

Make The Most Of Bedtime

(NAPSA)—Bedtime is an important bonding time for child and parent, when special moments shared can lead to lifelong memories. For many parents, however, bedtime can be a struggle between balancing quality time with nighttime issues—such as bedwetting—leaving parents and kids in the dark.

“I often counsel parents to rethink bedtime as an opportunity to connect with your child and focus on the few minutes that can create memories,” said Dr. Jennifer Trachtenberg, pediatrician and mom of three.

Tips On Making Bedtime Better

With more than 12 years of experience practicing pediatric medicine and counseling parents, Dr. Trachtenberg has helped many parents conquer nighttime issues and make bedtime count. She recommends:

- **Establish a Routine**—Regular routines help you and your child carve out a few minutes together at night, whether it's reading a book or talking about his day.

- **Create a Calm and Inviting Space**—A bedroom with little noise, soft lights and comfortable temperature is a welcoming retreat in which you and your child can relax and spend a few quiet moments together.

- **Address Nighttime Issues With Perspective**—It's important for parents to address issues like bedwetting with reassurance and sensitivity, helping instill confidence and put the focus back on quality time. Dr. Trachtenberg often tells parents to try Kimberly-Clark GoodNites Sleep Pants—they can help reduce kids' anxiety at night, protect their self-esteem, give children a sense of control over a situation that is not



Parents can think of their child's bedtime as an opportunity to connect with the child and focus on a few minutes that can create great memories.

their fault and offer the most comfortable night possible.

You can find additional advice from Dr. Trachtenberg and other leading parenting and medical experts on the newly updated site GoodNites.com, a sharing space and resource for parents seeking answers on bedwetting and advice on making bedtime quality time with their child.

More help comes from the “Special Bedtime Moments” Contest. It gives parents the opportunity to share how they make the most of bedtime with their children and help those who struggle with bedtime issues put the focus back on what really matters at night.

Parents can visit www.SpecialBedtimeMoments.com through August 14, 2009, to share a tip, story or routine for a chance to win one of two Grand Prize bedroom makeovers to transform their child's room into a magical space where cherished moments can create lasting memories.