

Social Epidemiology and Public Health Development

Topic: Sleep Hygiene



GROUP MEMBERS

1. S.M Tasnim Ahmed
[Group Leader]
[2507419]

2. Md Piyel Mia
[2434371]

3. Bisma Amin
[2435002]

Sleep Smart: Recharge Your Mind



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Why Sleep Hygiene is Important



- **Unhealthy sleeping habit** is common in young adults.
- National data proves that increasing mental-health problems are related to poor sleep.
- Sleep hygiene can increase focus and reduce stress (David, 2022).



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National Guidelines & Statistics

01

NHS Recommendation:
According to NHS, 7–9 hours sleep is adequate for adults (NHS 2023).

02

According to Public Health England, more than 60 % of UK students has poor sleep quality.

03

CDC (2024): Young adults with less than 7 hours sleep has higher risk of depression.



Disadvantages of Poor Sleep

Short-Term

Fatigue



Less
Concentration



Poor
academic
performance

Long-term

Depression



Cardiovascular
disease



Anxiety

Campaign Focus

Increase	Rate of healthy sleep habits among 18–25 year olds by 30% within 8 weeks
Motivate	At least 70 % of participants to achieve a flexible bedtime routine
Improve	Sleep quality (measured via pre/post surveys)

Advantages of Achieving these Aims

1

Improved focus and
academic
performance

2

Reduced stress
and anxiety

3

Long-term health
and productivity
improvement

(David, 2022)

Types of Evaluation

- ❖ **Purpose:** To evaluate campaign feasibility, reach, and execution (McCoy, Sochan and Spaeth, 2024). It answers "Was the campaign delivered as intended and to the right audience?"
- ❖ **How it was achieved:**
 - Implementation Monitoring
 - Fidelity Check
 - Stakeholder Feedback
- ❖ **Ways of Measuring:**
 - Analytics Data
 - Participation Logs
 - Stakeholder Surveys

Process Evaluation



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❖ **Purpose:** To assess the campaign's immediate effects on target population knowledge, attitudes, and behavior (Neyazi et al., 2024).

❖ **How it was achieved:**

- Pre- and Post-Campaign Surveys
- Workshop-Specific Feedback Forms (Pegado et al., 2023)

❖ **Ways of Measuring:**

- Knowledge Metrics
- Attitudinal Shifts
- Behavioural Intentions

Impact Evaluation

❖ **Purpose:** To assess the long-term effects of the campaign on the actual health behaviour and status of the population (Molekule, 2024).

❖ **How it was achieved:**

- Follow-up Surveys
- Correlation with Routine Data (Shi et al., 2023)

❖ **Ways of Measuring:**

- Self-Reported Behaviour Change
- Validated Scales (Pittsburgh Sleep Quality Index)
- Well-being Indicators

Outcome Evaluation



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"Upgrade Your Sleep. Upgrade Your Life"

Focus

IT'S TIME TO FOCUS ON YOUR SLEEP. LET'S FIX WHAT'S BROKEN:

- ❑ **Boost Focus & Mood:** Unlock your brain's potential for better grades, work, and social life.
- zzz **Master Your Sleep Schedule:** Learn simple, effective steps for consistent, quality rest.
- 📵 **Win the War on Screens:** Reclaim your nights from blue light and social media scroll.
- 🏠 **Create Your Sleep Sanctuary:** Optimize your bedroom environment for deep, uninterrupted sleep.



Call to Action: Activities and Engagement

- ❖ **Free Interactive Workshops:** "Building Your Perfect Wind-Down Routine" Held at The Community Hub and University Campus.
- ❖ **Instagram Live Q&As:** Weekly sessions with sleep experts – Tuesdays, 8 PM on our channel.

- ❖ **The 7-Day 'Digital Detox' Challenge:** A step-by-step guide to reducing pre-sleep screen time.
- ❖ **On-Demand Webinar:** "Sleep for Success" Tailored for students and young professionals.



Articulated Benefits and Final Call to Action

WHAT'S IN IT FOR YOU? BETTER SLEEP MEANS:

- ⚡ **More Energy:** Crush your day without the 3 PM slump.
- 🎯 **Laser Focus:** Ace your exams, dominate your work, and stay on your A-game.
- 😊 **Better Mood:** Feel less stressed, anxious, and more in control.
- 👑 **You, At Your Best:** Unlock your full potential, every single day.

Stop Surviving. Start Thriving.

Join Us Today!

- Who Can Join? Adults aged 18-25.
- Scan the QR Code NOW to Join the Challenge & Get Your FREE Digital Sleep Toolkit!



POTENTIAL PARTNERS



NHS England (NHS Sleep support resources)



British Sleep Society



British Sleep Society



UK Multidisciplinary Sleep Professionals

Sleep Charity UK



Mind (Mental Health & Sleep Support)



BENEFITS

Behavioural changes due to Sleep Hygiene:



Physiological Benefits



Sociological Benefits



Psychological Benefits



Physiological Benefits



**Stronger Immunity,
Muscle Recovery &
Hormone
Regulation**



**Improved Mental
Health, Cognitive
Functions &
Memory
Consolidation**



**Mitigate risk of
Obesity &
Diabetes.
Improved
Cardiovascular
Health**



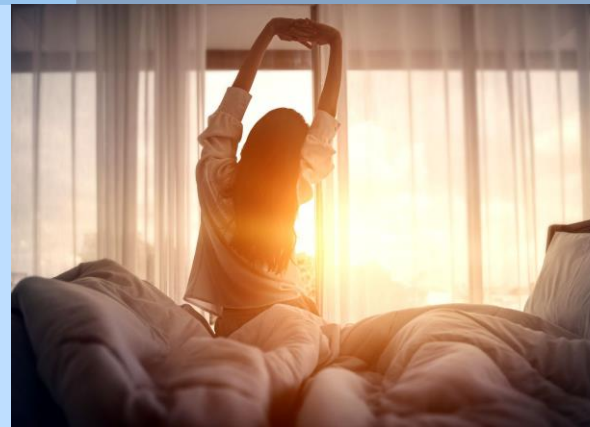
Sociological Benefits



**Better Social
Interactions &
Engagements**



**Better
Relationships,
Strengthen
Connections & Less
Irritability**



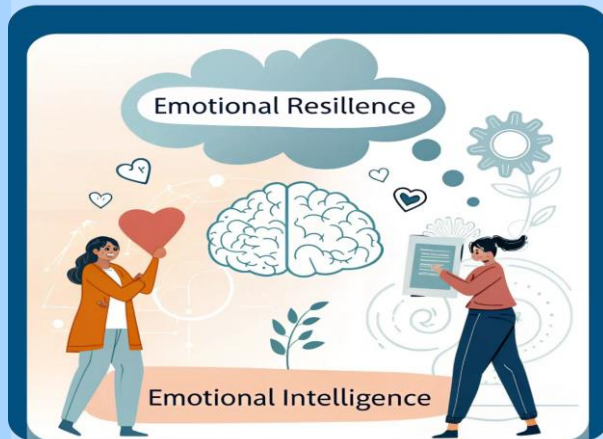
**Stabilizes Mood,
Supports Mental
Health & Boost
Energy for Physical
Activities**



Psychological Benefits



Reduced Stress,
Anxiety &
Improved
Concentration &
Focus



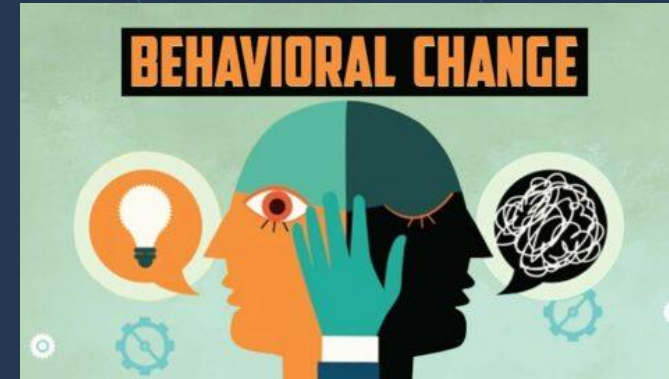
Strengthens
Emotional
Resilience & Mood



Increase Ability of
wise Decision-
Making & Enhance
Self-esteem / Self
Control



Behaviour Change Theory: Barriers & Campaign Solutions



Theory of Planned Behaviour

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes.

Social Cognitive Theory

Bandura, A. (1986). Social Foundations of Thought and Action. Prentice-Hall.

Transtheoretical Model [Stages of Change]

Prochaska, J.O. & DiClemente, C.C. (1983). Stages and processes of self-change of smoking. Journal of Consulting and Clinical Psychology.



Theory

Theory of Planned Behaviour



Barrier it explains

People “intend” to sleep better but don’t believe they have actual control because of devices / routine / social pressure.



Campaign solution

Campaign provides personal sleep routine planner + phone “digital off hour” challenge

Social Cognitive Theory



People copy social norms, everyone stays up late scrolling



Campaign uses local “sleep challenge leaderboard” + ambassadors + local athletes, teachers, uni-rep) modelling positive behaviour

Transtheoretical Model: Stages of Change



People relapse/fluctuate between stages in case of stress/exam period



Campaign Develops Stage-Based Support Packs: precontemplation - awareness posts, preparation - sleep diary, action - planner and sleep kit, maintenance - monthly check-ins

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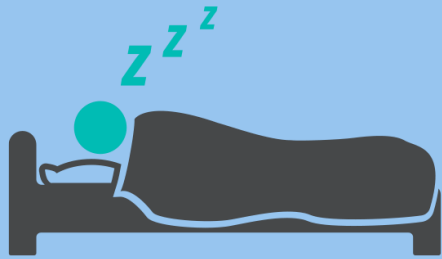
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Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Thank you

Improving Sleep Hygiene in



Presented by

S.M Tasnim Ahmed (GL) 2507419

Md Piyel Mia 2434371

Bisma Amin 2435002



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David