

## The brain during wake and sleep

Let's remember how it felt to wake up after a good night's sleep.

As you gently stir, your brain is telling you that it's morning – time to wake up. And it tells you to stay awake and alert throughout the day.<sup>4,5</sup>

Then, as your day comes to an end, **your brain starts getting ready for bedtime.**<sup>5</sup>

So by the time you're settled in your pyjamas, it's stopped telling you to stay awake, and you're able to nod off and stay asleep until the morning.<sup>5</sup>



But what happens when you have chronic insomnia?

## It's time to rethink insomnia

- 1 In chronic insomnia, parts of the brain which should be in sleep mode are instead still active<sup>5-7</sup>
- 2 Not getting enough restorative sleep can leave you feeling tired or irritable during the day<sup>2,3</sup>
- 3 With a better understanding of chronic insomnia, you can rethink how to get the restorative sleep you need<sup>9,10</sup>

### References:

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# It's time to rethink insomnia.

Psssst!

What?

I'm still awake

I know

## Is an overactive brain keeping you up at night?

## What is chronic insomnia?

If you're reading this, chances are you've got questions about chronic insomnia.

**You're not alone.**

ABOUT **1** IN **10** PEOPLE  
suffer from chronic insomnia.<sup>1</sup>

Many of us go through periods when we have trouble sleeping. But for some, it goes beyond that, carrying on for months or even years.

Chronic insomnia is a **recognised medical condition**.

It's when you **experience difficulty** sleeping at least:

**3** times a week, for  
**months** or longer...<sup>2</sup>

and have **difficulties during the day** like feeling tired, irritable or not being able to concentrate.<sup>2,3</sup>

## The brain and chronic insomnia



Science suggests that people with chronic insomnia have an **overactive brain** at night.<sup>2,5-7</sup>

**So, what's going on?**

**Parts of the brain** that should be in sleep mode are instead **still active, making it hard to fall asleep and stay asleep until morning**.<sup>5-7</sup>

Without restorative sleep you may feel tired and not really at your best during the day.<sup>2,3</sup>



**How can chronic insomnia impact your day?**<sup>2,3</sup>

- Mentally or physically tired
- Difficulty concentrating or remembering things
- Mood changes e.g. feeling irritable or being quieter than usual

## A fresh look at managing chronic insomnia

**Common advice** has probably told you to try **lifestyle changes** like avoiding caffeine, using lavender sprays or giving relaxation techniques a go.<sup>8</sup>

But, now we know more about what's going on in chronic insomnia, you can rethink how to manage it.



With a better understanding of chronic insomnia, we have new ways of thinking about how to manage it, and get the restorative sleep you need to be at your best during the day.<sup>9,10</sup>



Let's rethink insomnia!