

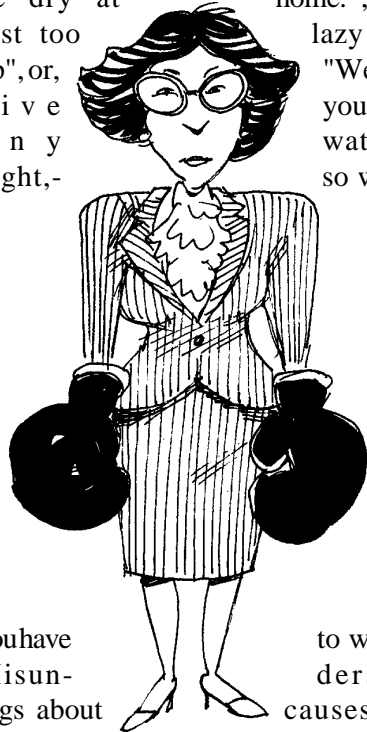
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FROM THE MAKERS OF THE SLEEPDRY ALARM™

UNDERSTANDING THE TENSIONS OF BEDWETTING

Bedwetting often becomes a source of conflict in families. Parents will vent their frustration at wet beds by saying all sorts of statements that really don't address the real cause of the problem. "You were dry at grand- mas-why can't you be dry at home.", "You're just too lazy to get up", or, "We didn't give a n y water last night,- so why did



you have Misun- ings about to wet? derstand- causes and cures for bedwetting problems also can form tension between parents themselves. One parent may not know how hard the child is trying, and just want to exert more discipline-all to no avail! Years and years often go by with constant daily washing, smelly beds, and extra morning bathing. Nothing seems to work. Books on bedwetting, setting alarm clocks at night, fluid restriction, scolding, pleading, offering rewards,- everything seems to fail for years on end! Parents are understandably frustrated. Children also go through their own form of grief with the bedwetting issue. Kids really

like to please their parents, and feel immensely disappointed when there is nothing they can do to be "good",-no matter how hard they try. Well intentioned, parents often devise reward programs that actually leave the child with even lower self-esteem,- when none of these attempts ever really work. Caught in an impossible circle of events, children are often left helplessly confused, not knowing what to do. An additional problem that kids must go through is teasing by siblings and friends. Sometimes this is so feared that children end up refusing to go to normal childhood functions such as sleepovers, or campouts,-for fear of discovery and ridicule. Child psychologists have written much about the devastating effects that can happen to childhood develop-

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ment if that person ever becomes singled out as a "victim" or target of being made fun-of. Unfortunately, kids at this age can sometimes be very cruel. -It's amazing that despite all this grief , the bedwetting child still will often say, "Naw, - it doesn't bother me that much- it's no big deal." [Many parents who phone us up to order alarms for their own kids tell of the terrible sadness that they also endured as a bedwetting child, but never could tell anyone. -And they aren't going to let that happen to their own child!]

What's needed to keep this cycle of frustration from continuing, is to inform parents on what really causes bedwetting,- and to recommend the tools that will really solve the problem. Most nighttime accidents simply come from the fact that the child is not able to adequately sense, or control bladder fullness from the sleep-pattern. Once parents are told this,- it becomes easier for them to understand why none of their 'tactics' have worked in the past.-Children simply cannot respond to something they cannot feel or sense. It is doubly important for parents to know the true success-rates of different treatments. Does the parent want to take a chance on the lower 30-40% success rates of medication?- Would the higher chances of failure potentially frustrate the family even more? Are they aware that alarms have an 80 to 90% success rate?-That audio alarms have the distinction of being able to alert both the parents and the child- just as the wetting has begun!(It's one of the reasons the alarm is superior- the feedback is so fast and sure.) Can something so simple as these basic facts change the grief and frustration that your patients may be going through?- You bet it can! The cycle of failure can be broken once well-intentioned 'willpower' is replaced by the tools that really get the job done. You, as an informed health care professional, are in a unique position of being at the front-line: where these family tensions can be relegated to a thing of the past.

