

2019 KOREAN WORLD SLEEP DAY ACTIVITIES



On March 15, World Sleep Day, Korean Society of Sleep Medicine and Korean Sleep Research Society co-hosted World Sleep Day activities which included a press conference and “March for Sleep”.

From 1:20PM to 2:20 PM, the press conference was held at the Plaza Hotel with the participation of journalists from 38 media organizations. The theme of our press conference celebrating World Sleep Day (WSD) included sleep issues of adolescents and children as well as healthy sleep and healthy aging. We wanted to emphasize the importance of sleep in all age groups. The titles of three talks presented at the conference were as follows: 1) Sleep and healthy aging (sleep, cognition and dementia) by Dr. Ki Young Jung from Dept. of Neurology, Seoul National University) 2) Sleep and adolescents’ mood (sleep deprivation and suicidal rate) by Dr. Hye Yoon Kim from Dept. of Neurology, Kwandong University 3) Children’s snoring by Dr. Jeoung Hun Kim from Dept, of ENT, Seoul National University. After the conference, many articles were posted online. The number of clicks for those articles regarding sleep and WSD Korea were more than 3million. We believed that this event contributed to an increase in awareness of the importance of healthy sleep.



Preparing for “March for Sleep” after the press conference wearing WSD Korea T-shirts, specially made for this event!

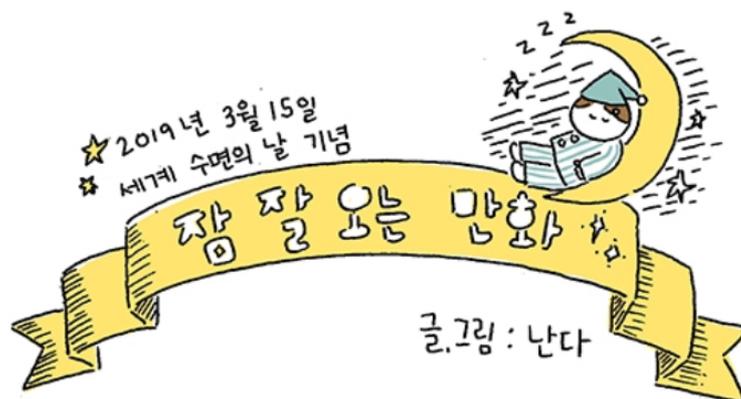


Many sleep physicians, sleep industry personnel and college students marched on Seoulo 7017 which is a long walkway for the public converted from an old freeway, right next to Seoul Station (the biggest train station in Seoul). All the participants wore the T-shirts specially made for the “March for Sleep”. While we were walking, we carried pillow-shaped signs with brief messages on sleep and health. RESMED Korea volunteered to invite their PR person, Sam Hamington, an Australian Comedian and an entertainer living in Korea, who is also a CPAP user, to join the march.

We made a badge and stickers. The main graphic on the badge is the Korean word for ‘sleep’ (image on left). The sticker had the 2019 WSD theme, “Healthy sleep, Healthy Aging” (image in the center). In addition, we made a WSD poster and distributed to hospitals all over the country (image on right).



We also created web comics and made a link on the websites of Korean Sleep Research Society and Korean Society of Sleep Medicine. The English title is “The Comic to Make You Sleep Well”. <https://sleepnet.or.kr/board/notice/540> The subjects of the comic is sleep hygiene, maintaining a regular sleep schedule, avoiding light at night, the importance of sleep to prevent dementia, and obstructive sleep apnea.



This World Sleep Day 2019 had the most diverse program, the largest number of participants and the most successful activities ever in Korea!