

**This World Sleep Day[®],
let's celebrate sleep health**



Sleepio

What is World Sleep Day?

Decades of research show that healthy sleep is directly related to your overall mental, physical, and emotional health.

That's why in 2008, the **World Sleep Society** launched World Sleep Day, an awareness event dedicated to celebrating the importance of healthy sleep.

World Sleep Day is held the Friday before the spring vernal equinox* of each year.

***What is the vernal or spring equinox?**

The day, usually around March 21, when day and night are of generally equal length.



Tired of being tired

In the 2021 'Need for Sleep Study' an insurance company discovered that over 7.5 million people in the UK sleep for less than five hours a night on average, and only 57% of respondents were satisfied with their sleep.¹

During World Sleep Day, let's make a promise to each other. We'll learn more about the essential functions of sleep and try **Sleepio** an online program designed to help with poor sleep. The best part... **both are free.**

1. <https://www.directlinegroup.co.uk/en/news/brand-news/2022/sleeping-dangerously--7-5-million-brits-have-under-five-hours--a.html>



Inside Insomnia

If you are struggling with sleep, you're not alone. Approximately **one in three** adults in the UK will experience a bout of insomnia at some point¹. Insomnia is a sleep disorder that disturbs a person's ability to fall and/or stay asleep.

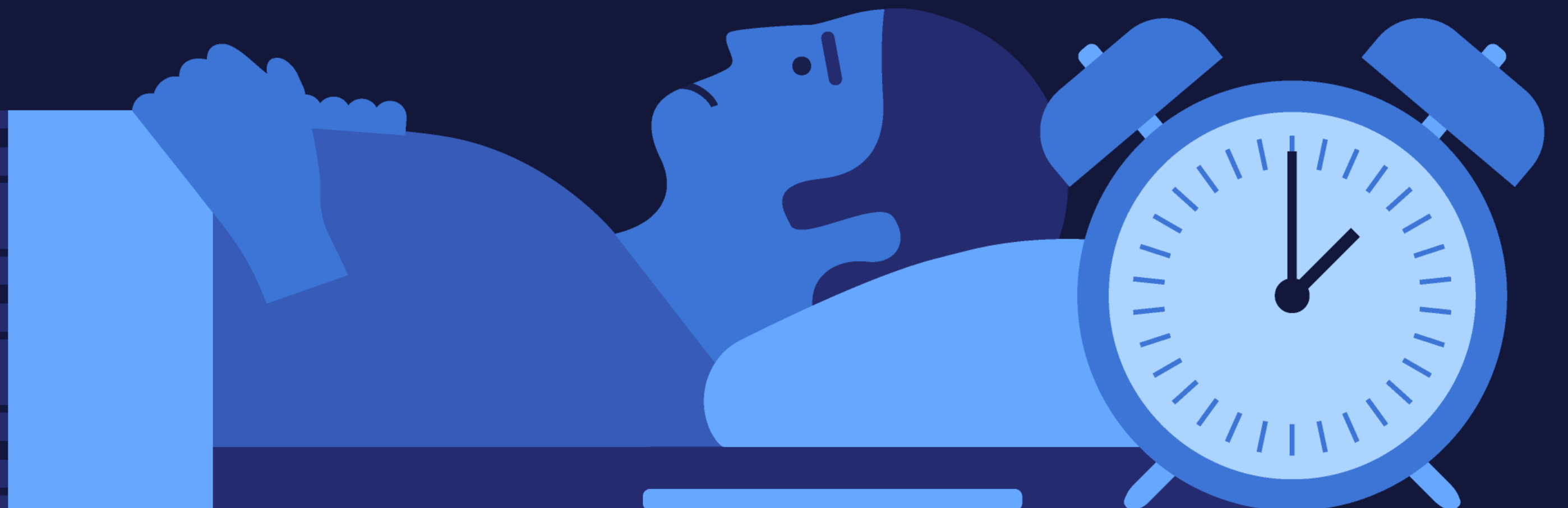
The two main types of insomnia are **acute** and **chronic** insomnia. **Acute** is short-term and often triggered by stressful life events. **Chronic** is long-term, occurring at least three nights per week and for at least three months.

While this is a common disorder, research shows that it's a complex condition that can take a toll on your cognitive function, energy levels, and productivity. However, Cognitive Behavioural Therapy (CBT) is one of the most efficient treatments for insomnia, and **65-76% of people**^{2,3} see significant improvements.

1. <https://www.nhs.uk/conditions/insomnia/>

2. <https://pubmed.ncbi.nlm.nih.gov/34246110/>

3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3353040/>



Celebrate Sleep

During World Sleep Day, you owe it to yourself to get those extra Z's you so desperately need. At Sleepio, we're here to cheer you on along the way.

Sleepio is an online sleep improvement program proven to help you clear your mind, improve your sleep, and have better days. Sleepio takes your unique needs and builds you a tailored six-week program, with sessions that guide you step by step through evidence-based methods. In about 20 minutes per week, you can quiet your racing mind, reshape behaviours, and get better sleep.



Get started with Sleepio

If your self-soothing techniques are no longer proving effective, maybe it's time to take a different approach. Sleepio is clinically proven to help you **fall asleep 54% faster** and **spend 62% less time awake** at night¹. Get started today with Sleepio's Sleep Score Quiz.

Get Started

Sleepio is available at no cost to all Scotland residents

To learn more, visit www.sleepio.com/nhs

Disclaimer: Sleepio may not be suitable for everyone, please review the associated safety information by going to the **Suitability Page** for more details prior to starting the program.

In the UK, Sleepio is a CE marked medical device available for the treatment of insomnia disorder.

1. Espie et al (2012), Sleep
(DOC-2393, January 2023)

