BEYOND WET SHEETS: THE EMOTIONAL TOLL OF BEDWETTING ON FAMILIES

While bedwetting is common, families of children with Autism and/or ADHD can face bigger challenges than just more laundry. Kimberly-Clark invented the absorbent bedwetting underwear category in 1994, with the launch of Goodnites. Goodnites is the #1 nighttime bedwetting underwear and provides 35% less leaks.[1] Goodnites provides a size inclusive offering (XS - XL) for kids ages 3 to 17, up to 140 lbs.

Of children who experience bedwetting, 1 in 10 has a disability, with Autism and ADHD being the most prevalent.[3]

AWESOME DAYS START WITH GOODNITES®

Parents of children with Autism and/or ADHD who wet the bed experience physical and emotional stress.

- 60% report assist loss
- 56% say they feel helpless
- 43% say their child has lost sleep
- 41% say their child’s anxiety has increased

SLEEPLESS & STRESSED OUT

Parents of children with Autism and/or ADHD who wet the bed experience physical and emotional stress.

- 45% say it has limited family vacations
- 34% say it has affected their child’s confidence
- 39% say other parents of children with Autism and ADHD don’t understand their challenges
- 34% say their child has missed out on sleepovers with friends
- 35% say their child’s anxiety has increased
- 29% say their child’s self-esteem has lowered
- 23% say it has disrupted bedtime routine
- 22% say it has disrupted bedtime routine
- 19% say it has disrupted bedtime routine
- 18% say it has disrupted bedtime routine
- 17% say it has disrupted bedtime routine
- 16% say it has disrupted bedtime routine
- 15% say it has disrupted bedtime routine
- 14% say it has disrupted bedtime routine
- 13% say it has disrupted bedtime routine
- 12% say it has disrupted bedtime routine
- 11% say it has disrupted bedtime routine
- 10% say it has disrupted bedtime routine
- 9% say it has disrupted bedtime routine
- 8% say it has disrupted bedtime routine
- 7% say it has disrupted bedtime routine
- 6% say it has disrupted bedtime routine
- 5% say it has disrupted bedtime routine
- 4% say it has disrupted bedtime routine
- 3% say it has disrupted bedtime routine
- 2% say it has disrupted bedtime routine
- 1% say it has disrupted bedtime routine

FEELING MISUNDERSTOOD

Parents of children with Autism and/or ADHD who wet the bed feel misunderstood.

- 38% say it has limited family vacations
- 34% say it has affected their child’s confidence
- 39% say other parents of children with Autism and ADHD don’t understand their challenges
- 35% say their child’s anxiety has increased
- 34% say their child has missed out on sleepovers with friends

NAVIGATING CHILDHOOD

Parents of children with Autism and/or ADHD say bedwetting causes their children to miss out on childhood memories and regular nighttime routines.

- 45% say it has disrupted bedtime routine
- 39% say other parents of children with Autism and ADHD don’t understand their challenges
- 34% say their child has missed out on sleepovers with friends
- 30% say it has disrupted bedtime routine
- 27% say other parents of children with Autism and ADHD don’t understand their challenges
- 25% say other parents of children with Autism and ADHD don’t understand their challenges
- 22% say other parents of children with Autism and ADHD don’t understand their challenges
- 19% say other parents of children with Autism and ADHD don’t understand their challenges
- 16% say other parents of children with Autism and ADHD don’t understand their challenges
- 13% say other parents of children with Autism and ADHD don’t understand their challenges
- 10% say other parents of children with Autism and ADHD don’t understand their challenges
- 7% say other parents of children with Autism and ADHD don’t understand their challenges
- 4% say other parents of children with Autism and ADHD don’t understand their challenges
- 1% say other parents of children with Autism and ADHD don’t understand their challenges

Visit Goodnites.com to learn more about how awesome days start with Goodnites.

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Proud Partner of the Autism Society of America

Goodnites are to be used only around how someone sleeps. Do not use with children, as children may not have the ability to use Goodnites. Visit Goodnites.com for more information.

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