



National Sleep Foundation's Sleep Awareness Week 2017, Sleep Better. Feel Better.

Supporting Q&A

### About National Sleep Foundation

The National Sleep Foundation (NSF) is dedicated to improving health and well-being through sleep education and advocacy. Founded in 1990 by the leaders in sleep medicine, NSF is the trusted resource for sleep science, healthy sleep habits, and sleep disorders to medical professionals, patients and the public. For more information visit [sleepfoundation.org](http://sleepfoundation.org) or [sleep.org](http://sleep.org). Follow us on [Facebook](#) and [Twitter](#).

### About Sleep Awareness Week:

Sleep Awareness Week (SAW) is NSF's annual event designed to incite, inform and engage the public, as well as advance NSF's mission to improve health and well-being through sleep education and advocacy.

This year's SAW theme "Sleep Better. Feel Better" will drive American to consider how sleep effects their daily lives, and reinforce the many benefits associated with making healthy sleep habits a priority. NSF will communicate the value of a good night's sleep which carries in to one's day to improve not just health, but mood, productivity, well-being, and overall quality of life.

This nationwide event, will coincide with the release of NSF's *Sleep Health Index* first quarterly results of 2017 which reveal how satisfied Americans are with their sleep. *NSF's Sleep Health Index (SHI)* is a quarterly fielded, nationally representative poll of American adults, used to obtain the nation's "sleep pulse". SHI tracks trends and chronicles our nation's sleep health over time.

### Important Dates:

Sleep Awareness Week 2017 will begin on April 23<sup>rd</sup>, 2017 and end on April 29<sup>th</sup>, 2017.

### Why did NSF move SAW to April instead of Daylight Savings Time?

NSF decided to shift Sleep Awareness Week to April to better align with some of NSF's emerging priorities. This year we will be testing some approaches that we hope to replicate in 2018 as part of a more expansive in-market SAW program. Moving to April was necessary to accommodate these associated developments. However, we recognize that Daylight Savings Time is still an important topic for NSF, as people lose a precious hour of sleep. The organization amplified messaging about the importance of prioritizing your sleep during that period in March, and SAW in April helps to consolidate that message, and educate the public that sleep health is important throughout the year and not just during Daylight Savings Time.

### Why is SAW important?

Sleep is essential to a healthy, productive life. According to the most recent findings from NSF's SHI, more than four in ten American reported that their daily activities are significantly impacted by poor or insufficient sleep at least once during the past seven days. This needs to be brought to light, and people who are suffering with sleep health issues should be able to find resources that will help them with their struggles. Sleep Awareness Week / Sleep Better. Feel Better aims to provide the public with the necessary information they need to prioritize their sleep. Furthermore, research has shown that adequate, quality sleep directly and positively affects mental, physical and emotional well-being.

### Where can people find more information?

To learn more about Sleep Awareness Week, visit [www.sleepfoundation.org/saw](http://www.sleepfoundation.org/saw). This is the official SAW page on NSF's website. Educational materials, including daily tips, the SAW motion graphics video, and suggested social media posts are available for download. NSF will also use #SleepBetterFeelBetter on social media (Facebook, Twitter and Instagram) to provide the public with daily updates and advice on sleep health.

The SHI quarterly results will also be available online on [www.sleepfoundation.org/how-america-sleeps](http://www.sleepfoundation.org/how-america-sleeps) on April 28<sup>th</sup>.