



SUPPORTER PACK

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IN PARTNERSHIP WITH



WELCOME

What is the National Sleep Helpline?

In partnership with Furniture Village, The Sleep Charity has launched a brand new UK National Sleep Helpline to ensure that everyone has access to high quality, evidence-based advice regardless of age, ethnicity, background or income.

Having a sleep issue is surprisingly common. At any given time **up to 40% of adults and 50% of children** (this rises to 80% with a SEND diagnosis) have difficulties with their sleep. These problems are typically persistent and do not resolve themselves without intervention. Yet in a recent OnePoll survey (2,000 adults commissioned by Furniture Village), **almost 60% of adults** felt there was a lack of support for sleep issues. Sleep problems can leave people feeling isolated and lonely.

To support the launch, we worked with Furniture Village, who are funding the helpline for the first year, on a survey of 2,000 UK adults to look into the nation's sleep. It found that the average UK adult suffers **nine bad nights' sleep per month** – equating to around **500 MILLION** across the country each month, but there is limited support – **more than half** of the respondents feel there is a lack of support for people with sleep issues.

Half of respondents said a poor night's sleep affected their motivation, with 30% suffering sore eyes and 29% had aching joints as a result. And more than **a quarter (28%) say poor sleep affects their mental health**. Worryingly, the public is just as likely to drink alcohol to help themselves nod off (18%) as they are to buy sleep remedies found in pharmacies and supermarkets.

Our aim is to offer sleep support, through the helpline, to any individual experiencing sleep difficulties.

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



Deputy CEO | The Sleep Charity



50% of children have difficulties with their sleep



Almost 60% of adults feel there is a lack of support for sleep issues



28% say poor sleep affects their mental health

KEY MESSAGES FOR THE CAMPAIGN

- It is open **7–9pm, Sunday to Thursday**, and the number is **03303 530 541**
- Run by a team of **specialist trained sleep advisors**
- Although we cannot give medical advice, we can **talk through your issues**, offer you some **practical strategies** and **recommend services** that could help
- Sleep education is empowering – we help you to **understand** why you might not be sleeping well and how that can change
- We promise to **listen without judgement** and help you decide what next steps are right for you
- **Sleep is essential** for physical, emotional and mental wellbeing
- Ensuring people **understand how sleep plays an important part in mental health wellbeing**. Symptoms of sleep deprivation include low mood, anxiety, and irritability

HOW TO GET INVOLVED

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

A press release has been issued to the media and we will be using our social media platforms – Facebook, Twitter, Instagram and LinkedIn – to **promote the National Sleep Helpline** and to **share key messages**.

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

- **Social media plan** – example content promoting the Helpline
- **Digital assets** – social media visuals/graphics for your own channels
- **National Sleep Helpline logo**
- A selection of printable **posters and double-sided flyers**



Almost **50%** think companies should offer support for staff who have trouble sleeping



the national sleep helpline



Supporting the nation to sleep better

CALL US

03303 530 541

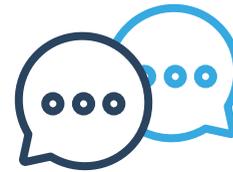
SPEAK TO TRAINED SLEEP ADVISORS
Available Sunday - Thursday
7pm - 9pm





15%

15% have taken several days off work over the past three months



CLICK HERE
TO DOWNLOAD OUR
SUPPORTS ASSETS PACK

WHAT YOU CAN DO

- Spread the word amongst your organisation, colleagues, friends and family that there is a National Sleep Helpline
- Communicate/share the key messages through your website or social media
- Link the National Sleep Helpline in your Helpful Organisations/Resources section on your website or in any other relevant marketing collateral
- Inform your organisation/school/health practice about the National Sleep Helpline
- Open up conversations about sleep and signpost to the helpline if you know someone who is struggling with their sleep
- Recognise the importance sleep plays in health and wellbeing
- Reach out to your networks to share the resources
- Offer to skill share with The Sleep Charity
- Visit The Sleep Charity website for more information and resources



SOCIAL MEDIA

#SleepHelpline

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 sure everyone knows they have access to high quality, credible sleep advice.



4 in 10 regularly drink **caffeine based drinks** to make up for a **lack of shuteye**

Social Channels



Facebook

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

@thesleepcharity



Twitter

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

@thesleepcharity



Instagram

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

@thesleepcharity



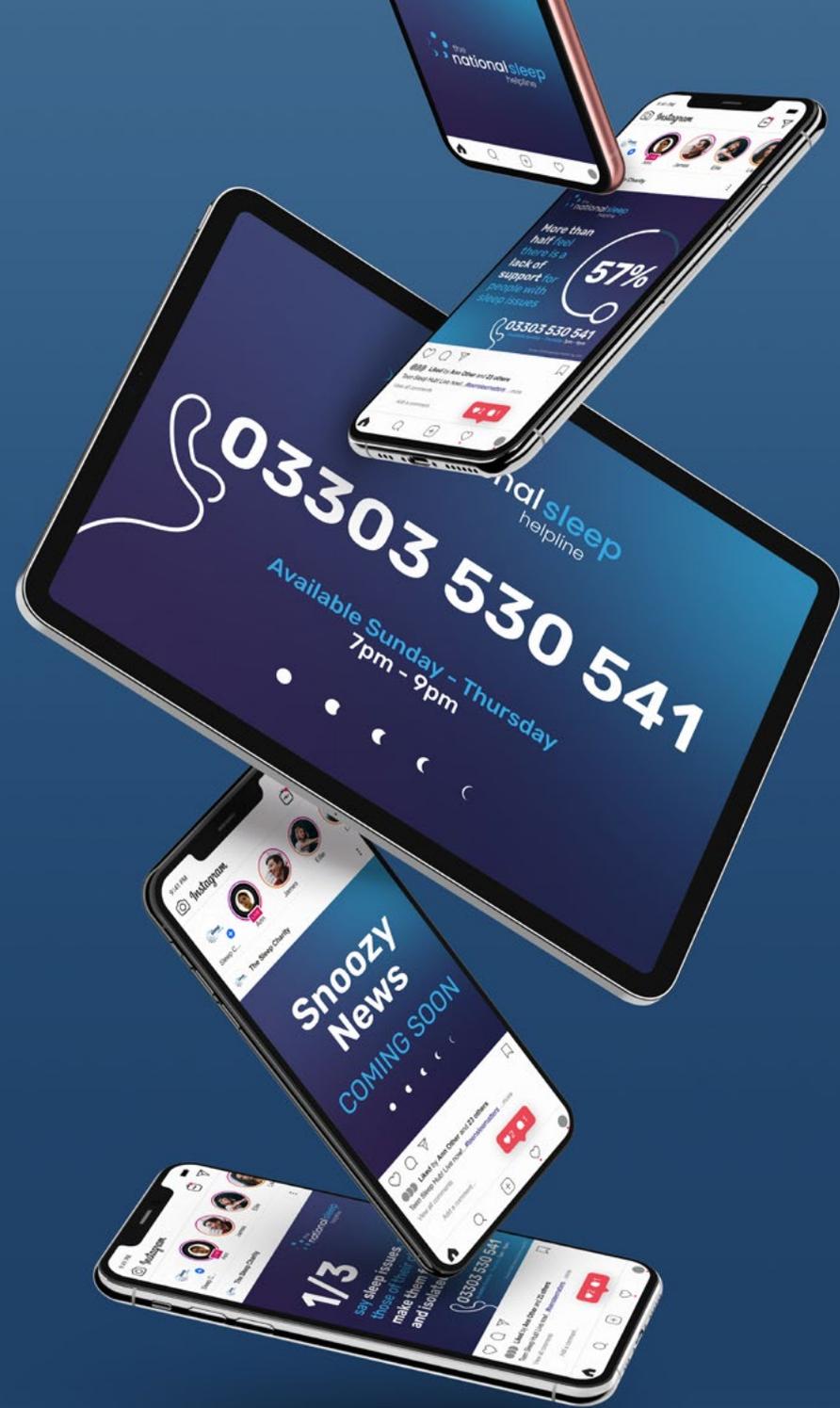
Website

thesleepcharity.org.uk



Campaign hashtag

#SleepHelpline



SOCIAL MEDIA

Example Social Media Content



1/3

A third say their sleep issues and those of their children make them feel lonely and isolated

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:

A new National Sleep Helpline has been launched by @thesleepcharity and @officialFV to help those experiencing sleep difficulties. Find out more here <https://thesleepcharity.org.uk/national-sleep-helpline/> #SleepHelpline

Did you know that almost 60% of people feel there is a lack of support for sleep issues? Now's the time to change that. @thesleepcharity has launched a dedicated National Sleep Helpline <https://thesleepcharity.org.uk/national-sleep-helpline/> #SleepHelpline

Want to talk about your sleep? You can now! @thesleepcharity has launched a brand new National Sleep Helpline with @officialFV. Open to everyone, five nights a week from 7-9pm <https://thesleepcharity.org.uk/national-sleep-helpline/> #SleepHelpline

Does your child struggle to fall asleep? Or wakes too early? Is it impacting on daytime behaviour? @thesleepcharity can help with its new National Sleep Helpline. A fantastic resource available for anyone to use Sunday-Thursday, 7-9pm. <https://thesleepcharity.org.uk/national-sleep-helpline/> #SleepHelpline

Do you find it difficult to get the sleep you need? You're not alone. Sleep issues are surprisingly common but now help is at hand. @thesleepcharity has a brand new National Sleep Helpline for you to speak to trained advisors about any sleep issues <https://thesleepcharity.org.uk/national-sleep-helpline/> #SleepHelpline

Work, relationships, friendships, family life and school can all contribute to feelings of anxiety, which can stop you sleeping. If you need some advice or just someone to talk to, call @thesleepcharity new National Sleep Helpline <https://thesleepcharity.org.uk/national-sleep-helpline/> #SleepHelpline

PLEASE NOTE: You may need to adapt the social handles depending on the platform you are posting to - please check these before posting.



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