



Image: Better Nights, Better Day's Management Team. Left to Right, Top Row: Co-Investigators, Dr. Reut Gruber, MU; Dr. Christine Chambers, DAL; Dr. Graham Reid, UWU; Dr. Roger Godbout, UDM; and Dr. Wendy Hall, UBC. Bottom Row: Dr. Robyn Stremmler, UOT, Dr. Manisha Whitmans, UOA; Principal investigator, Dr. Penny Corkum, DAL; and Co-investigator Dr. Shelly Weiss, UOT.

Better Nights, Better Days

Summer 2016

Volume 3



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A lot has happened since our last newsletter! Our Summer 2016 edition of the Better Nights, Better Days (BNBD) newsletter will bring you up-to-date on all of our accomplishments and our upcoming plans!

Better Nights, Better Days will be launching this summer, with our participant recruitment for the randomized controlled trial (RCT) starting September 5, 2016.

Program awareness and exposure will be increasingly important as we move towards the RCT.

As you will recall, the BNBD team is funded by the Canadian Institutes of Health Research (CIHR) to develop, implement, evaluate, and disseminate an online sleep intervention for typically developing children ages 1 -10 years with insomnia (i.e., difficulties falling asleep, staying asleep and waking too early).

The BNBD program aims to help parents understand their child's sleep problems and provides evidence-based strategies to help children sleep better.

Randomized Controlled Trial

Our plan is to launch the RCT on September 5, 2016! In preparation for this launch, we need to increase our visibility in order to recruit participants. BNBD will use a combination of traditional media, as well as online interaction through our website and social media in order to reach potential participants.

The goal for the RCT is to recruit 500 Canadian participants (parents with typically developing children ages 1-10 years with insomnia). The goals for recruitment include the following:

1. Increase BNBD program visibility.
2. Recruit 400 English speaking and 100 French speaking Canadians to participate in the two versions (English/French).
3. Recruit a minimum of 42 participants per month for 12 months equally divided across the 3 age groups (i.e., Toddler: 1-2 years of age; Pre-School: 3-5 years of age; School-Age: 6-10 years of age) for a total of 500 participants from across Canada.

www.betternightsbetterdays.ca

The BNBD website is the most important recruitment tool that will be used to reach our target audience; parents of typically developing children ages 1 -10 years. All recruitment methods, including social media, will direct traffic to the website. With the target audience in mind, the design elements of the website include friendly and bright colours, and playful icons and font which are consistent with the BNBD brand. These elements are consistent across the BNBD social media platforms and recruitment materials. We have structured the website to deliver a user friendly platform that lets parents easily navigate and find the information they need.

The recruitment tools built into the website include “Can I Participate?” panels found on every page of the website. These panels list the full inclusion and exclusion criteria.



The “Can I Participate?” panel allows parents to quickly self-screen to determine if they meet the basic requirements of the study, and will save ineligible visitors the effort of going through the longer eligibility process. Visitors can easily contact a research coordinator to find out more information or ask questions through the “Contact Us” page.



Help Spread the Word!

Better Nights, Better Days is on Social Media! Like, Follow, and Share Better Nights, Better Days on Facebook, Twitter, Instagram, and Pinterest!

Better Nights, Better days is now on Facebook, Twitter, Instagram, and Pinterest in an effort to interact with all our potential study participants and increase our website visibility. These four social media applications (Facebook, Twitter, Instagram, and Pinterest) are among the top used by our target demographic, many of whom use them multiple times daily.

Live BNBD Facebook and Twitter feeds on the website create a dynamic element and provide up-to-date content to visitors. This feature helps to engage parents and partners in the health care community.

Google Analytics will allow us to monitor daily traffic to the website and will help us to better understand what recruitment efforts are working by collecting data on demographics, language, and geographic location of our visitors. This will be very useful to help determine where in the country to target future recruitment efforts (e.g., province, urban vs. rural, age group).

Please contribute to the BNBD RCT recruitment by taking a moment to find us on social media, like, follow, and share our content and please forward any relevant research content, news articles, or interest pieces to bnbd@dal.ca.



www.betternightsbetterdays.ca #betternightsbetterdays

Accomplishments & Study Updates

Partnership with BeHealth Solutions

Dr. Penny Corkum and the BNBD Management Team have partnered with BeHealth Solutions, LLC, to provide the platform to deliver the BNBD intervention through an online module structure.

BeHealth is a world leader in eHealth with a mission to make effective and evidence-based health care accessible by delivering programs on the internet.



Digital health solutions that expand access to affordable and effective behavioral health care

Better Nights, Better Days Intervention

The intervention is comprised of five sessions, created based on the Management Team's cumulative research and clinical experience. The individual sessions provide evidence-based advice and strategies, detailed instructions and support, all from the comfort of the participants' own home. Participants complete the intervention over 5-10 weeks.

Focusing on behavioural principles, the intervention encourages positive behaviours that will help children learn to settle down easier at bedtime and achieve better quality sleep throughout the night. Listed to the right are some of the aspects of the program that help to make each session effective and rewarding for participants.

- Engaging videos introduce information about the program and pediatric sleep
- Sleep experts explain concepts and information via video throughout the program
- Questionnaires allow for tailored content and information pertinent to the child's age and sleep problems
- Individual feedback helps parents to know which strategies will work best for their child and family
- Participants individualize the program by setting their own goals and develop an individualized reward system as they work to implement lasting positive changes



Ethics Approval for the Randomized Controlled Trial

We are thrilled to announce that BNBD received approval from the IWK Health Centre on April 6, 2016.

This is a huge milestone for BNBD and represents a tremendous amount of work that has been done to get ready for the RCT!

Trainee Program

Better Nights, Better Days Training Program had a wonderful 2015/16 academic year. The program includes 29 trainees including undergraduate, graduate students, medical students and resident, and postdoctoral fellows and 7 affiliate trainees.

Many trainees were awarded funding over the 2015/2016 year. We had a successful Webinar series that was well attended by trainees, affiliates, and supervisors. Below is a list of the webinars presented over the 2015/2016 year.

- **September 28:** Dr. Penny Corkum, "Introduction to BNBD-TD and BNBD-NDD"
- **October 26 :** Dr. Cary Brown, "The relationship between sleep and pain in children"
- **November 23:** Dr. Osman Ipsiroglu, "Challenging/Disruptive sleep/wake behaviours in children and youth with Fetal Alcohol Spectrum Disorder (FASD)"
- **December 7:** Kim Tan-MacNeill, "Parent and health care professional perspectives on barriers and facilitators to treatment of sleep problems in children with Autism Spectrum Disorder (ASD)"
- **January 18:** Dr. Gabrielle Rigney, "A randomized controlled trial of sleep education in pre-adolescents"
- **February 22:** Dr. Evelyn Constantin, "Sleep and Cerebral Palsy"
- **March 14:** Marie-Pierre Tessier, "Heart rate variability during wake and sleep in typically developing and autistic individuals: Effects of age range"
- **April 11:** Dr. Roger Godbout, "Sleep in Autism"
- **May 9:** Michelle Tougas, "Developing a method for studying pediatric sleep Information shared over social media"

Support and Funding

Support and funding provided by the Canadian Institutes of Health Research, Sleep and Circadian Rhythms: Team Grant

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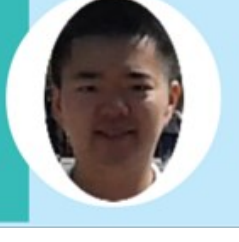
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THANKYOU 😊