

## Wake Up, Dad! Let Mom Get More Sleep

### *National Sleep Foundation and Cardinal Sleep Disorder Centers of America Recommend Serving Mom Breakfast in Bed an Hour Later This Mother's Day*

JOLIET, IL, May 4, 2009 – Between kids, caffeine and continuous compromises, moms from coast to coast are consistently challenged to get the sleep they need. On Mother's Day, the National Sleep Foundation (NSF) and Cardinal Sleep Disorder Centers of America are rallying dads nationwide to let moms get an hour more sleep. The kids can still serve her breakfast in bed; but set the alarm for an hour later than previously planned – giving Mom the gift of another hour of precious sleep!

“Mother's Day is the perfect day to treat Mom and let her sleep for an extra hour,” said David Cloud, NSF's chief executive officer. “By asking dads to step in and help, NSF hopes that the whole family will understand that a simple schedule switch can assist moms in getting the sleep they need to feel their best while juggling the demands of busy days. With more than two-thirds of moms (68%) admitting to ‘accepting’ their sleepiness and forging ahead, NSF wants all women to make sleep a priority. Accepting sleepiness is not acceptable; simple lifestyle changes can help.”

In March 2007, NSF released its tenth annual *Sleep in America* poll which revealed the sleep habits of American women from both biological and lifestyle perspectives. Women in all reproductive stages and lifestyle segments are not getting the sleep they need and mothers<sup>1</sup> – in particular – experience great hurdles in getting good sleep. In fact, 64% reports getting a good night's sleep only a few nights a week or less. By asking dads (and the whole family) to start Mother's Day festivities an hour later, NSF hopes that this will set a precedent not only for this special holiday but all year round.

### **Give Mom the Gift of Sleep**

Set Mom's alarm clock for one hour later this Mother's Day. Let her sleep in and have Dad hold down the fort for a short 60 minutes more. Some simple prep the night before will allow for the best breakfast in bed ever.

- *It's all in the Prep!* Plan the menu in advance and have all ingredients ready to go. Some breakfast items like French toast, quiche and frittatas can be whipped up and refrigerated until cooking. Pre-set the breakfast tray with silverware, appropriate plates, etc – this will eliminate commotion and clanging in the kitchen. Don't forget a vase with freshly cut flowers!
- *Keep the Kids Quiet...* Remind the children that this is Mom's special day and the family has made a pact to let her sleep in. Have favorite “quiet” toys (like books, coloring books and kid-friendly DVDs) easily accessible so kids can occupy themselves until Mom wakes up.
- *Take a Task...* Each child should be assigned a specific chore to ensure that Mother's Day morning is memorable. Create a chart and give everyone a specific duty. Make Mom proud by having the kids pitch in and help one another on her behalf.

## **Simple Tips for Helping Mom Sleep Better Mother's Day and All Year Long**

### ***Ask for Help!***

Similar to Mother's Day, moms need a break every so often! Forty-seven percent of new mothers report not getting help with childcare during the night. If you have a new infant in the family, arrange for some help from family and friends in order to get a few more hours of sleep each week. And, it's OK to ask the family to chip in with chores and meal preparation too. A few minutes here and there can add up quickly – allowing for more time to sleep.

### ***Have Healthy Habits***

Sleep, diet and exercise are the three critical elements to a healthy lifestyle. When moms experience daytime sleepiness, healthy habits are the first to go! Sixty-two percent of moms put sleep on the back burner; 52% admit to not exercising and 40% stop eating healthy when pressed for time. Good health and sleep are linked to increased incidence of sleep disorders, daytime sleepiness, missing work and sleep aid usage. Make sleep and smart lifestyle choices a priority; they are crucial for good health.

### ***If You Snore...Don't Ignore It***

Thirty percent of moms snore at least a few nights a week! It may be embarrassing to admit but snoring is something to discuss with a doctor as it may be a symptom of a bigger problem, sleep apnea. Sleep apnea is a breathing-related sleep disorder that results in brief interruptions of respiration during sleep. Pauses in breath can last from 10–30 seconds or more and can occur up to 400 times a night! Besides impacting a good night's sleep, it is a serious, potentially life-threatening condition that is far more common than generally understood. So, if you have been told you snore, talk to your doctor.

For more information on sleep, visit [www.sleepfoundation.org](http://www.sleepfoundation.org). If you are having troubles sleeping and would like to speak with a sleep physician, contact Cardinal Sleep Disorder Centers at (888) 740-5700 or [www.cardinalsleep.com](http://www.cardinalsleep.com).

<sup>1</sup>The 2007 *Sleep in America* poll was conducted for the National Sleep Foundation by WB&A Market Research. Telephone interviews were conducted between September 12 and October 28, 2006, with a targeted random sample of 1,003 women ages 18-64. For purposes of this press release, NSF specifically addressed women (mothers) who have children under the age of 18 living at home. There were 428 women in this sample; approximately one-half of the original sample. Two hundred ten of these women worked full-time or more than one job; 88 worked part time and 123 were stay-at-home moms.

#####