



**JOIN THE SLEEP WORLD, PRESERVE YOUR RHYTHMS TO ENJOY LIFE**

### **WORLD SLEEP DAY® (WSD) – WHAT IS IT?**

World Sleep Day is an annual event that calls to action important issues related to sleep using collaborative efforts energized by sleep professionals all over the world. The focus of WSD is to bring cognizance to the many burdens of sleep problems. WSD publicly displays efforts being taken toward prevention and management of sleep disorders.

WSD is chaired by committee member Liborio Parrino, MD, Associate Professor of Neurology at Parma University, Italy; with support from World Sleep Society's staff and a [full committee](#).

WSD events take place globally, but are listed together online at [www.worldsleepday.org](http://www.worldsleepday.org). In the past, World Sleep Day delegates have worked locally to spread awareness of sleep issues by hosting special events, translating materials, distributing booklets and pamphlets on sleep, hosting school events, press conferences and securing media coverage around the world. Delegates also created content such as public lectures and workshops, appearances on local television and radio shows, booklets, pamphlets, promotional videos, and press releases on sleep. Plan your own World Sleep Day activity today on [www.worldsleepday.org/get-involved](http://www.worldsleepday.org/get-involved).

### **2018 marks the 11th annual World Sleep Day!**

**Appendix A: Official Press Release**

**Appendix B: Logos**

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### **KEY MESSAGES**

*The following key messages are designed to give a template to work from and can be adapted to suit the media environment and focus within your countries. The key messages should be used as talking points to guide a consistent message with others around the world. Bolded key messages should be viewed as primary messages when time or space is limited.*

### **2018 Slogan: Join the Sleep World, Preserve Your Rhythms to Enjoy Life**

World Sleep Day 2018 will incorporate the slogan, 'Join the Sleep World, Preserve Your Rhythms to Enjoy Life,' intended to emphasize the importance of circadian rhythms in healthy sleep, and inspired by the recent Nobel Prize in Physiology or Medicine assigned to three

researchers who have dedicated their studies to circadian rhythms. Circadian rhythms refer to cyclic events within the body such as rhythms in hormones, body temperature and alertness levels. Biological clocks from within the body produce circadian rhythms, but environmental factors such as sunlight also affect them. Preserving regular circadian rhythms have been found to lower the risk of sleep disorders, mental health disorders and chronic health issues such as obesity and diabetes.

- Sound sleep is one of the three pillars of good health along with a balanced diet and regular exercise.
- There are close to 100 disorders of sleep, but most are modifiable and manageable with the help of sleep specialists.
- Individuals who get an entire night's sleep without any interruptions experience lower rates of high blood pressure, diabetes, obesity and other chronic illnesses.

## 2018 Quotes

Professor Debra J. Skene of University of Surrey, UK has over 25 years research experience studying human circadian rhythms in health and disease. She explains, "If there is misalignment between the circadian timing system and behavior, such as during night shift work or following travel across time zones, then one is sleeping and eating at the wrong time of day. This has acute consequences (daytime sleepiness; reduced performance and increased risk of accidents) as well as long term consequences (increased risk of metabolic disorders, cancer)."

Arianna Huffington, formerly of *The Huffington Post* and author of *The Sleep Revolution: Transforming Your Life, One Night at a Time* states, "Sleep is the underpinning of our entire well-being. For centuries people thought that sleep was a time of inactivity, that the brain was resting. But all the new science proves that the opposite is true -- that during sleep the brain is in a state of intense activity, which is necessary for us to fully recharge and be productive, creative and truly connect with ourselves and others during the day."

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## GENERAL FACTS

- World Sleep Day is an annual event to raise awareness of sleep disorders and the burden that they place on society. World Sleep Day 2018 will be held on Friday, March 16, 2018.
- Most sleep disorders are preventable or treatable, yet less than one-third of sufferers seek professional help.<sup>4</sup>
- Sleep problems constitute a global epidemic that threatens health and quality of life for up to 45% of the world's population.<sup>3</sup>
- Better understanding of sleep conditions and more research into the area will help reduce the burden of sleep disorders on society.
- Three elements of good quality sleep are:

- **Duration:** The length of sleep should be sufficient for the sleeper to be rested and alert the following day.
- **Continuity:** Sleep periods should be seamless without fragmentation.
- **Depth:** Sleep should be deep enough to be restorative.

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## **WORLD SLEEP DAY® (WSD) – HISTORY**

The first WSD was held on March 14, 2008, under the slogan “Sleep Well, Live Fully Awake.” The annual awareness day is held the Friday before Spring Vernal Equinox.

- “Sleep Well, Live Fully Awake” – March 14, 2008
- “Drive Alert, Arrive Safe” – March 20, 2009
- “Sleep Well, Stay Healthy” – March 19, 2010
- “Sleep Well, Grow Healthy” – March 18, 2011
- “Breathe Easily, Sleep Well” – March 16, 2012
- “Good Sleep, Healthy Aging” – March 15, 2013
- “Restful Sleep, Easy Breathing, Healthy Body” – March 14, 2014
- “When Sleep is Sound, Health and Happiness Abound” – March 13, 2015
- “Good Sleep is a Reachable Dream” – March 18, 2016
- “Sleep Soundly, Nurture Life” – March 17, 2017

The next WSD will be March 16, 2018 with slogan to be determined. It will then follow on March 15, 2019 and March 14, 2020.

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## **Media spokespeople**

Where possible, we suggest identifying and preparing a message for an internal spokesperson to front your WSD activities. Depending on time and resources, media/message training may also help to prepare your spokesperson for various media activities such as telephone interviews, live television, or radio. World Sleep Society has a list of spokespeople from countries around the world. Please contact World Sleep Society at [info@worldsleepsociety.org](mailto:info@worldsleepsociety.org) for the list or to be considered as a spokesperson.

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## **TALKING POINTS**

Primary:

- Research shows that we spend up to one-third of our lives sleeping. Sleep is a basic human need, much like eating and drinking, and is crucial to our overall health and well-being.
- Sleep, like exercise and nutrition, is essential for metabolic regulation in children. There is evidence for a link between sleep duration and childhood obesity. The findings are

more apparent in girls. Sleep duration is the effect of day-to-day variability of sleep-wake timing on weight regulation.<sup>19,20</sup>

- Breathing regularly during sleep is critical to maintain well-being and health. Persistent interruption of the breathing function during sleep is called sleep apnea. This is a pervasive and common disorder that affects 4% of men and 2% of women.<sup>22</sup>
- Sleep apnea causes daytime sleepiness and fatigue, and may lead to conditions such as hypertension, ischemic heart disease, stroke<sup>27</sup>, and diabetes.
- Lack of sleep or poor quality sleep is known to have a significant negative impact on our health in the long and short term. Next day effects of poor quality sleep include a negative impact on our attention span, memory recall and learning.<sup>5</sup> Longer term effects are being studied, but poor quality sleep or sleep deprivation has been associated with significant health problems, such as obesity, diabetes, weakened immune systems and even some cancers.<sup>6,7,8</sup>
- Lack of sleep is related to many psychological conditions such as depression, anxiety and psychosis.<sup>9,10</sup>
- Quality sleep is crucial to ensure good health and quality of life.

#### Importance of Sound, Restorative Sleep:

- Good quality and restorative sleep is essential for day-to-day functioning. Studies suggest that sleep quality rather than quantity has a greater impact on quality of life and daytime functioning.<sup>12</sup>
- Healthy sleep in children will improve the child's overall wellness and development. WORLD SLEEP SOCIETY has created the [10 commandments of Healthy Sleep for Children](#).
- Poor quality sleep has a greater negative impact on health, well-being and satisfaction with life than the quantity of sleep a person gets.<sup>9,13</sup>
- Quality sleep is responsible for alertness, improved functioning the following day and better quality of life.

#### Consequences of Sleep Disorders

- Sleep disorders cause significant individual and societal burden and form a serious public health problem.
- Obstructive sleep apnea significantly impacts health and well-being. The drop in oxygen that occurs when breathing stops due to OSA puts a strain on the heart and can lead to a number of serious health conditions.
- Directly or indirectly, disrupted sleep can have a negative effect on family life and relationships by affecting a person's mood and the way in which they are able to perform daily activities and interact socially.<sup>13</sup>

#### Extent of the Epidemic

- 35% of people do not feel they get enough sleep, impacting both their physical and mental health.<sup>21</sup>

- Obstructive sleep apnea (OSA) affects approximately 4% of the adult population.<sup>21</sup> If not properly managed, OSA can have a significant impact on a person's health and well-being.
- Restless Legs Syndrome is a common disorder and occurs in between 3-10% of the population, although the number of people affected and the severity of the condition differs between countries.
- People who have OSA stop breathing repeatedly during sleep. OSA is caused by a blockage of the upper airway. The collapse of the airway may be due to factors such as a large tongue, extra tissue or decreased muscle tone holding the airway open.
- Each breathing pause can last from 10 seconds to more than a minute and is accompanied by a drop in oxygen associated with each event. The events may occur 5 to 50 times or more each hour. This puts a strain on the heart and can lead to a number of serious health conditions (U.S. Dept. of Health & Human Services, NIH, 2009).

#### Known Consequences: Some Statistics

- A US study has estimated the annual costs of insomnia to be between \$92.5 billion and \$107.5 billion.<sup>17</sup>
- 71,000 people suffer injuries every year due to sleep-related accidents.<sup>16</sup>
- 1,550 people die because of sleep-related accidents.<sup>16</sup>
- 46% of individuals with frequent sleep disturbances report missing work or events, or making errors at work, compared to 15% of healthy sleepers.<sup>18</sup>

#### Specific Sleep Disorders:

##### **Insomnia**

- Insomnia affects between 30-45% of the adult population.<sup>3</sup>
- Primary insomnia (insomnia with no underlying condition) affects 1-10% of the general population, increasing up to 25% in the elderly.<sup>3</sup>
- Lack of sleep or poor quality sleep also leaves us more vulnerable to accidents. People who suffer insomnia are seven times more likely to become involved in an accident causing death or serious injury than good sleepers.<sup>11</sup>
- Studies have shown that people with insomnia suffer from more symptoms of anxiety and depression than people without insomnia.<sup>9</sup>
- Insomnia has a negative impact in all areas of a sufferer's life.
- Insomnia can affect work performance, with a change in character and a drop in the quality of work. If the disorder remains untreated, this may even lead to reduced job prospects and loss of employment.<sup>13</sup>

##### **Sleep Breathing Problems**

Obstructive sleep apnea is very prevalent, yet under recognized. The Wisconsin Sleep Cohort Study estimated a prevalence of 17% among men and 9% among women in that state in the United States. In northern India, the prevalence of obstructive sleep apnea and obstructive sleep

apnea syndrome is 13.7%. OSA is an independent risk factor for hypertension and other cardiovascular ailments. In children, sleep apnea may be the underlying cause of neuropsychological disturbances. Pediatric sleep apnea is typically associated with adenotonsillar hypertrophy.

Untreated sleep apnea may lead to heart diseases, stroke, and vascular dementia. Both adults and children should be formally investigated in sleep centres if sleep apnea is suspected, because both adult and pediatric sleep apnea is treatable and correctable; a correct and precise diagnosis is always required.<sup>26</sup>

Sleep apnea is diagnosed with polysomnography in the sleep laboratory. Treatment with non-invasive positive airway (continuous positive airway pressure, or CPAP) ventilation is generally successful. For mild forms of sleep apnea, the application of oral devices can be beneficial. Surgery to remove excessive tissues in the oropharynx may be considered for individuals who cannot tolerate non-invasive equipment or who have obvious obstruction to airflow in the oropharynx by redundant tissue growth or large tonsils. There is proof that successful correction of sleep apnea with non-invasive positive airway pressure ventilation lowers mean blood pressure and may reduce the risk of myocardial infarction and stroke. Excessive daytime somnolence generally improves with successful treatment of sleep apnea.

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## **HOW YOU CAN TAKE ACTION**

- Join World Sleep Day 2018 as a [delegate](#) or a [supporter](#).
- Obtain more information at [www.worldsleepday.org](http://www.worldsleepday.org).
- Be cognizant that most sleep problems can be managed by changing behaviors around sleep, medical therapy, or cognitive behavioral therapy.
- Be aware that patients suffering from sleep complaints, or who suffer from excessive daytime sleepiness, should see a physician and, if needed, obtain a consultation in a sleep center.

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## **AVAILABLE VIDEOS**

Informational and historical videos document significant discoveries in the field of sleep medicine. [View video content](#) including (but not limited to):

- Prof. Michel Billiard of Montpellier, France, gives a historical perspective of the evolution of narcolepsy as a clinical entity (English)
- Dr. Ernest Hartmann describes 50 years of dedication to the exploration of sleep and dreams
- Dr. Karl Ekbom Jr. narrates how his father Professor Karl-Axel Ekbom developed the modern concept of restless legs syndrome.
- Dr. Christian Guilleminault is interviewed providing details on early discovery of obstructive sleep apnea.

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## **PRINCIPLES OF GOOD SLEEP**

Following the guidelines of Sleep Hygiene can help to prevent poor quality nocturnal sleep, short duration of sleep, fragmentation of sleep and serious sleep deprivation in adults.

### **10 COMMANDMENTS OF SLEEP HYGIENE FOR ADULTS**

1. Fix a bedtime and an awakening time.
2. If you are in the habit of taking siestas, do not exceed 45 minutes of daytime sleep.
3. Avoid excessive alcohol ingestion 4 hours before bedtime and do not smoke.
4. Avoid caffeine 6 hours before bedtime. This includes coffee, tea and many sodas, as well as chocolate.
5. Avoid heavy, spicy, or sugary foods 4 hours before bedtime. A light snack before bed is acceptable.
6. Exercise regularly, but not right before bed.
7. Use comfortable bedding.
8. Find a comfortable temperature setting for sleeping and keep the room well ventilated.
9. Block out all distracting noise and eliminate as much light as possible.
10. Reserve the bed for sleep and sex. Don't use the bed as an office, workroom or recreation room.

### **10 COMMANDMENTS OF SLEEP HYGIENE FOR CHILDREN [AGES BIRTH TO 12 YEARS]**

1. Go to bed at the same time every night, preferably before 9:00PM.
2. Have an age-appropriate nap schedule.
3. Establish a consistent bedtime routine.
4. Make your child's bedroom sleep conducive – cool, dark, and quiet.
5. Encourage your child to fall asleep independently.
6. Avoid bright light at bedtime and during the night, and increase light exposure in the morning.
7. Avoid heavy meals and vigorous exercise close to bedtime.
8. Keep all electronics, including televisions, computers, and cell phones, out of the bedroom and limit the use of electronics before bedtime.
9. Avoid caffeine, including many sodas, coffee, and teas (as well as iced tea).
10. Keep a regular daily schedule, including consistent mealtimes.

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## **ABOUT WORLD SLEEP SOCIETY**

World Sleep Day is organized by World Sleep Society, founded by World Association of Sleep Medicine (WASM) and World Sleep Federation (WSF), an international association whose mission is to advance sleep health worldwide. World Sleep Society is working toward increasing

worldwide awareness of the importance of sleep and the adverse consequences resulting from lack of sleep, due either to enforced lifestyle or to sleep disorders themselves. The society acts as a link between various sleep associations and cultures, sleep clinicians and researchers, in the advancement of worldwide sleep health. To learn more, visit [www.worldsleepsociety.org](http://www.worldsleepsociety.org). Stay connected: [@\\_WorldSleep](https://twitter.com/WorldSleep) (Twitter), [facebook.com/worldsleepsociety](https://facebook.com/worldsleepsociety).

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**APPENDIX A – PRESS RELEASE [BEGINS ON NEXT PAGE]**



**JOIN THE SLEEP WORLD, PRESERVE YOUR RHYTHMS TO ENJOY LIFE**

FOR IMMEDIATE RELEASE

World Sleep Society

+1.507.316.0084

<http://worldsleepday.org/>

**CELEBRATE WORLD SLEEP DAY® ON MARCH 16**  
**TO ADVANCE SLEEP HEALTH WORLDWIDE**

**ROCHESTER, MN – January 8, 2018**—World Sleep Society is issuing a global call to action about the importance of healthy sleep. Friday, **March 16, 2018** is the 11<sup>th</sup> annual World Sleep Day®. Created and hosted by World Sleep Society, World Sleep Day is an internationally recognized awareness event bringing researchers, health professionals and patients together to recognize sleep and its important impact on our health.

World Sleep Day 2018 will incorporate the slogan, 'Join the Sleep World, Preserve Your Rhythms to Enjoy Life,' intended to emphasize the importance of circadian rhythms in healthy sleep, and inspired by the recent [Nobel Prize in Physiology or Medicine](#) assigned to three researchers who have dedicated their studies to circadian rhythms. Circadian rhythms refer to cyclic events within the body such as rhythms in hormones, body temperature and alertness levels. Biological clocks from within the body produce circadian rhythms, but environmental factors such as sunlight also affect them. Preserving regular circadian rhythms have been found to lower the risk of sleep disorders, mental health disorders and chronic health issues such as obesity and diabetes.

[Professor Debra J. Skene](#) of University of Surrey, UK has over 25 years research experience studying human circadian rhythms in health and disease. She explains, “If there is misalignment between the circadian timing system and behavior, such as during night shift work or following travel across time zones, then one is sleeping and eating at the wrong time of day. This has acute consequences (daytime sleepiness; reduced performance and increased risk of accidents) as well as long term consequences (increased risk of metabolic disorders, cancer).”

The 11<sup>th</sup> Annual World Sleep Day has partnered with Thrive Global, Westin Hotels & Resorts and Ferring Pharmaceuticals. More sponsors will be included before March.

Arianna Huffington of *Thrive Global*, author of *The Sleep Revolution: Transforming Your Life, One Night at a Time*, asserts, “Sleep is the underpinning of our entire well-being, necessary for us to fully recharge and be productive, creative and truly connect with ourselves and others during the day.”

“Today’s over-scheduled and always-on culture has spurred a counter-movement among those who see the value in getting a good night’s sleep,” said Brian Povinelli, SVP and Global Brand Leader, Westin Hotels & Resorts. “Nearly 65% of people sleep fewer hours while on the road; so empowering travelers to sleep well reinforces our commitment to guests’ well-being and the growing understanding that sleep impacts everything from productivity to overall happiness.”

Ferring Pharmaceuticals recognizes the importance of a good night’s sleep and therefore promotes healthy sleep by raising awareness of nocturia, the need to urinate once or more at night. Sleep disturbances can have a significant impact on our health and well-being and might even be a sign of a more serious condition. During World Sleep Day, Ferring raises awareness of nocturia, a common cause of sleep disruption in adults of all ages.

## **CALL TO ACTION**

To participate in World Sleep Day, consider:

- Organizing an event to create excitement and generate interest in World Sleep Day.
- Circulating the official press release with sleep experts and local media.
- Distributing sleep patient literature such as booklets, leaflets and newsletters.
- Finding other ideas at [worldsleepday.org](http://worldsleepday.org).
- Spreading the word on social media about **#WorldSleepDay**.

More information can be viewed on [worldsleepday.org/get-involved/plan](http://worldsleepday.org/get-involved/plan).

## **SLEEP’S IMPORTANT IMPACT**

Sleep is a basic human need—a crucial component of survival, much like breathing, eating a healthy diet or getting enough exercise. World Sleep Day is designed to raise awareness of sleep as a human privilege that is often compromised by the habits of modern life. Sleep impacts nearly every aspect of mental and physical health. Research suggests:

- Sound sleep is one of the three pillars of good health along with a balanced diet and regular exercise.
- There are close to 100 disorders of sleep, but most are modifiable and manageable with the help of sleep specialists.
- Effects of insufficient sleep favor outcomes such as increased appetite and enhanced sensitivity to food stimuli.<sup>1</sup>
- Next day effects of poor quality sleep include a negative impact on our attention span, memory recall and learning.<sup>2</sup>
- Studies suggest that sleep quality rather than quantity has a greater impact on quality of life and daytime functioning.<sup>3</sup>
- Short sleep duration appears independently associated with weight gain, particularly in young age groups.<sup>4</sup>

- Longer term effects of reduced sleep duration are being studied, but poor-quality sleep or sleep deprivation has been associated with significant health problems, such as obesity, diabetes, weakened immune systems and even some cancers.<sup>5,6,7</sup>

More statistics on sleep are available on [worldsleepday.org](http://worldsleepday.org).

## CONTACTS

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### About World Sleep Society

World Sleep Day is organized by World Sleep Society, founded by World Association of Sleep Medicine (WASM) and World Sleep Federation (WSF), an international association whose mission is to advance sleep health worldwide. World Sleep Society and the International RLS Study Group have collaborated to launch a sleep directory aiming to globally connect healthcare professionals and patients in their search for sleep experts at [sleepdirectory.org](http://sleepdirectory.org). A job board has also been created for sleep medicine professionals on [www.worldsleepsociety.org](http://www.worldsleepsociety.org). Follow the excitement on Twitter [@\\_WorldSleep](https://twitter.com/WorldSleep) and [facebook.com/WASMF](https://facebook.com/WASMF).

### About Westin Hotels & Resorts

[Westin Hotels & Resorts](http://WestinHotels.com), a leader in wellness and hospitality for more than a decade, empowers guests and associates to embrace well-being and be their best selves through the brand's six pillars of Well-Being: Sleep Well, Eat Well, Move Well, Feel Well, Work Well, and Play Well. At more than 200 hotels and resorts in nearly 40 countries and territories, guests can experience offerings that include the iconic Heavenly Bed, RunWESTIN and Westin Gear Lending with New Balance, delicious and nutritious SuperFoodsRx™ and more: [www.westin.com](http://www.westin.com), @westin on [Twitter](https://twitter.com/westin), [Instagram](https://www.instagram.com/westin) and [facebook.com/Westin](https://facebook.com/Westin).

### About Ferring Pharmaceuticals

Headquartered in Switzerland, Ferring Pharmaceuticals is a research-driven, specialty biopharmaceutical group active in global markets. Nocturia, the need to wake to urinate more than once in the night, is a common cause of sleep disruption in adults of all ages. Ferring Pharmaceuticals is committed to raise awareness of nocturia. To learn more about nocturia or Ferring, please visit [www.ferring.com/](http://www.ferring.com/).

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**APPENDIX B - Logos**

Written consent from the World Sleep Society must be given before World Sleep Day logos may be used by companies or organizations. Individuals may use logos after [becoming a delegate](#).

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HOSTED BY WORLD SLEEP SOCIETY

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MARCH 16, 2018

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**JOIN THE SLEEP WORLD,  
PRESERVE YOUR RHYTHMS TO ENJOY LIFE**

# World Sleep Day®

HOSTED BY WORLD SLEEP SOCIETY MARCH 16, 2018

**JOIN THE SLEEP WORLD, PRESERVE YOUR RHYTHMS TO ENJOY LIFE**