

- ▶ **Social Epidemiology and Public Health Development**
- ▶ **LCHS7000**
- ▶ **Component 1**
- ▶ **Group Presentation (Practice intervention)**
- ▶ **“Sleep Hygiene for Young Adults: Building Healthy Sleep Habits”**
- ▶ **Targeting 13–17-year-old**
- ▶ **Student Names:**
 - ▶ **Dil Afroze: 2508106**
 - ▶ **BELINDA ASANTE: 2511937**
 - ▶ **AMI Patel: 2508221**

Introduction to Health Promotion & Sleep Hygiene

- ▶ Sleep is a core pillar of health, influencing physical, mental, and social wellbeing (McNamara et al., 2023).
- ▶ Young adults (13–17) are at higher risk of irregular sleep patterns due to academic stress, social media use, and lifestyle habits (Hartstein et al., 2024).
- ▶ Poor sleep contributes to reduced academic performance, fatigue, mental health risks, and long-term chronic conditions.
- ▶ Health promotion interventions can empower individuals to adopt positive sleep behaviors in line with NHS and Public Health England guidance.

Dil Afroze khan



Healthy Lifestyle



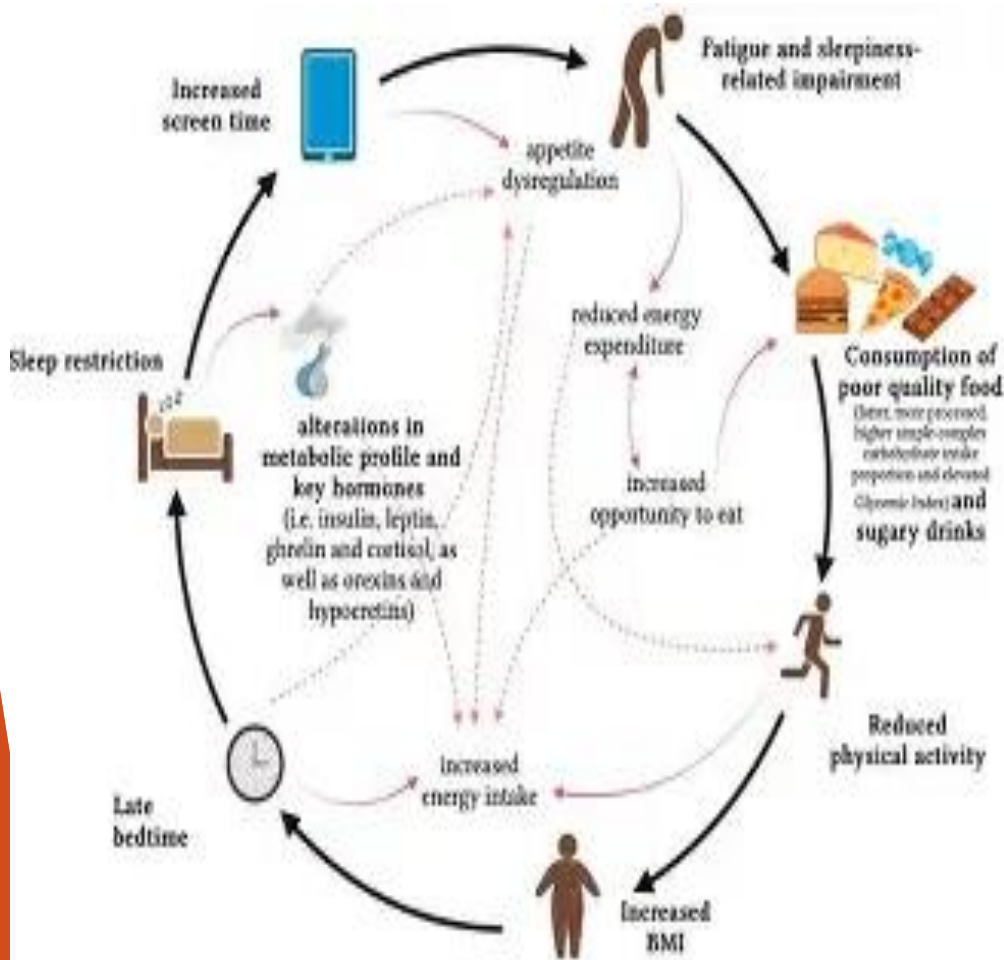
Rationale

Target Age Group: 13 – 17 years

Focus: Promoting Healthy Lifestyle Behaviors (Physical Activity, Balanced Diet & Sleep Hygiene)

Dil Afroze khan

Purpose and Rationale



- ▶ Adolescence is a critical transitional stage where lifestyle patterns and health behaviors are formed.
- ▶ Poor diet, insufficient physical activity, and irregular sleep are increasingly common among 13-17-year-olds, contributing to rising obesity and mental health problems.
- ▶ The campaign aims to encourage healthy habits to support physical and psychological well-being and prevent long-term disease risk.

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Campaign Aims and Measurable Outcomes

- ❑ **Increase Healthy Eating Behavior**
 - Target: +20 % consuming ≥ 5 fruit & veg servings per day (6 months).
 - Measure: Pre/post food-frequency questionnaires (DHSC 2019 guideline).
- ❑ **Enhance Physical Activity Levels**
 - Target: +25 % meeting ≥ 60 min MVPA daily.
 - Measure: Weekly activity logs or self-report surveys (NHS Digital, 2023).
- ❑ **Improve Sleep Hygiene and Mental Well-Being**
 - Target: –15 % reporting < 8 hours sleep and stress symptoms.
 - Measure: Sleep diaries & WEMWBS well-being scale.

Dil Afroze



National Guidelines and Supporting Statistics

- ❑ **UK Chief Medical Officers (2019):** Children & young people (5–18) should complete ≥ 60 minutes of moderate-to-vigorous physical activity daily.
- ❑ **NHS Digital (2023):** Only 45 % of UK adolescents meet physical-activity recommendations.
- ❑ **Public Health England (2021):** Over 30 % of teens report < 8 hours' sleep on school nights.
- ❑ **Food Standards Agency (2022):** Teenagers exceed the recommended free-sugar intake by over 100 %.
- ❑ **NHS (2023):** One in seven young people aged 11–16 has a probable mental-health disorder.



Consequences of Poor Habits

Dil Afroze khan

Time Frame	Examples of Poor Habits	Consequences
Short-term (weeks-months)	Excessive screen time, high energy drinks, irregular sleep, limited exercise	Fatigue, low mood, poor concentration, irritability, academic decline
Long-term (years-adulthood)	Chronic inactivity, high-sugar diet, sleep deficits	Obesity, type 2 diabetes, hypertension, cardiovascular disease, depression, reduced life satisfaction



Summary: Key Rationale Highlights

- ❖ Adolescence (13–17 yrs) is a pivotal stage for forming lifelong health behaviours.
- ❖ Evidence shows rising inactivity, poor diet, and sleep deprivation among UK teenagers.
- ❖ National policies (DHSC 2019; UKHSA 2023) emphasize early, school-based prevention.
- ❖ The campaign promotes healthy eating, regular exercise, and improved sleep hygiene.
- ❖ Aims are measurable through behavioural surveys and well-being indicators.
- ❖ Preventive interventions at this age can reduce future NHS burden and improve life quality.

Types of evaluation:

- ▶ Process evaluation measures how well the campaign is delivered and received. Tools: session attendance registers, weekly feedback forms (using a Likert scale for satisfaction and open-ended comments), and facilitator fidelity checklist (Blunden & Rigney, 2015).
- ▶ Outcome evaluation measures immediate impact on behaviour and self-reported outcomes. Tools: sleep diaries (bedtime, wake time, duration, quality), validated sleep quality questionnaire (e.g., short PSQI items) (Buysse et al., 1989), self-reported concentration and mood scores (before and after the programme) (Lo et al., 2016).
- ▶ Impact evaluation measures longer-term change. Tools: follow-up survey at 3 and 6 months (sleep habits, mood, academic self-report), optional actigraphy for a subsample, teacher feedback on classroom concentration (Mindell & Owens, 2015)

BELINDA ASANTE

How will the evaluation be achieved in the campaign?

- ▶ Baseline survey in week 1 (sleep habits, sleep quality, device use at night, concentration scale)
- ▶ Weekly sleep diary entries (7 days each week, completed by participants)
- ▶ Immediate post-programme survey in week 6 (repeat baseline measures)
- ▶ Follow-up survey (online, emailed or text link) at 3 months to check maintenance of sleep habits
- ▶ Focus group (optional) with participants and parents to gather qualitative insights

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SLEEP SMART — NIGHT WINS FOR TEEN MINDS



Free 6-week programme for ages 13–17

- Learn how to:
- Build better bedtime routines
- Beat late-night scrolling
- Improve energy and focus in class
- Includes: sleep diary, free sleep starter kit, parent information session

BENEFITS:

- Better grades
- More energy
- Improved mood
- Less stress

→ Starts [Date], Tuesdays 4:00–5:15pm @ [School/Community Centre]
→ Register now: Scan QR code or email sleepsmart@localcouncil.gov



SLEEP SMART

Teen Sleep Hygiene Campaign



GOOD SLEEP, BETTER TEENS

- Improves mood and mental health
- Boosts memory and learning
- Strengthens immune system

JOIN THE CAMPAIGN

www.sleepsmartcampaign.org



YOUNGmINDS



Week	Focus	Evaluation Type	Key Tools	Key Indicators
1	Baseline & Orientation	Process + Outcome	Baseline survey, diaries	Initial sleep duration, device use
2	Sleep Routine	Process + Outcome	Diaries, feedback	Attendance, bedtime consistency
3	Screen Time Challenge	Process + Outcome	Diaries, mini survey	Device reduction, bedtime change
4	Stress & Relaxation	Process + Outcome	Diaries, feedback	Relaxation use, mood scores
5	Reflection & Reinforcement	Process	Diaries, attendance	Peer support, engagement
6	Post-Evaluation	Process + Outcome	Post-survey, focus group	Change in sleep quality/duration
9 (3 mo)	Follow-up	Impact	Online survey, teacher feedback	Maintained habits, concentration

Potential partners and organisations (local and national):

- ▶ Local secondary schools support recruitment, provide space, and promote within assemblies (Blunden & Rigney, 2015).
- ▶ School Nursing Team / Local Public Health Department reinforce health promotion messages, supports evaluation (Wheaton et al., 2015).
- ▶ The Sleep Charity is a national charity offering resources, factsheets, and workshops on sleep hygiene.
- ▶ Teen Sleep Hub online hub providing teen-focused resources and advice.
- ▶ YoungMinds supports youth mental health, resources on stress and sleep (Mindell & Owens, 2015).
- ▶ Mind, the national mental health charity, has guides on sleep improvement.



Resources to replicate/use in campaign:

- ▶ The Sleep Charity: downloadable sleep tipsheets and “bedtime routine” planners.
- ▶ Teen Sleep Hub: teen-friendly infographics, social media-ready images.
- ▶ YoungMinds: guides on mental health and sleep for parents and teens (Mindell & Owens, 2015).
- ▶ NHS Digital infographics: sleep statistics and public health data for justification (Wheaton et al., 2015).
- ▶ Custom-created resources: sleep diaries, reward certificates, “tech-free time” challenge cards (Blunden & Rigney, 2015).

Benefits and challenges of sleep hygiene

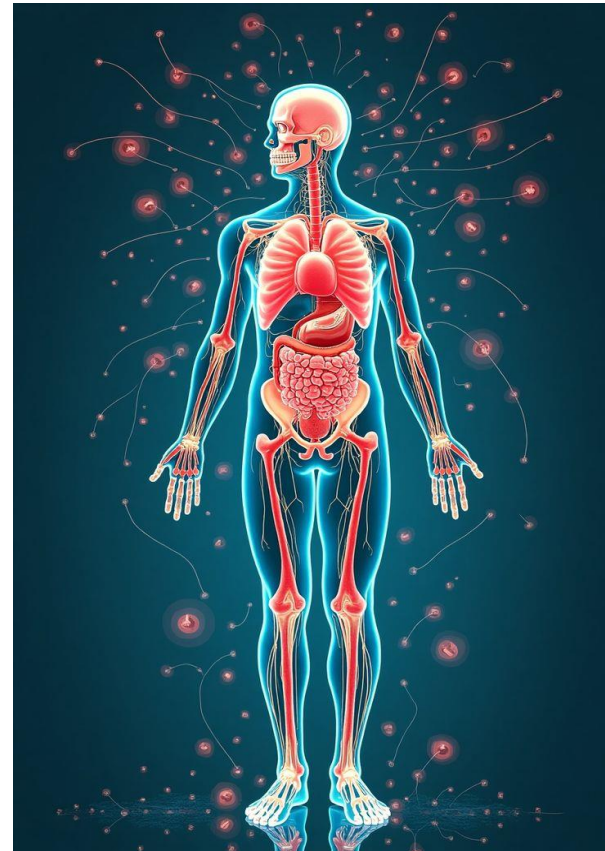


Ami Patel

How better sleep improves your body

Physiological benefits -

- ▶ Restore physical energy and muscle tissue
- ▶ Strengthens immune system and reduces risk of illness
- ▶ Regulates hormones (e.g., cortisol, insulin, melatonin).



HOW SLEEP BOOSTS YPUR MIND AND MOOD

Psychological benefits



Enhance memory, focus, and decision-making.



Reduces stress, anxiety, and depression



Improves emotional regulation and creativity.



Increases motivation and productivity.

Good sleep equals a healthy mind



AMI PATEL

How better sleep strengthens your social life

Sociological benefits



Improve communication, patience, and empathy.



Enhances relationships at home, school, and work.



Increases community engagement and teamwork.



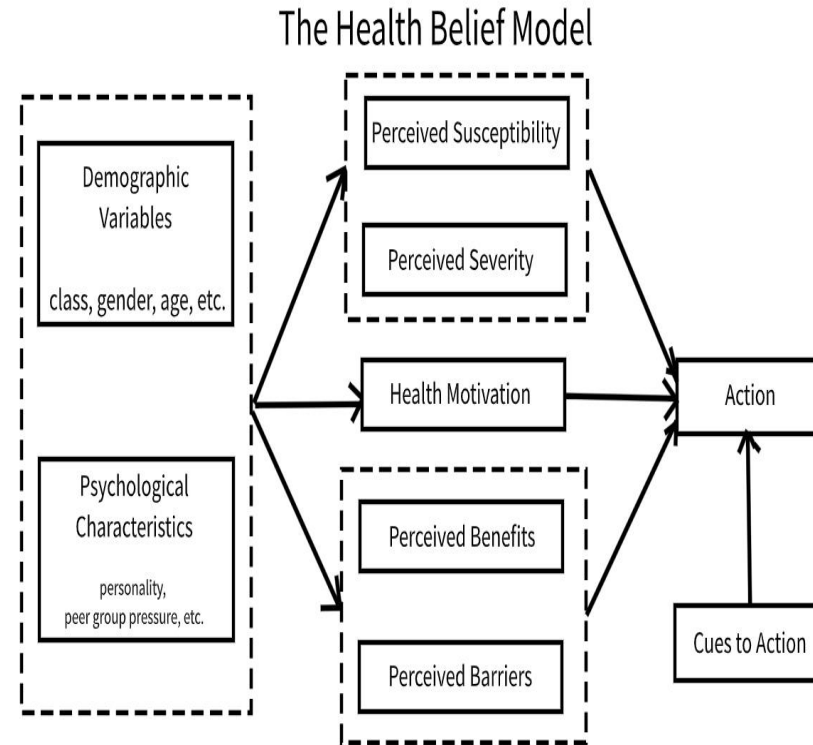
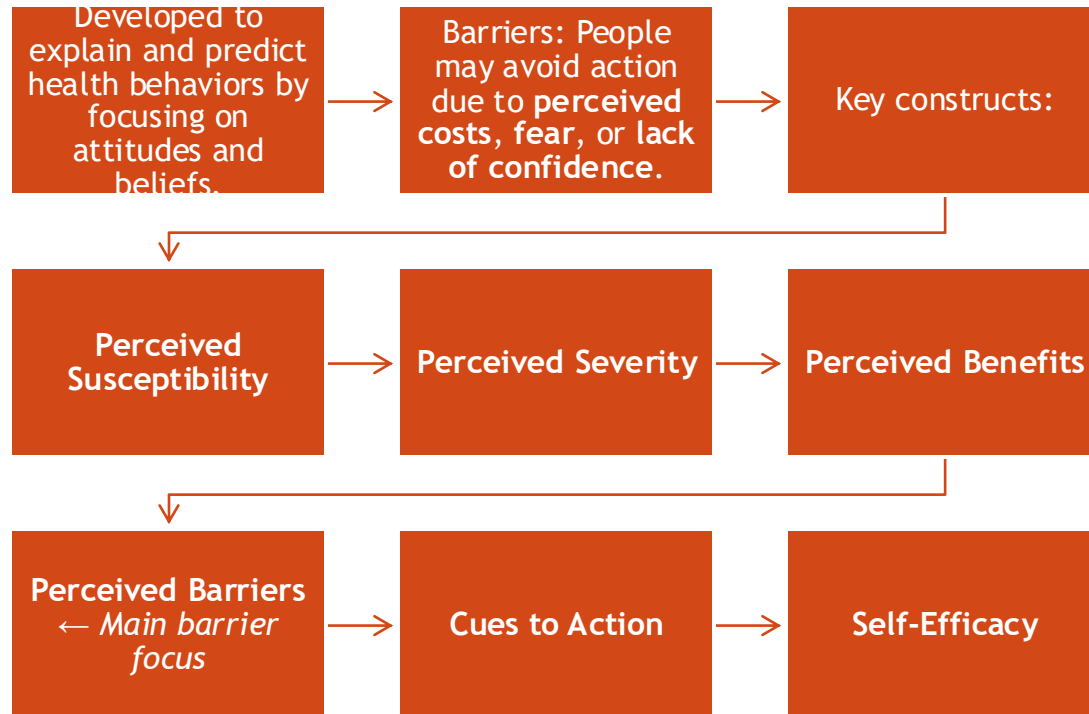
Promote safety (reduces fatigue-related accidents).



Rested people build stronger connections

Health behavioural theories

Health Belief Model (HBM) - Understanding Perceived Barriers



Theory of Planned Behavior (TPB)

Role of Perceived Control

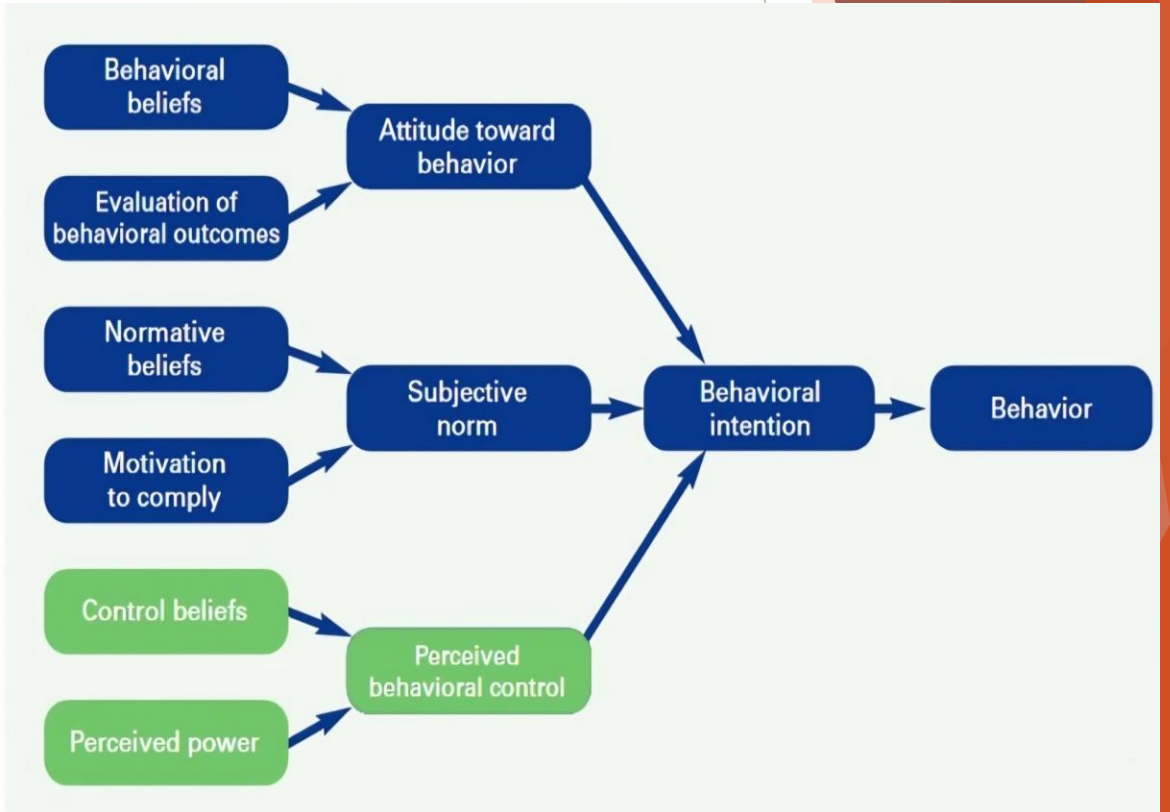
Explains behavior through **intention**, influenced by:

Attitude (toward behavior)

Subjective Norms (social pressure)

Perceived Behavioral Control ← *Main barrier focus*

Barriers: People may not act if they feel **unable** or **lack control**, even with good intentions.



Solutions to Overcome Individual Barriers in Health Campaigns

- ▶ **Increase Perceived Benefits & Reduce Barriers (HBM)**
 - ▶ Use testimonials, visuals, or data showing real life benefits
 - ▶ Offer free/low-cost services (e.g., vaccines, screenings)
- ▶ **Boost Self-Efficacy (HBM & TPB)**
 - ▶ Provide skill-building workshops
 - ▶ Use success stories and peer support
- ▶ **Strengthen Perceived Behavioral Control (TPB)**
 - ▶ Offer step-by-step guidance
 - ▶ Remove practical obstacles (e.g., time, transport)
- **Use Cues to Action (HBM)**
- Send reminders via SMS or posters in clinics/schools
- Run regular campaigns with catchy messages
- **Leverage Social Influence (TPB)**
- Engage influencers, community leaders, or peers
- Create group challenges or pledges

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