alarm clocks going off in other rooms.

“Our seven month old still wakes wanting milk in the night”

By seven months, if your baby is growing normally she shouldn't need night feeding. If you haven't already it might be worth introducing some solid foods in the day. It's also worth making night feeding gradually less rewarding. If you're breastfeeding cut down the time at the breast and if you're bottle feeding make the feed progressively more diluted. Waking up for water or a two minute feed isn't half as rewarding!

“We're going on holiday and I'm worried that's going to be the end of our baby sleeping through”

Try to be as consistent as possible with your baby's routine as they'll feel more secure and enjoy their stay more. A restful period of bathtime and reading can be incorporated wherever you are. First nights set the ground rules, so stick to your guns!
(Millpond Sleep Clinic)

The weird and wonderful things we do to get our babies to sleep

If you've ever found yourself driven to desperate lengths to get your baby to sleep, don't despair, you're not alone!

Our research shows that whatever you try, chances are it will have been tried by hundreds of exhausted parents before you:

Giving baby a dummy	60%
Holding baby while she falls asleep	57%
Taking baby for long walks in a carrier or buggy	44%
Controlled crying	28%
Pretending to be asleep to encourage baby to copy	27%
Going on long, unnecessary drives	24%
Lying next to baby's cot	12%
Creating background noise with a hairdryer or washing machine	5%

However, whatever you try you'll come across plenty of well meaning people ready to tell you that what you're doing is right or wrong. As an indication, one in eight mums in our Sleep Study found the advice of their mother or mother in law very helpful, but another 13% also found it the most unhelpful advice they received!

Try not to let the barrage of advice get you down. Particularly in the very first few weeks, if something works for you and your baby you should just go with the flow.

Giving your baby rest, relaxation and reassurance, in whatever form, is all that matters. Helping your baby establish good sleep patterns won't happen overnight. It's something you can work on, gradually, throughout your baby's first year.

Top Tip!

It's tempting to always help your baby fall asleep. Instead, try putting them into their cot when they're drowsy rather than asleep. Babies that can self settle are less likely to wake and demand you frequently through the night

(Millpond Sleep Clinic)



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Establishing a good bedtime routine

Top Tip!

Think of the hour before your baby's bedtime routine as a scene setter. It should be a low key and contented time. Avoid any stimulating foods, drinks and activities as far as possible

(Millpond Sleep Clinic)



You can start building a routine into your child's pre bedtime period from as early as three months.

It's important not to rush this time or to see it as a chore to get through at the end of a long day. A bedtime routine can take up to an hour, but can become a favourite time of the day for both you and your baby.

Activities should be relaxing and fun to create a happy association around bedtime. Repetition is key as it will give your baby a feeling of security that will help them relax. Over time your baby will come to associate chosen books, lullabies and good night phrases as 'signals' that it's time for bed. Above all, view this precious time as a treasured bonding opportunity with your child.

Most popular elements of a bedtime routine:

A bath before bedtime	69%
A mobile or cot toy associated with sleep	32%
A soft night light on in the room while baby falls asleep	30%
Controlled crying	28%
Familiar cuddly toys in the bed	25%
A regular bedtime read	23%

www.tomy.co.uk/sleep



Suggested 60 minutes wind down:

First 10 minutes

Make your baby's last activities of the day soothing and relaxing and give them plenty of warning that it's coming up to bedtime

Second 10 minutes

Take your baby upstairs away from the rest of the family. Dim the lights and take off their daytime clothes. As you do this have a gentle time with them – enjoy giving them a massage or talking quietly with them about the day you've shared

Third 15 minutes

Give your baby a lovely soothing bath. The warm water will instantly relax them and by incorporating happy play into this time you can turn the pre-bedtime routine into a much anticipated event

Fourth 15 minutes

Take your baby into their dark nursery to dress them into their 'night' clothes. If they still need a last feed you can give it to them now or you can read an older baby a restful bedtime book

Fifth 10 minutes

Use this last part of the routine to incorporate signals that its time for sleep. This might be a favourite phrase: 'Night Night – I love you', a lullaby, switching on a restful mobile or putting a favourite teddy into bed ready to keep your baby company

One great way to make a blanket or teddy bear a favourite is to keep it near you for a while so it becomes 'mum scented'

Top Tip!

Check your child is asleep 15 minutes after leaving them. If they're taking longer to fall asleep they may be having a nap too late in the afternoon or your bedtime routine may be too stimulating and not focused enough

(Millpond Sleep Clinic)

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Splash happy



Introducing a bath can be a turning point for many parents, transforming the run up to bedtime from a battle ground into a happily anticipated event.

Here are a few of our favourite bath toys for you to enjoy with your baby during this special time:

Octopals, £9.99

This bright, fun, floating island features Mummy Octopus and her eight little babies. Mummy acts as a pouring cup, while her babies each act as water squirters that can stick to the bath or tiles

Numbers on each baby correspond to numbers on the floating island enabling you to introduce fun number matching games when your baby is older.



Splashy the Penguin, £8.99

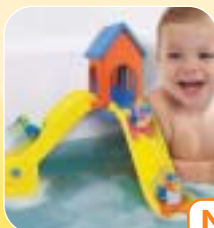
Splashy is a great fun wind up toy. He'll have you and your baby chuckling out loud as he flaps his arms and swims through the water humming Row, Row, Row Your Boat. Lie him face down and he even gargles under the water!



New!

Hippo Pedalo, £9.99

This hilarious bathtime toy will have you and your baby in fits of giggles. Pop Hippo Pedalo into the bath and watch him merrily row himself around while singing 'O Sole Mio' and pumping out bubbles from the back of his pedalo!



New!

Ski Jumping Penguins, £14.99

A family of adorable penguins complete with co-ordinating skis, goggles and scarves. Your baby will be totally transfixed as they negotiate their way up a ski lift before magically skiing down a slope and splashing into the bath before their very eyes!

www.tomy.co.uk/sleep

Creating a restful environment for your little one

Your baby's room should be a place that makes them feel instantly content and relaxed. Following these simple steps will help you create a much loved sanctuary that your baby will love throughout their childhood:

- **Babies are reassured by familiarity. A cot toy that plays a gentle, recognisable tune will become a source of comfort**
- **Don't make the nursery too 'busy'. A nursery crammed full of toys will over stimulate your baby. Far better to have a few carefully selected favourites**
- **Take your baby on little tours of their nursery. Talk to them about the soft toys, pictures, books and colours so they come to recognise and love them**

Winnie the Pooh Light Up Cot Mobile, £39.99

This beautiful mobile features each of the much loved Winnie the Pooh characters who twirl around to the sounds of a restful lullaby, uplifting tune or the soothing background sounds of 100 Acre wood. A soft glow night light on the mobile can stay on all night. When your baby outgrows their mobile (at around 9 months) the treasured toys can be detached to be given a new lease of life!

Winnie the Pooh Moonlight Dreamshow, £19.99

The Moonlight Dreamshow creates a lovely magical atmosphere, with lit up images of butterflies and bees projected onto the nursery ceiling and walls as a soft lullaby plays to create a reassuring light while your baby falls asleep. Both the lullaby and light display can be put on an automatic five or 10 minute auto shut off mode.

Top Tip!

Black out blinds are a real investment – invaluable for blocking out bright morning light and long light evenings, particularly in the summer

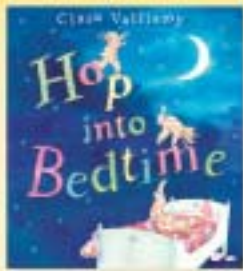
Babies and children sleep better at a temperature slightly below, rather than above normal – 18°c is ideal

(Millpond Sleep Clinic)



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Lulling your baby to sleep

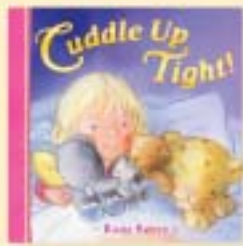


Lullabies and bedtime books can develop into family treasures that become your own special 'signal' that it's nearly bedtime. Here are a few of our favourites. We hope you enjoy them with your little one...

Hop into Bedtime

Clara Vulliamy (Puffin Books)

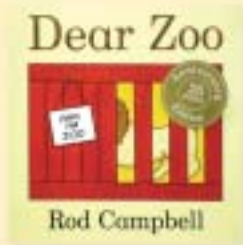
Follow 10 lively children at playtime, tea time, bath time, pyjama time, all the way up to 'hop into bedtime'! With its gently rhyming text this is a lovely traditional book to snuggle up with



Cuddle up Tight

Rosie Reeve (MacMillan Children's Books)

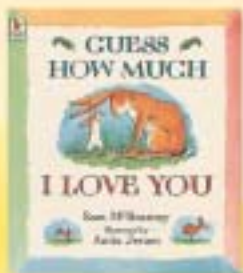
Every night, one little girl takes her special teddy to bed with her. But tonight it's stormy outside and Teddy wants his friend Spotty Leopard to cuddle. One by one, animal friends are brought to bed until there's no room for the little girl! Your baby will love this warm and funny book full of adorable animal characters



Dear Zoo

Rod Campbell (Campbell Books)

This lift the flap book has been enchanting children for generations. A request to the zoo for a pet results in a whole series of unsuitable animals being dispatched and sent back until the perfect, most adorable pet finally arrives...



Guess How Much I Love You

Sam McBratney (Walker Books Ltd)

Little Nutbrown Hare and Big Nutbrown Hare's attempts to express how much they love each other make a magical tale that has become a true publishing phenomenon, selling more than 15 million copies worldwide

Twinkle Twinkle little star...

www.tomy.co.uk/sleep

I see the moon, the moon sees me...

How to Catch a Star

Oliver Jeffers (Harper Collin Children's Books)

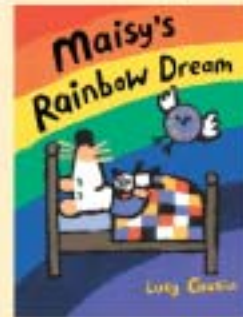
This stunningly illustrated book tells the story of a little boy who watches the stars from his bedroom window, dreaming of being their friend and playing hide-and-seek together. One day he decides to do something about it and sets off to catch a star of his very own!



Maisy's Rainbow Dream

Lucy Cousins (Walker Books Ltd)

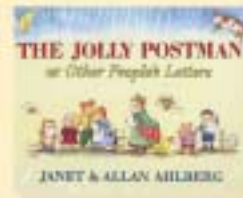
Maisy dreams she's going on a journey through all the colours of the rainbow - red, orange, yellow, green, blue, indigo, violet. A lovely simple read that becomes more interactive as your baby starts to learn and identify colours



The Jolly Postman

Janet & Allan Ahlberg (Puffin Books)

Accompany the Jolly Postman on his unique round as he delivers post to children's favourites such as Cinderella, Goldilocks and the Big Bad Wolf. The magic in this book lies in the real letters, including a birthday card for Baby Bear and a postcard to the Giant from Jack, that are tucked inside a giant envelope



The Very Hungry Caterpillar

Eric Carle (Puffin Books)

A true classic that's said to have sold a copy for every minute it's been in publication. Imaginative illustrations and clever cut out details chart the progress of a very hungry caterpillar as he eats his way through the week to become something far more beautiful...



Rock-a-bye Baby, in the tree tops...

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Give yourself peace of mind: choosing the right monitor for your family



Getting your baby to sleep is only half the battle! Once they're asleep most parents still have concerns that can keep them up at night.

Things parents worried most about when their child was asleep:

The temperature in the room	61%
How long to let them cry before settling them	35%
Missing a feed	12%

However, most of these concerns can be addressed simply by investing in the right monitor for your family. In fact a third of parents see having a monitor they trust as 'absolutely critical' to getting a good night's sleep.

At Tomy, we're very proud of our multi-award winning monitors - the UK's favourite range. Each monitor has been intensively researched and tested to provide the very highest standards of safety and a host of innovative features from guaranteed privacy and two-way talk back to remotely controlled night lights, vibration alert and last feed timer that really do make parenting easier.

Simply refer to the chart opposite to find your ideal monitor:



Tomy Walkabout Platinum Digital

www.tomy.co.uk/sleep

Tomy's Advanced System Technology

Each of our Advance monitors (Walkabout Baby Advance, Walkabout Classic Advance, Walkabout Premier Advance) features our exclusive Advanced System technology, with the following features:

- **4 channels - so it's easier to find one that's interference free**
- **300m range - so the parent unit can be carried around the house and garden**
- **2-way communication - handy for when your baby needs reassurance and to extend the usefulness of your monitor into toddler years**
- **Privacy guaranteed - an in-built scrambling device with 65,000 unique combinations ensures no-one can listen in**



Tomy Walkabout Classic Advance

- A - Walkabout Platinum - Digital**
- B - Walkabout Premier Advance**
- C - Walkabout Classic Advance**
- D - Walkabout Baby Advance**
- E - Baby Link - Plug-in**

	A	B	C	D	E
Range Outdoors	300m	300m	300m	300m	n/a
Number of Channels	120	4	4	4	n/a
Mains Operated	✓	✓	✓	✓	✓
Portable Parent Unit	✓	✓	✓	✓	
Portable Baby Unit	✓	✓	✓		
Rechargeable Take - Out Unit	✓	✓			
Sound Activated Option	✓	✓	✓		
Sound Sensitive Lights	✓	✓	✓		
2-way Communication	✓	✓	✓	✓	
Night Light	✓	✓	✓		
Room Temperature	✓	✓			
100% Digital	✓				
Feed Timer	✓				
Vibration Mode	✓				

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My one piece of advice...

There are so many different sleep theories out there it can be bewildering. Often it's best to listen to those that have been through it.

- Sleep when your baby does - the housework can wait!
- Always be calm and quiet in the night so your baby knows its not playtime. There's plenty of time for giggles and cuddles in the morning
- Ask friends and family to look after your baby so you can get some much needed sleep
- 100% do what feels right for you and your baby. Try to stop constantly comparing because every baby is as individual as we are
- If you can't sleep when your baby does, find new ways of relaxing - a yoga DVD, a long bath or just phoning a special friend

Someone to turn to...



If all else fails, just pick up the phone. There is always someone out there that can help you:

Cry-sis

Cry-sis will put you in touch with a local supporter, for advice about excessively crying, sleepless and demanding babies and young children. You can contact the Cry-sis helpline on **08451 228 669** (08451 ACT NOW) 7 days a week from 9am-10pm.
www.cry-sis.org.uk

NHS Direct Line

If you're worried about your baby's health, day or night, call NHS Direct on **0845 4647** for nurse advice. Calls are charged at local rates. For patients' safety all calls are recorded.
www.nhsdirect.nhs.uk

Parentline Plus

Parentline is a national charity that works for, and with parents and other carers to offer help and support to cope with the challenges of family life. Their free, confidential helpline - **0808 800 2222** - is available 24 hours a day or you can use their confidential email support service.
www.parentlineplus.org.uk

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