

Lack of Sleep Limits Productivity, Focus

STAFF REPORT
FROM MEDIA RELEASES

A recent consumer sleep study conducted by Harris Interactive, in conjunction with Sit 'n Sleep demonstrated the clear link between sleep and productivity, for both children and parents. In addition, a child development expert, Dr. Barbara Stroud, released top tips around increasing children's productivity in the classroom. Fall can be a busy time of year, but there are easy ways you can prepare your family for success; from setting sleep routines to ensuring your kids eat healthy meals.

"The new school year can be very stressful for both parents and children due to shifts in schedule, lack of sleep and the anticipation and anxiety around a new routine," said Dr. Barbara Stroud, childhood development expert and ICARE Steering Committee Member, Los Angeles County Department of Mental Health. "During this hectic time of year, it is important to take the necessary steps to ensure you and your child are functioning at optimal levels."

Stroud provided the following top five tips to prepare your family to maximize productivity this fall:

Set Your Child's Routine

Findings from a recent sleep study found that a third of respondents have been late to school or work because of a poor night's sleep. It is important to set a consistent sleep routine and daily schedule for your family, providing the consistency children crave. This, in turn, will result in greater productivity and better focus during the school day.

Don't Forget Your Own

It is just as important for parents to get enough sleep and keep a regular routine to stay focused and be emotionally available for their children.

Create a Relaxing Sleep Space

Once routines are set, it is important to create a sleep space that is relaxing for both you and your child. If possible, homework, computer, and other distractions should stay out of the bedroom, and you should ensure all members of your family have a proper, comfortable mattress and bedding.

Work vs. Play

Designate a place and time for homework so your child knows when and where it is time to work, and when and where it is time to play.

Eat Right

Healthy eating is also an imperative part of your child's routine and continued productivity. Numerous studies have shown the link between proper nutrition



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Coffees, teas and other stimulants are reactive measures to a simple problem. With a proactive solution: a regular and appropriate sleep routine will keep you focused and productive.

and children's performance in school, so ensure your kids eat a healthy breakfast and have fruits and vegetables included in their school lunch.

"Since sleep is such an important factor in ensuring your child's productivity, getting a good night's sleep is imperative to success during the day," said Larry Miller, Founder, President and CEO of Sit 'n Sleep. "Tossing and turning all night can leave your entire family exhausted, unfocused and unproductive. This year, you can make sure you give you and your family a head-start by making sleep a top priority."

These surveys were conducted online and by telephone within the United States by Harris Interactive on behalf of Sit 'n Sleep from Oct. 29 to Nov. 2, 2009 among 2,392 adults ages 18 and up from Jan. 8 to 11, 2010 among 1,043 adults ages 18 and up. Results were weighted as needed to reflect the composition of the U.S. adult population. These surveys are not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Jenny Davis.

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dedicated to delivering a good night's sleep to millions of Californians. Sit 'n Sleep is focused on helping people find the right mattress for their needs, body type, and health — all from the largest selection of mattresses, at the best price, while receiving great service. With 23 superstore locations throughout Southern California, Sit 'n Sleep is an established Southern California brand,

operating some of the largest and most successful mattress stores in the nation for over 30 years.

For a full list of tips on how to ensure a successful school year, visit www.sleepwithlarrymiller.com.

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