



Sleep Health Week 2024

Pathways to Better Sleep

Mon 5 August – Fri 9 August 2024



Sleep Health Foundation brings you
SLEEP HEALTH WEEK

5 August – 9 August 2024

The annual *Sleep Health Week* will be held August 5–9th 2024. This annual event highlights the importance of sleep health and encourages the public to prioritise sleep to improve their overall health and wellbeing and to see a healthcare professional when they are concerned about their sleep.

This year's theme, "**Pathways to Better Sleep**," provides an excellent opportunity for us to emphasise the importance of sleep health and its profound impact on overall wellbeing. This theme will cover a range of sleep topics from general sleep disturbances, sleep disorders, and how to adopt healthy sleep habits.

Key messages throughout the week on social and traditional media:

- Sleep is one of the three pillars of a healthy lifestyle alongside healthy eating and regular exercise
- Sleep disturbances may lead to poorer physical and mental health and may increase the chances of someone getting sick or developing other chronic health concerns
- Sleep disorders can have a significant negative impact on people's lives
- For people who have a suspected sleep disorder, how they can get diagnosed and the best treatments available for sleep disorders
- For people that struggle to have a regular sleeping pattern (e.g., new parents, shift workers) there are strategies they can use to help reduce the disturbances from these lifestyle factors
- The SHF has multiple resources such as [fact sheets](#) and [webinars](#) available for individuals who are wanting to improve their sleep and health

Suggested activities:

- Consider a morning tea and/or a PJ day as a novelty to highlight discussions about sleep to improve overall health; consider a gold coin donation to the Sleep Health Foundation.
- Consider organising a workplace or community activity that aligns with sleep hygiene or healthy sleep messaging, such as outdoor morning yoga (weather permitting), or a book club that encourages reading over screen time in the evenings, etc.
- Hold a competition within your workplace to hear from your own people how best to improve sleep and reduce fatigue in your workplace – consider the prize to be a “wellness day” (of extra leave).
- Hold a competition within your workplace to see who can have the most consistent sleep pattern over the week.



- Managers and leaders to talk about sleep, using SHF resources throughout Sleep Health Week in weekly meetings or **request one of our speakers to come along and talk to your staff through our [Speaker Program](#).**
- Sponsor a public webinar about a chosen sleep health topic relating to the theme ***Pathways to Better Sleep***.
- Encourage your staff to prioritise sleep throughout Sleep Health Week (and the other 51 weeks per year) and share their experiences on social media.
- Help us amplify the message by sharing our posts, infographics, and relevant content on your social media channels.
- Share information about Sleep Health Week on your company's communication channels, such as newsletters, intranet, or any other platform that reaches your audience.
- Please like and share the SHF posts on social media, including [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#)
- **Suggested hashtags:** #SleepHealthWeek2024 #SHW2024 #PathwaysToBetterSleep #sleephealth #sleep

Benefits to you:

- **Community Impact:** By participating, you can contribute to the wellbeing of our communities by promoting awareness about sleep health and its positive impact on overall health.
- **Shared Values:** Reinforces our shared commitment to the wellbeing of individuals and communities, aligning our values with the Sleep Health Foundation's mission.
- **Brand Visibility:** Your active participation will provide visibility for your company as a supporter of sleep health and the Sleep Health Foundation.

We look forward to your positive response and the potential impact we can make together during Sleep Health Week 2024.

Please reach out to organise a meeting to discuss ways we can work together to amplify messages around the importance of sleep or collaborate on an event.

Kind regards,

The Sleep Health Foundation.

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