



Teen  
Sleep  
Hub

# TEEN SLEEP MATTERS

SUPPORTERS PACK

POWERED BY



# WHAT IS THE 'TEEN SLEEP MATTERS' CAMPAIGN?

The Sleep Charity has launched its brand-new Teen Sleep Hub and eBook at the heart of its campaign 'Teen Sleep Matters' to promote the importance of sleep for young people's mental health.

Over the past three months, we have been developing a project around teen sleep thanks to funding we received from the National Lottery Community Fund and Coronavirus Mental Health Response Fund (administered by the charity, Mind, in partnership with the Mental Health Consortium).

We have been supported on this project by our amazing Youth Advisory Panel, made up of young people aged between 13 and 19, cross the country.

Up to 40% of children and young people will experience a sleep problem at some point and we've seen an increase in sleep issues due to COVID-19. These problems are typically persistent and do not resolve themselves without intervention. Our aim is to ensure young people value the importance of sleep for their physical and mental wellbeing, empower them with knowledge around sleep and take the first steps towards making a positive change.

While this campaign is aimed primarily at teenagers, we also want to educate parents/carers, secondary schools, those who work with young people and other organisations about how sleep is the foundation to good health in teens, the impact of sleep deprivation and how they can help young people to prioritise sleep.

Thank you for your support. Please do get in touch if you have any questions.



Lisa Artis  
Deputy CEO  
The Sleep Charity



40%

UP TO 40% OF CHILDREN AND YOUNG PEOPLE WILL EXPERIENCE A SLEEP PROBLEM AT SOME POINT AND WE'VE SEEN AN INCREASE IN SLEEP ISSUES DUE TO COVID-19.



45%

45% OF ADOLESCENTS REPORT GETTING LESS THAN 8 HOURS OF SLEEP PER NIGHT<sup>1</sup>



71%

71% HIGHER RISK OF DEPRESSION IN TEENS WHO SLEPT FEWER THAN FIVE HOURS COMPARED TO THOSE WHO SLEPT 8 HOURS<sup>2</sup>

## KEY MESSAGES FOR THE CAMPAIGN

- **Teen sleep does matter** – it is essential for their physical, emotional and mental wellbeing.
- We are **empowering young people to look after their own sleep** and make key changes to achieve better sleep and a healthier, happier lifestyle.
- Ensuring that **teens understand how sleep plays an important part in mental health wellbeing**. It's often easy to write off teenagers' moods as part of adolescence. Sometimes that's the case, however symptoms of sleep deprivation include low mood, anxiety, and irritability.
- **Parents/carers and teenagers need to know the real reasons why young people struggle to get out of bed in the morning**. Their circadian rhythm shifts which means teens often don't feel sleepy until the early hours.
- There are a number of reasons **why sleep issues occur for young people**: stress around school work, anxiety, diet and screen time.

### STATISTICAL REFERENCES

- 1 - The 2006 Sleep in America Poll by the National Sleep Foundation
- 2 - Columbia University Medical Center, published in journal Sleep

# HOW TO GET INVOLVED

There are many ways you can get involved and your support is vital in making sure that teenagers have access to this information. We appreciate your help in spreading our key messages.

We have issued a press release, ahead of World Mental Health Day (10th October), and will be using our social media platforms – Facebook, Twitter, Instagram and LinkedIn – to share key messages as well as promoting the Teen Sleep Hub website and eBook.

We have put together the following information and resources to support this campaign:

- A **press release** which you can use
- **Social media plan** – example content promoting the Teen Sleep Hub and eBook
- **Digital assets** – social media visuals/graphics for your own channels as well as a video link
- **Teen Sleep Hub logo**

CLICK HERE TO  
DOWNLOAD OUR  
SUPPORTERS  
ASSETS PACK



## TEENS

- Spread the word amongst your friends about the Teen Sleep Hub and the eBook
- Share on your social media platforms
- Talk to your friends about your sleep – the positives and the negatives
- Swap ideas on how to relax, good bedtime snacks and when to stop revising!



## PARENTS/ CARERS

- Talk to your teen about the importance of sleep and with younger teens work with them to develop a good bedtime routine
- Don't get cross when they struggle to get out of bed in a morning
- Work together to set a time to switch off electronic devices
- Help your teenager to assess their bedroom environment to make it fit for sleep

## SECONDARY SCHOOLS

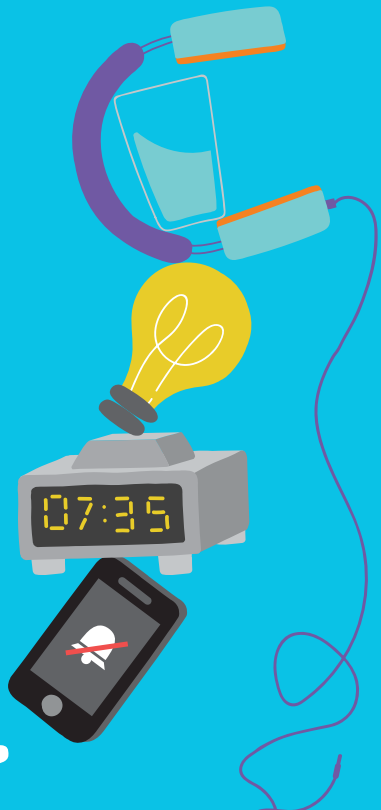
- Inform your students about these excellent resources through email/class charts app/school website
- Plan a workshop or webinar to educate students around sleep or share the website and eBook through a school assembly
- Consider training staff around teen sleep
- Look for the signs of a tired teen and support if possible

## WORKING WITH YOUNG PEOPLE

- Recognise the importance sleep plays in young people's wellbeing and the challenges they may face around sleep issues
- Talk to the young people you work with about the impacts of sleep deprivation and encourage good sleep hygiene
- Read the resources and understand the link between mental health and sleep
- Offer to share the link to the Teen Sleep Hub and eBook with the people you work with

## OTHER ORGANISATIONS

- Communicate the key messages through your website or social media to target either parents or teens
- Link Teen sleep to the work you're doing/product you're selling
- Reach out to your networks to share the resources
- Offer to skill share with The Sleep Charity





# SOCIAL MEDIA

#TEENSLEEPMATTERS

## Join in the conversation online!

Please help us to promote and support this campaign on social media by retweeting/sharing information through our social media accounts.

Alternatively, please tag us in any of your own content so that we can make sure we share yours!

Let's make Teen Sleep matter.



## SOCIAL CHANNELS



Facebook

[www.facebook.com/  
TheSleepCharity](http://www.facebook.com/TheSleepCharity)

[@thesleepcharity](https://www.facebook.com/thesleepcharity)



Twitter

[twitter.com/  
TheSleepCharity](https://twitter.com/TheSleepCharity)

[@thesleepcharity](https://twitter.com/thesleepcharity)



Instagram

[www.instagram.com/  
thesleepcharity](https://www.instagram.com/thesleepcharity)

[@thesleepcharity](https://www.instagram.com/thesleepcharity)



Website

[teensleephub.org.uk](http://teensleephub.org.uk)



Campaign hashtag

[#TeenSleepMatters](https://www.instagram.com/thesleepcharity)

# SOCIAL MEDIA

## EXAMPLE SOCIAL MEDIA CONTENT

Here's some examples of posts you might want to send out to your followers to show support – feel free to tailor to your audience:

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Teens need sleep! Did you know 68% don't get enough sleep on school nights? Time to get educated with @thesleepcharity new Teen Sleep Hub website and eBook <https://teensleephub.org.uk/> #TeenSleepMatters

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More than just advice, @thesleepcharity new Teen Sleep interactive eBook is packed with bite sized relevant content – backed by science and research – to help you feel more confident in making the right changes to your sleep <https://teensleephub.org.uk/> #TeenSleepMatters

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You're not lazy, you're a teen! Find out more about your sleeping habits, what stops you sleeping as well as some top tips with @thesleepcharity Teen Sleep Hub website and downloadable eBook <https://teensleephub.org.uk/> #TeenSleepMatters

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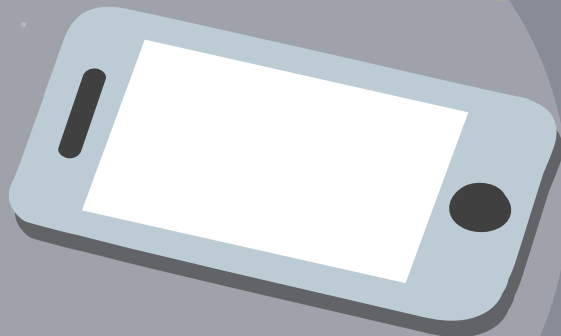
Do you find it difficult to get the sleep you need? @thesleepcharity has been working with its Youth Advisory Panel to develop this informative and interactive Teen Sleep Hub and eBook to help you get a good night's sleep <https://teensleephub.org.uk/> #TeenSleepMatters

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Relationships, friendships, family life and education can all contribute to feelings of anxiety. Everyone needs good quality sleep to ensure good mental health, but sometimes your mental health can stop you from sleeping! Find out more with @thesleepcharity <https://teensleephub.org.uk/> #TeenSleepMatters

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Promo Video Link: <https://vimeo.com/461032613>



# CHARITY CAMPAIGN AWAKENS TEENS TO THE VALUE OF SLEEP

**Award-winning voluntary organisation, The Sleep Charity, launches its brand-new online Teen Sleep Hub today (1st October) at the heart of its campaign 'Teen Sleep Matters' to promote the importance of sleep for young people's mental health.**

Ahead of World Mental Health Day (10th October), the launch of the Teen Sleep Hub – aimed at teenagers, not parents – addresses the link between poor sleep and mental health as well as the triggers for sleep deprivation and the practical strategies that can be put into place.

The online provision means young people can now access sleep support no matter where they are. It features sound knowledge and helpful advice to get a good quality night's sleep and for those who want to know a little bit more, the eBook 'You and Your Sleep' can be freely downloaded from any device.

Vicki Dawson, CEO of The Sleep Charity, said: "We have been supported on this project by our amazing Youth Advisory Panel, made up of young people aged between 13 and 19, across the country. They have been an invaluable asset in guiding us with the kind of online tools they would find useful, where they currently look for advice and what the barriers are for getting a good night's sleep.

"Teens don't always prioritise sleep. Instead they will often sacrifice their sleep to cram in revision, tackle schoolwork, watch YouTube or spend time chatting with friends on social media. The aim of this Teen Sleep Matters campaign is to ensure young people value the importance of sleep for their physical and mental wellbeing, empower them with knowledge around sleep and feel confident to take the first steps towards making a positive change."

Over the past three months, The Sleep Charity has been developing the project thanks to funding it received from the National Lottery Community Fund and Coronavirus Mental Health Response Fund (administered by the charity, Mind, in partnership with the Mental Health Consortia).

Mark Rowland, Chief Executive of the Mental Health Foundation, said: "We know that good sleep is a fundamental building block for young people's mental and physical health. But our research has shown that many young people are struggling with their sleep and that it is having a negative effect on their mental health. We know that significant numbers of teenagers are not getting the sleep they need in a typical week and are too tired to do schoolwork or study or concentrate in class. That is why a resource like this is so important."

Added Vicki: "This is an ongoing project so we will continue to add more assets and functions to the website so that young people can get the most up to date useful advice and help they need regarding their sleep.

"COVID-19 has seen an increase in sleep issues. However, we know that teen sleep is an issue full stop with many not getting the amount they need to function and perform at their best. This is down to several factors including biological changes, school, relationships and technology. We hope our new Teen Sleep Hub will educate young people about the importance of a good night's sleep."

To find out more please visit [www.teensleephub.org.uk](http://www.teensleephub.org.uk)

## ENDS



### PRESS CONTACT

For more information contact **Lisa Artis at The Sleep Charity**  
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Established in 2012, The Sleep Charity's mission is to empower the nation to sleep better. It supports 30,000 families a year – through its team of trained practitioners and volunteers – with its behavioural approach to sleep issues. It has contracts with local NHS clinical commissioning groups and has also won a host of accolades including the Queen's Award for Voluntary Service, FSI Small Charity, Big Impact Award and the GSK Impact Award and Third Sector Award.



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