

# Unlocking Children's Potential Overnight

As the Swiss Army knife of mental health, sleep plays a critical role in the learning and memory process, but almost 70% of Canadian kids are sleep deprived.

Developed by a child psychiatrist and a mompreneur, ZzzPower is an easy 3-step pilot created for schools

- Explore and get to know the ZzzPower curriculum
- Read The Quest for Rest, starring Polly & Pickles
- Complete ZzzPower lesson with family members

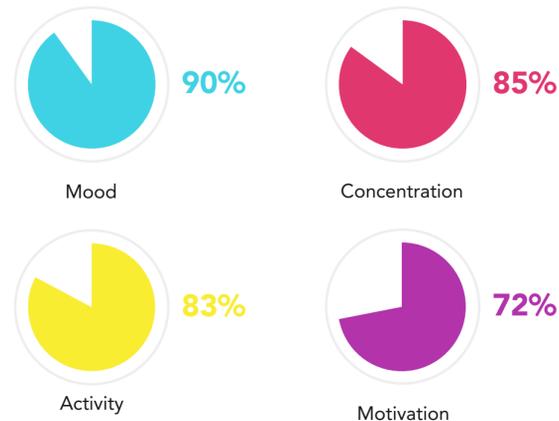


## Parents recognize the value of a good night's sleep

From dribbling a basketball to acing the math test, sleep fuels a student's ability to do the things they love. However, most parents do not demonstrate a thorough understanding of the contributors to poor sleep.

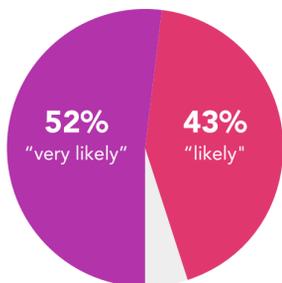
- Only **57%** recognized the effects of late bedtimes and 16% of poor diet
- **28%** didn't recognize that motivation was related to healthy sleeping
- Only **35%** of parents correctly answered how much sleep a 5-12 year-old needs

Q: What is the perceived impact of poor sleep on children?



## Schools can provide resources and guidance

We piloted with 3 Surrey Elementary Schools, 300+ students and 14 teachers. Almost (**52%**) of parents surveyed were "very likely" and **43%** more were "likely" to try new activities to encourage healthy sleep habits.



**ZzzPower™ Sleep for Kids teaches students the benefits of rest while providing parents with tools and guidelines to develop happier, healthier bedtime routines.**



## Paperclouds improved confidence and teaching skills

**88%** of parents were at least "very" confident, with 1/3 (**32%**) stating they were "extremely" confident about encouraging new healthy sleep habits.

## Quotes from parents:

**"The book was the best part for us. It's a great relatable easy fun story and gave our daughter a sense of ownership around sleep habits."**

**"Setting up a routine and following it for sleep greatly improved concentration and reduced anger."**

**"I really enjoyed the book! It was a really nice and easy way to have my children wind/calm down by reading it before bed. And also to learn how important sleep is and how it affects everyday aspects of your life.."**

**"Our goal is that every child in our district would have 'Polly and Pickles; The Quest for Rest' book in their hands as they pass through Kindergarten/Grade 2."**

- Dr. Daniel To, District Principal Education Services, Surrey Schools

To learn more about Paperclouds, or for information about implementing the curriculum, please contact Andrea Bell at [andrea@paperclouds.ca](mailto:andrea@paperclouds.ca) or 778-886-6870



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