

Hosted by World Sleep Society

15th **MARCH 18, 2022**

# World Sleep Day®

QUALITY SLEEP | SOUND MIND | HAPPY WORLD

## SHARE SHEET

Support & celebrate World Sleep Day with the tools & messages already prepared

### Who:

You + your local media, colleagues, acquaintances & social media community.

### What:

Help us spread the word about the importance of healthy sleep for World Sleep Day 2022!

### When:

**FRIDAY, MARCH 18, 2022** is World Sleep Day. Promote the annual awareness day from January-April of each year.

### Where:

The globe unites to celebrate this important call to action regarding sleep and the understanding of its impact on overall health.

- Social Media: Facebook, Twitter, YouTube and Instagram
- Media: blogs, newspapers, online journals, television and radio
- In-Person: 88 countries have participated in World Sleep Day. All are welcome!

### Why:

Created and hosted by World Sleep Society, World Sleep Day is an internationally recognized awareness event bringing researchers, health professionals and patients together to recognize sleep and its important impact on our health.

World Sleep Day encourages:

- Understanding and awareness of the importance of sleep in overall health
- Recognition of and current research on the burden of sleep disorders and sleep disruption
- Efforts for the prevention and management of sleep disorders and/or sleep disruptions

### How:

Use the tools below to spread awareness about World Sleep Day and its mission to understand the impact and importance of sound sleep.

### Tools You Can Use:

- 2021 Press Release
- Talking Points
- World Sleep Day Logos
- PowerPoint Template
- Social Media
- Media interviews with sleep experts
- Regional Coordinators