

Sleep Smart: Rest Well, Live Well

**Promoting Positive Sleep
Hygiene Among Young Adults
(18–25)**

**Module: Social Epidemiology
and Public Health
Development**

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Introduction to Sleep Hygiene



Sleep hygiene refers to habits and practices that are conducive to sleeping well on a regular basis (Chow, 2022).

Adequate sleep is essential for physical, emotional, and cognitive health.

The target population for this campaign is young adults aged 18–25 in the UK, a group often affected by academic pressures, social commitments, and excessive screen time (Khow et al., 2021).

Needs Assessment & Target Population

Target Population:

- University students (18–25 years)

Identified Needs:

- Increased screen time, stress, poor bedtime routines.

Statistics:

- 60% of UK university students report poor sleep quality (Schmickler et al., 2023).

Impact:

- Sleep deprivation leads to decreased academic performance and mental health concerns.



Rationale for the Campaign



Aligned with NHS
and Public Health
England guidelines
promoting 7–9 hours
of sleep for adults.

Addresses short-
term and long-term
health risks
associated with poor
sleep.



Short-Term Consequences of Poor Sleep

- Difficulty concentrating and making decisions
- Higher risk of accidents and injuries
- Impaired memory and cognitive function
- Mood swings and anxiety
- Fatigue, poor focus, irritability (Mason et al., 2021).

Long-Term Consequences of Poor Sleep

- Increased risk of chronic health issues
- Weakened immune system and higher illness rates
- Greater likelihood of mental health disorders (Barakat et al., 2023)
- Impacts on academic and work performance



Campaign Aims

Increase awareness of good sleep hygiene practices among students by 30%.

Improve average sleep duration to 7 hours per night within 8 weeks (Contreras, Williams and Tucker, 2023).

Encourage students to reduce screen exposure before bed by 40%.

All aims are measurable through pre- and post-campaign surveys.



Weekly Activity Plan (6–8 Weeks)

Week 1:

- Introduction to Sleep Health

Week 2:

- Creating the Perfect Sleep Environment

Week 3:

- Managing Screen Time

Week 4:

- Relaxation and Mindfulness Techniques

Week 5:

- Nutrition and Exercise for Better Sleep

Week 6:

- Sleep Journaling and Reflection

Week 7:

- Peer Support Workshop

Week 8:

- Evaluation and Sharing Outcomes

Activity Details



Weekly group sessions
conducted on campus.

Activities include mindfulness
meditation, digital detox challenges,
and sleep diary keeping.

Students will participate in
workshops and discussions to build
healthy habits (Glòria et al., 2022).

Campaign Poster

"Encourage students to reduce screen exposure before bed by 40%"

Sleep is the best medicine you can take

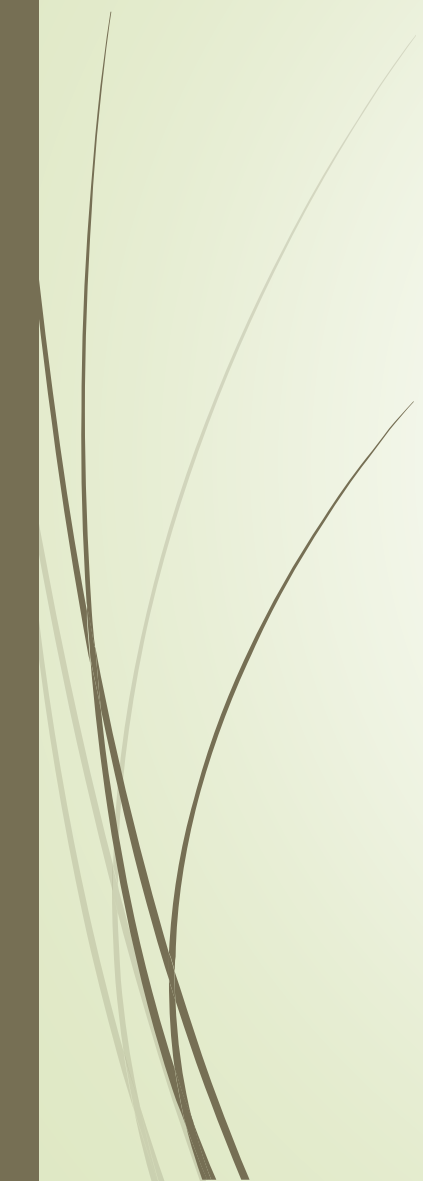


Sleep Hygiene for 18-25 Age Group

Prioritize Your Rest



Evaluation Methods



Pre- and post-campaign surveys assessing sleep knowledge and duration.

experiences and insights (O’Kane et al., 2022).

Attendance and participation tracking (Raikes et al., 2023).

Feedback forms for student satisfaction.

Potential Partners & Stakeholders

NHS
Sleep
Services



The Sleep
Charity UK



Mind
(Mental
Health
Charity)



Local
University
Health
Centre

Student
Union



Campaign Resources



Educational flyers and posters around campus.

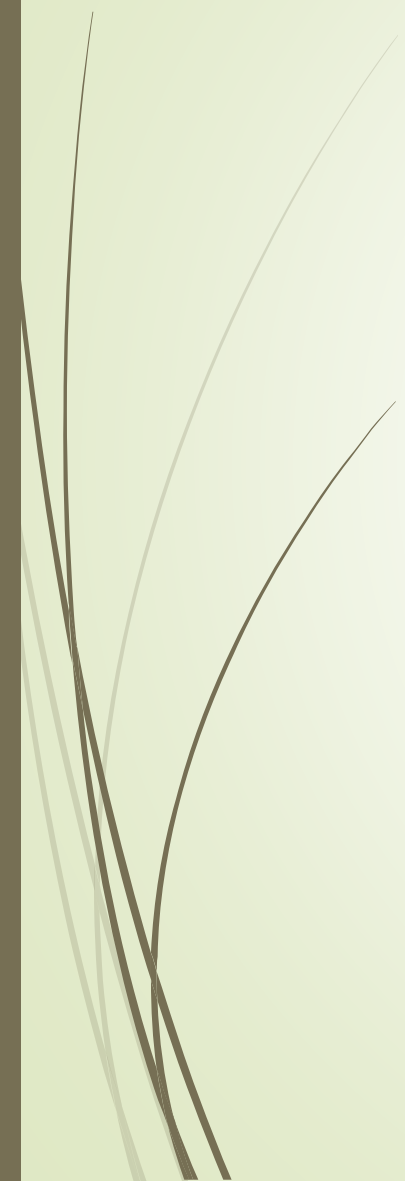
Interactive workshops and social media promotion.

Sleep tracking templates and wellness kits (Mathunjwa et al., 2025).

Online resources and self-help guides.



Physiological Benefits



Improved immune function and metabolism.

Better energy and concentration (Kiran, Arunachala and K. Varun, 2025).

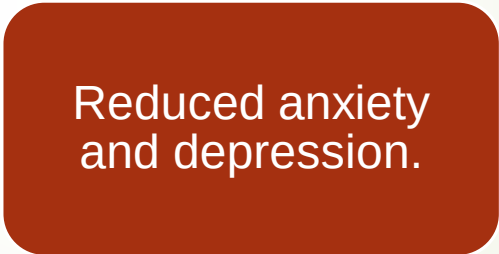
Enhanced cognitive performance and physical recovery.



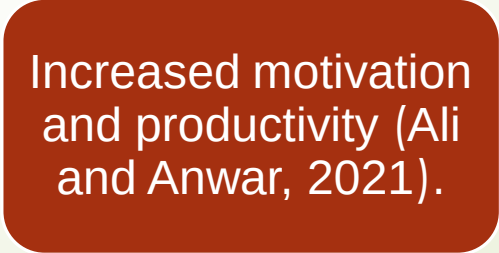
Sociological & Psychological Benefits



Improved
relationships and
mood.



Reduced anxiety
and depression.



Increased motivation
and productivity (Ali
and Anwar, 2021).

Barriers to Behaviour Change

Academic stress and workload (Hendra et al., 2025).

late-night screen usage, and irregular routines (Bayaskar et al., 2025).

Irregular schedules and peer influence.

Solutions:

Time management sessions.

Digital detox workshops.

Peer mentoring support.

Behavioral Theories Applied

Health Belief Model –

- addresses perceived barriers and benefits (Limbu, Gautam and Pham, 2022).

Transtheoretical Model –

- identifies stages of change in adopting sleep habits.

Theory of Planned Behaviour –

- focuses on intention and perceived control.

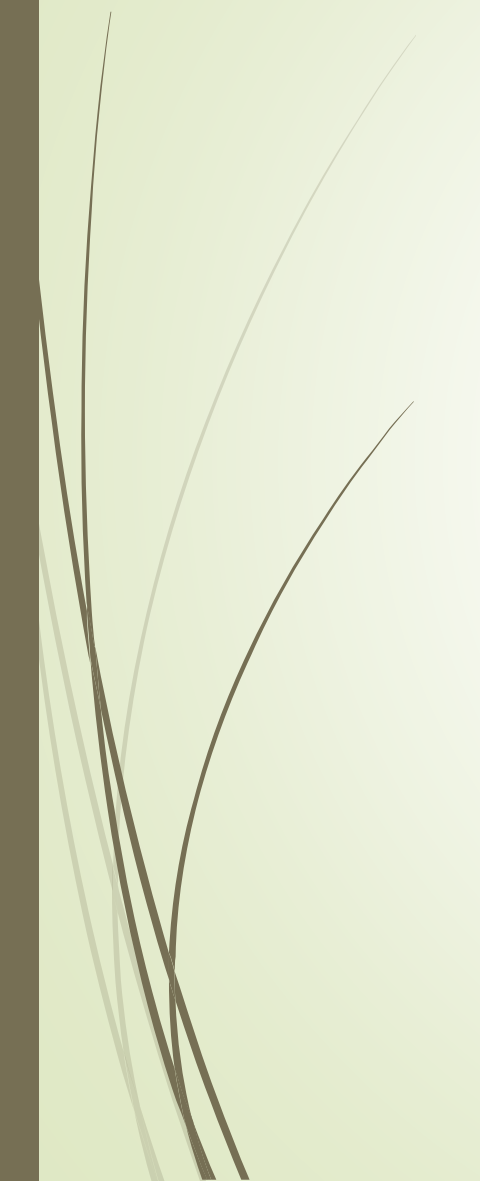
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Thank You!