

EmeraldToday



Up to the challenge

Emerald's Carter Kurtis couldn't resist a chance for some Saturday morning play time when the First5Years opened its doors to prospective families for its 2024 intake. First5Years is offering all Central Highlands families free access to the SleepWellBaby app to make life just that little bit easier.

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Sleepy time in store for Central Highlands families

Emerald's First5Years early learning centre is offering Central Highlands parents some peace and quiet with a free access to the app, SleepWellBaby.

First5Years principal Melissa Webster said while being a new parent is a joy, it also brings its share of challenges.

"One of the most daunting is the elusive quest for a good night's sleep," Ms Webster said.

"We all know how pivotal sleep is, not just for the baby but for the parents too.

"Recent research has shown a tangible link between lack of parental sleep and post-natal depression in both men and women. Hence, the significance of sound sleep goes beyond mere rest — it's a crucial component of mental well-being."

Ms Webster said understanding this profound need, First5Years, an early education centre deeply rooted in empowering parents and carers, has partnered with SleepWellBaby to offer a solution—a digital haven for all those parents seeking to decode the mysteries of their child's sleep patterns.

"The SleepWellBaby app, a brainchild of Tresillian and digital health company Sleepfit, is not just an app. It's a century's worth of expertise, research, and genuine understanding of parental needs distilled into a handy tool," she said.

"Tailored guidance for every age, sleep and settling tips, breastfeeding and nutrition advice, and a real maternal health care nurse at the end of the phone if you need —all these features are designed keeping in mind parents of newborns right up to those with three-year-olds.

"What truly sets this collaboration apart is the accessibility.

"First5Years is sponsoring free access to the SleepWellBaby app for all families in the Central Highlands of Queensland.

"It's a testament to First5Years' commitment to early years education and the well-being of families.

"Sleep is not a luxury; it's a necessity. With First5Years and SleepWellBaby, let's ensure every parent in Central Highlands finds their rhythm, gets the rest they deserve, and flourishes in the beautiful journey of raising a child."

To access this award-winning, government-backed app, simply download SleepWellBaby from the App Store or Google Play.

Use the voucher code FIRST5YEARS when selecting a plan.

Dive into a world of sleep insights, tracking, white noise, lullabies, and expert advice.

For more information, visit sleepwellbaby.io or email us at contact@first5years.com.au.

An advertisement for the SleepWellBaby app. It features a close-up photo of a smiling baby wearing a striped beanie. The background is light and decorated with colorful starburst graphics. In the top right corner, there is a logo for SleepWellBaby. At the bottom, there is a blue banner with the text "Download now" and icons for the Apple App Store and Google Play. Below the banner, there is a line of text: "Central Highlands mums can access the SleepWellBaby app for free, thanks to the First5Years early learning centre in Emerald."

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