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: Fatigue, poor focus, irritability (Mason et al., 2021).

Long-term: Anxiety, obesity, cardiovascular issues.

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

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.

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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.

Short-Term Consequences of Poor Sleep

- Increased fatigue and irritability
- Difficulty concentrating and making decisions
- Higher risk of accidents and injuries
- Impaired memory and cognitive function
- Mood swings and anxiety

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

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!