

MSc. Social Epidemiology and Public Health Development (LCHS7000_LON)

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Assignment-1 Group Presentation Participants

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Acknowledgment

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI-generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

Improving Sleep Hygiene Among Teens

Commissioned by the Local Council Public Health Initiative

Focused Age Group:

Teenagers (13–18 years old).



Snooze better
Shine brighter

Campaign slogan:

Snooze Better, Shine Brighter.

Campaign Overview Programme

The Recharge Challenge (6-Weeks):



Week	Session	Aim	Activities
1	Sleep Detective	Assess current habits	Smart Watches, Diaries
2	Science of Sleep	Build knowledge	Distribute mini flyers about sleep Hygiene
3	Digital Sunset	Reduce screen use	Time out setting for social media
4	Bedroom Recharge Zone	Improve sleep environment	Dark curtains, leave the gadgets outside the room
5	Stress Less, Sleep More	Develop relaxation skills	Yoga, meditation, etc.
6	Recharge Champion	Sustain behaviour change	Rewards

Rationale of the Campaign



Why Focus on Sleep among Teens?

Kugarajah and Kapoutsos (2026) state that teenagers' circadian rhythms and melatonin production slow down during puberty, and the blue light from screens further interrupts sleep (Ricketts, *et al.* 2022), causing:

- Later sleep, morning tiredness, and sleep inertia.
- Reduced memory, learning, and concentration.

NHS, 2026 and the Department of Health and Social Care, 2024, identified that poor sleep is a growing UK public health concern because it affects:

- Brain development, learning, and memory.
- Emotional regulation and physical health.

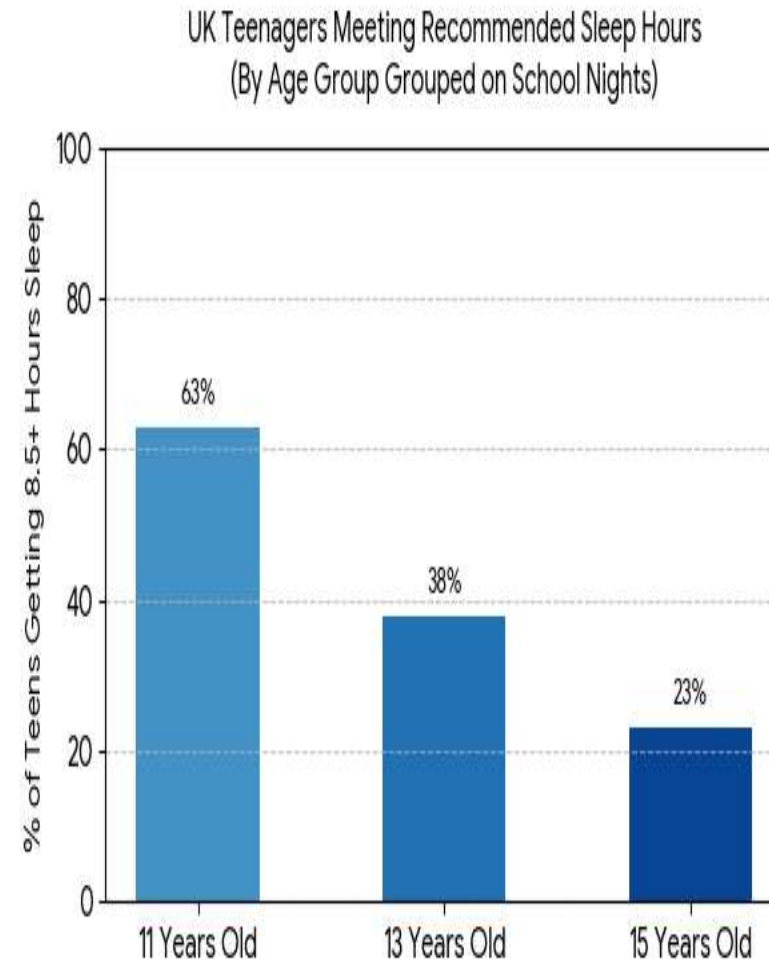
National Guidelines and Current Statistics

National public health bodies recommend:

- ✓ 8 to 10 hours of sleep per night for adolescents aged 13–18 (Collings, 2022).
- ✓ This amount of sleep is essential for optimal metabolic, cognitive, and immunological health (St George's University Hospitals NHS Foundation Trust, 2023).

The UK faces a significant public health crisis:

- ✓ About 70% to 80% of UK teenagers fail to achieve the recommended 8 hours of sleep on school nights (The Sleep Charity, 2024).
- ✓ 66% of adolescents cite poor sleep as negatively impacting their mental health (Mental Health UK, 2023).



Consequences of Poor Sleep Hygiene

Short-Term Consequences:

Tiredness and fatigue

Poor concentration

Reduced school performance

Irritability and mood swings

Reduced sporting performance

Increased risk-taking behaviour

(Ogilvie and Patel, 2017)

Long-Term Consequences:

Obesity

Depression and anxiety

Cardiovascular disease

Type 2 diabetes

Reduced academic achievement

Lower quality of life

(National Heart, Lung, and Blood Institute, 2022)

and (Ogilvie and Patel, S.R., 2017)

AIMS/OBJECTIVES



Aim-1

Increase teenagers
8–10 hours of
sleep by 35%
within 6 weeks.



Aim-2

Reduce bedtime
screen use by 30
minutes per night
within 6 weeks.



Aim-3

Increase sleep
hygiene knowledge
by 75% after the
campaign.

**BETTER SLEEP.
BETTER YOU.
BETTER LIFE.**

SNOOZE BETTER, SHINE BRIGHTER

**TEENAGERS
13-18
YEARS OLD**

**YOUR SLEEP
IS YOUR
SUPERPOWER**

BUILD HEALTHY HABITS TODAY FOR A BRIGHTER TOMORROW

WHY SLEEP MATTERS

- IMPROVES FOCUS AND MEMORY**
- BOOSTS MOOD AND WELL-BEING**
- STRENGTHENS IMMUNE SYSTEM**
- MORE ENERGY FOR WHAT YOU LOVE**
- HELPS YOU SHINE IN SCHOOL, SPORTS AND LIFE!**

THE BENEFITS

- FEEL HAPPIER**
- THINK CLEARER**
- DO BETTER IN SCHOOL**
- HANDLE STRESS BETTER**
- WAKE UP READY TO TAKE ON THE DAY!**

WHAT WE'LL DO

- SLEEP SMART WORKSHOPS**
Fun, interactive sessions on sleep hygiene and healthy routines.
- SLEEP CHALLENGES**
Take part in weekly challenges and track your progress.
- TIPS & TOOLS**
Get practical tips, checklists, and digital resources.
- PEER SUPPORT**
Join a supportive community that's got your back.

GOOD SLEEP HABITS

- LIMIT SCREEN TIME AT LEAST 1 HOUR BEFORE BED**
- KEEP A CONSISTENT SLEEP SCHEDULE**
- CREATE A CALM, COMFY SLEEP ENVIRONMENT**
- AVOID CAFFEINE AND ENERGY DRINKS LATE IN THE DAY**
- RELAX AND UNWIND BEFORE BED**

OUR FOCUS

To help teenagers (13-18) build good sleep habits so they can feel their best, every day.

SLEEP WELL TONIGHT. SHINE TOMORROW.

JOIN US!

SCAN ME FOR MORE INFO!

SNOOZE BETTER TODAY, SHINE BRIGHTER TOMORROW!

YOU'VE GOT THIS! ♥

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Evaluation and Measuring Achievement for the Campaign

Evaluation

- ▶ Attendance records, engagement statistics, distribution counts.
- ▶ Pre- and post-campaign surveys measuring knowledge and attitudes.
- ▶ Follow-up surveys measuring behaviour change and sleep quality (Irish et al., 2015).

Measurement

- ▶ Augmented awareness scores in surveys
- ▶ Total of applicants carrying out activities
- ▶ Enhanced self-reported sleep duration and quality
- ▶ Social media extent and engagement metrics (Brown et al., 2002).

Partners and Organisations

- NHS, London Public Health Teams, and GP Practices: the aim is to promote healthy sleep behaviours (NHS, 2025).
- The Sleep Charity: to improve sleep knowledge and support (The Sleep Charity, 2025).



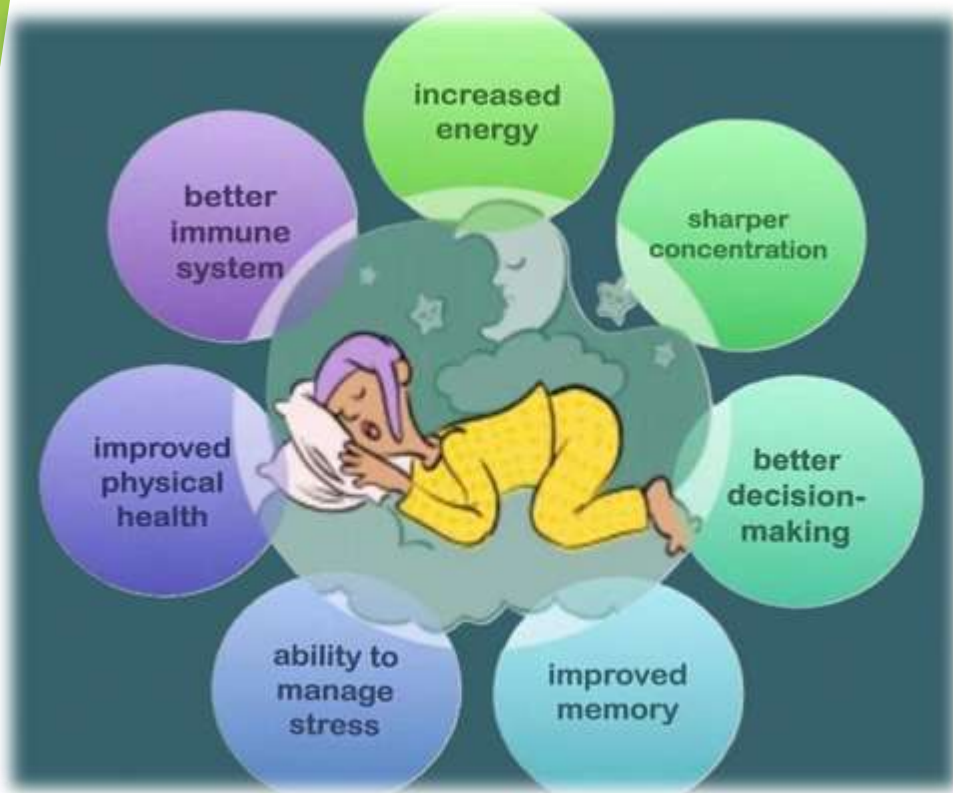
- Mind: To improve mental wellbeing, including healthy sleep (Mind, 2025).



Resources Replicated from Existing Campaigns

- ▶ Sleep diaries
- ▶ Self-assessment questionnaires
- ▶ Infographics
- ▶ Educational leaflets
- ▶ Online sleep tips and checklists.
- ▶ Online sleep tips and checklists (Oxford Health NHS Foundation Trust, 2020).
- ▶ These resources are commonly used by NHS Every Mind Matters and The Sleep Charity campaigns.

Benefits and Challenges



Good and consistent sleep hygiene practices in adolescents are integral to their overall development, encompassing physical, mental, and emotional well-being and performance (Paruthi et al., 2016).

Establishing healthy sleep habits has been associated with numerous quantifiable benefits, including improved physical growth, enhanced mental health, and better academic performance (Paruthi et al., 2016).

Physiological Benefits

- Improved immune function.
- Enhanced growth and development.
- Better metabolic health.



Psychological Benefits

- Improved emotional regulation.
- Better cognitive performance.
- Reduced risk of mental-health.



Sociological Benefits

- Better relationships.
- Improved school engagement.
- Safer behaviour choices.



(NHS, 2021)

Health Belief Model (HBM)



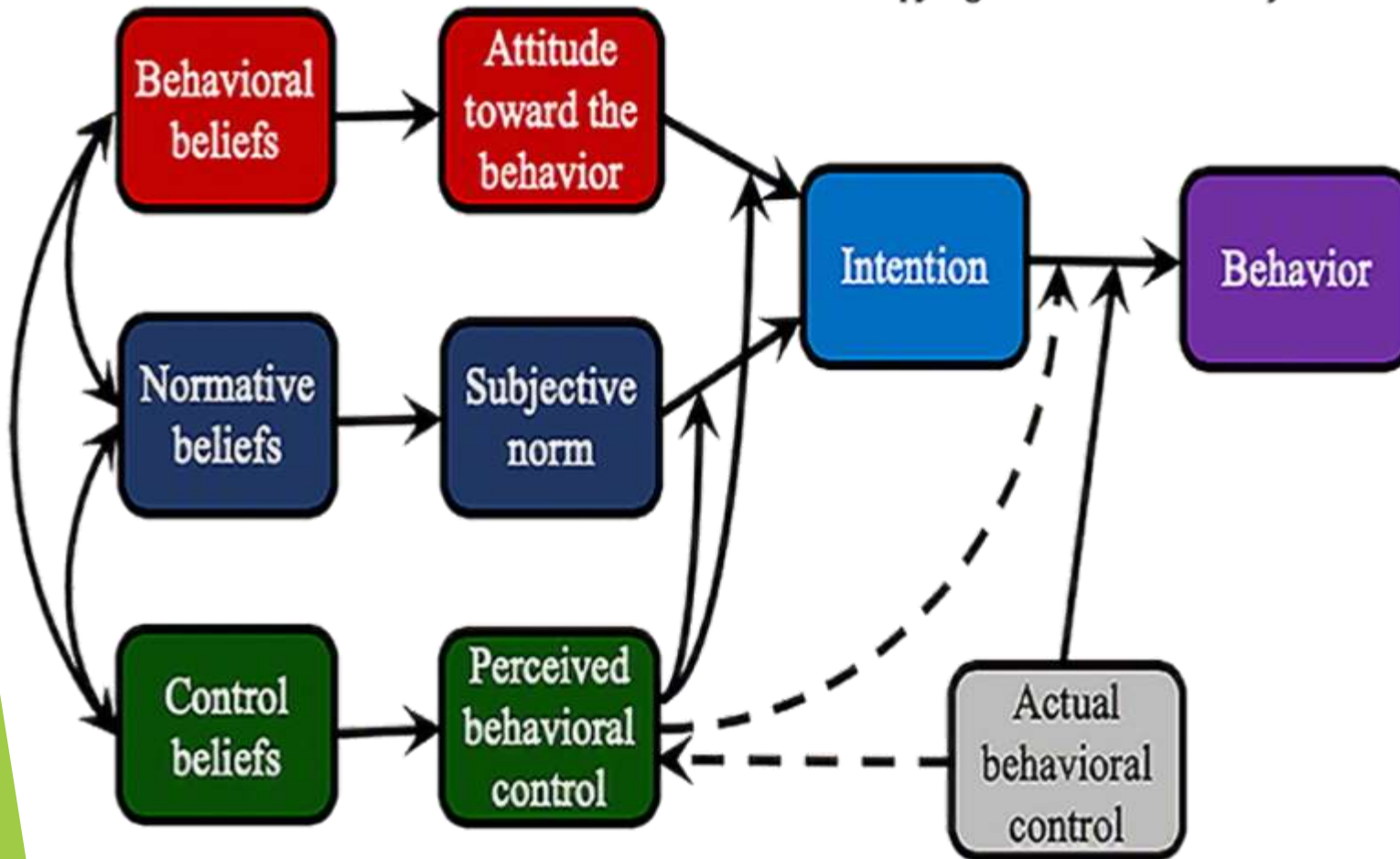
According to that model, adolescents tend to rely on rational cost-benefit reasoning. (Bainton and Hayes, 2022).

Those barriers include:

- Low perceived susceptibility
- Low severity.
- Low benefits .
- High Perceived barriers .
- Weak cues to action.
- Low self-efficacy (Alvarado and Palmer, 2026).

Theory of Planned Behaviour

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This theoretical framework elucidates the challenges that adolescents frequently encounter concerning sleep hygiene. For example:

- Attitudinal barrier.
- Subjective norm barriers.
- Perceived behavioural control (Sniehotta et al., 2014).

Solutions

- A short session of awareness showing links to the consequences of sleeping less than 8 hours.
- Link goals like performance hacks for exams or looking good.
- Environmental barrier as free/discounted eye masks.
- Digital cues with phone alarms named.
- Self-efficacy of starting small habits of going to bed earlier
- Family intervention with a workshop to agree on house rules.
- Homework barrier as school policy review.
- Start tiny like go to bed 15min early for 2 weeks.
- Use a diary

(NHS, 2021)

CONCLUSION

Healthy and consistent sleep habits play a crucial role in promoting good sleep quality, enhancing overall well-being, and improving mood among adolescents. Research consistently indicates that the establishment of such habits is associated with better cognitive functioning in this developmental stage (Singh et al., 2025).



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