

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

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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.