

MEDIA RELEASE
For Immediate Release

Postpartum Sleep Crisis: How one expert is helping new parents reclaim their sleep and sanity

MELBOURNE, AUSTRALIA, 23 SEPTEMBER 2024 With sleep deprivation impacting almost every new parent, one expert is changing lives with a simple yet revolutionary approach to newborn education and support, and in the process asking why more isn't being done at a national level.

For many new parents, sleep deprivation is an inevitable and brutal rite of passage. Endless nights of interrupted sleep and long days running on empty leave exhausted mums and dads in survival mode. The lack of sleep is not just an inconvenience—it's having significant repercussions on mental and physical health, contributing to postnatal depression and cognitive function decline to levels equivalent to someone who's been awake for 24 to 48 hours straight.

With such a clear link between sleep deprivation and declining mental health, why isn't more being done to support parents in the early days of their child's life? This is a question Nicole Ossip, a neonatal sleep educator with over 15 years of experience, is asking as she leads the charge in giving new parents the practical coaching, education and support they need to reclaim their sleep and sanity.

A Call for More Education and Support

"Sleep deprivation is more than just feeling tired. It's impacting the health and wellbeing of entire families," says Nicole Ossip, creator of the *Asleep in 12* program, which helps newborns sleep 12 hours a night in 12 weeks or less. "What I don't understand is why, despite the overwhelming evidence, we're not doing more to educate and support parents in practical ways to help them and their babies get the sleep they need."

Nicole's frustration is echoed by the numbers. Around 1 in 5 women and 1 in 10 men experience depression or anxiety in the first year after having a baby with sleep deprivation linked to both, as well as strained relationships, and increased health risks like heart disease and obesity. Despite these statistics, many parents are left to figure it out on their own, relying on outdated advice that can make sleep challenges even worse.

"New parents are given a lot of information about feeding, changing nappies, and general care, but when it comes to sleep, there's little practical guidance, research or education. Parents are essentially told by their midwives or other parents to expect to wake up every 2 to 3 hours and offered coping strategies. What they need is clear, practical steps that help their babies sleep."

Revolutionising Sleep for New Parents

Through her *Asleep in 12* method, Nicole has helped hundreds of families in Australia achieve better sleep, not just for their babies but for themselves. Her program combines her

15 years of hands-on experience in bite-sized videos and quick-reference guides that demystify newborn sleep.

Nicole's step-by-step system tackles common sleep issues, including night waking, trouble settling, and early rising, so families can get the rest they desperately need.

"Parents are often surprised by how quickly they see results once they have the right strategies," says Nicole. "It's empowering to give them the tools to regain control of their sleep and their lives."

The Need for a National Conversation

Nicole believes Australia needs an education overhaul when it comes to newborns. She asks why there isn't more emphasis on providing training, education, and programs designed specifically to help parents get their babies sleeping well early on, especially when the benefits to family wellbeing are so profound.

"The focus is often on surviving the newborn stage, but parents need to know that it is in fact possible to have their baby sleeping safely and happily through the night within weeks - and the sleep-deprived suffering does not need to be a part of their experience."

Nicole Ossip is leading the way with her program, but she wants to see more resources made available to parents at a national level. "Every parent deserves the support they need to create healthy sleep patterns for their baby—and for themselves," she says.

For more information on *Asleep in 12* and Nicole Ossip's approach to newborn sleep, visit www.nicoleossip.com

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About Nicole Ossip: Nicole Ossip is a neonatal educator and the creator of the *Asleep in 12* method: the program that gets newborns sleeping 12 hours a night, in 12 weeks or less. Through her in-person and online offerings Nicole is dedicated to helping exhausted and overwhelmed newborn parents say goodbye to postpartum sleep deprivation, through safe, simple and effective methods.

Media Contact:

Natasha Lyubic
Business Manager
natasha.lyubic@gmail.com
0482464262