



UNDERSTANDING YOUR CHILD

SOLIHULL APPROACH



#Sleepfullness

29th January – March 2024
Event – 2nd February 2024

Sleepfullness Communications Toolkit

Solihull Approach



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1. The Solihull Approach to sleep

Sleep is important for our physical and mental wellbeing and we know that from birth, sleep is fundamental for healthy brain development. While sleep is a natural instinct, it's also a skill we develop: learning how to wind down and how much sleep we need. New resources created by psychologists and health visitors are now available at www.inourplace.co.uk/sleep to promote connected relationships between parents and infants to help children to learn and thrive as they grow.

The Solihull Approach promotes close, connected, responsive relationships. The resources reflect the importance of tuning in and adapting to your child's needs and shares information about early development as well as some practical ideas from families and practitioners working in our community.

This Communications Toolkit will provide you with the materials you need to help raise awareness of these free, accessible resources for all parents, to ensure as many as possible can benefit and know they are not alone in their Sleepfullness journey.

2. Why 'Sleepfullness'?

- **The Solihull Approach know that a full night's sleep makes all the difference** to parents and children alike. For children, a full night's sleep will help them grow and develop, cementing new learning that has happened during the day. For parents, a full night's sleep will help them function and effectively support their child.
- **The Solihull Approach helps parents to consider the full picture.** A child's sleep does not exist in isolation. Our Sleepfullness resources try to help parents consider the full picture of their infant or young child and what might be causing sleep disturbances.
- **Everyone is on a journey to Sleepfullness and should be able to access sleep resources for free.** We recognise that a full night's sleep may look different for each baby or child, but it is a journey *all* parents are on. Our resources are not about telling parents what to do, but to provide accessible materials to help them understand early development, and share ideas to tune into their child's needs and develop their own healthy sleep routines and patterns.

3. Resources

We have created a number of resources that you are able to download and integrate into your communications plan for our launch week and beyond. You can access them [here](#).

These include:

- Social media graphics
- Social media videos
- Social media captions
- Email invitation to virtual launch event
- Printable memo cards
- Email signature/footer

4. Suggested social media captions

Below you will see some of our suggested social media captions to use alongside our social media graphics:

- Do you find it difficult to settle your newborn in their crib? You are not alone! The Solihull Approach to sleep has just launched their free video library to help reassure you. With real experiences from parents and advice from Health Visitors, these resources can help you understand early development and how to nurture healthy sleep habits. #Sleepfullness #newbornsleep
- Is your child experiencing #nightmares or #nightterrors? Wondering how best to support them and settle them to sleep? The Solihull Approach have new video guides to share real experiences, practical advice and professional insights on healthy sleep (www.inourplace.co.uk/sleep) #Sleepfullness
- Is your toddler regularly coming to find you in the night? The Solihull Approach have new video guides to share real experiences, practical advice and professional insights on healthy sleep to help understand why your toddler may be finding it hard to settle and how to build sleep confidence.
- Does your toddler fight bedtime? Saying “night, night” can be unsettling for little ones. New video guides by the Solihull Approach share practical advice and information on child development that might help: www.inourplace.co.uk/sleep #toddlersleep #witchinghour

#Sleepfullness #babysleep #moresleep #emotionalhealth #childrensmentalhealth #childhoodsleep
#parentsleep #toddlersleep #newborns #newbornsleep #sleepaction #infantmentalhealth #teachsleep

4. Suggested social media captions (cont.)

- Sleepfullness: How your instincts can support healthy sleep for your child. The Solihull Approach to sleep has created new resources now available at www.inourplace.co.uk/sleep to help you to tune in to your child's needs when it comes to sleep. #Sleepfullness
- Join [MUL AREA NAME] families in finding better sleep! The Solihull Approach to sleep guides have arrived: free video resources to help you think about your child's development and sleep needs. Visit www.inourplace.co.uk/sleep to learn more. #Sleepfullness #SleepfullnessStories
- Have you ever thought of sleep as a skill you can teach? [MUL AREA NAME] would like to make you aware of the free video resources brought to you by the Solihull Approach! Created with Health Visitors and Infant Feeding Specialists, they can help you consider how you encourage your baby to confidently learn the skill of sleep. Visit www.inourplace.co.uk/sleep to see how the Solihull Approach can help you and your child's sleep? #Sleepfullness
- How do you feel about being separated from your baby at night? If you're feeling worried or want to understand more about your baby's sleep, the Solihull Approach are here to help. With a completely free video library, their resources unpack the most common sleep issues with real parents' experiences and input from Health Visitors and Infant Feeding Specialists. Go to www.inourplace.co.uk/sleep today for more information. #Sleepfullness

#Sleepfullness #babysleep #moresleep #emotionalhealth #childrensmentalhealth #childhoodsleep
#parentsleep #toddlersleep #newborns #newbornsleep #sleepaction #infantmentalhealth #teachsleep

5. Suggested newsletter copy

Below you will see our suggested newsletter copy that can be used in your e-newsletters or bulletins:

Sleepfullness: New resources to support healthy sleep and wellbeing in 0-5 year olds

Sleep is important for our physical and mental wellbeing and we know that from birth, sleep is fundamental for healthy brain development. While sleep is a natural instinct, it's also a skill we develop: learning how to wind down and how much sleep we need. New resources created by psychologists and health visitors are now available at www.inourplace.co.uk/sleep to promote connected relationships between parents and infants to help children to learn and thrive as they grow.

We are delighted to invite you to attend our online launch event to hear more (open to practitioners and parents):

Sleepfullness: How to nurture positive sleep habits for infant and child mental wellbeing

2 February 2024, 2.15pm

[Click here to book onto our event through Eventbrite](#)

6. Other communications

Social media

Our campaign will be promoted on our social media platforms. We will be using the hashtags **#Sleepfullness** and **#SleepfullnessStories**.

Media/blog

During our campaign launch, we would love to create space for others to share their **#SleepfullnessStories**. If you feel you have a media or blog opportunity that can help raise awareness of our sleep resources, please get in contact with Alanah.Mitchell@uhb.nhs.uk .

THANK YOU FOR YOUR SUPPORT



Book by clicking this Eventbrite link