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MPH 630

Richmond, Virginia Young Adult Sleep Campaign “Catch Some Zzz’s”

**Step 1: Introduction of the public health issue**

1. **Brief background of the problem**

Poor quality sleep is a public health concern in adults throughout the United States (U.S.). According to Health People 2020, “Poor sleep health is a common problem with 25% of adults in the (U.S.) reporting insufficient sleep at least 15 out of every 30 days” (*Sleep health,* 2021). The Centers for Disease and Control Prevention (CDC, 2017, June) stated, “Lack of sleep is associated with injuries, chronic diseases, mental illnesses, poor quality of life, and lost work productivity” (CDC, 2017, June). This public health issue has become increasingly worse due to modern day technology at the touch of our fingers, the workday going late into the evening for those that bring their job home with them or work from home and check emails while lying in bed, or mindlessly watching television while lying in bed.

1. **Campaign purpose**

The purpose of this campaign is to increase young adults’ knowledge in the city of Richmond, Virginia of how essential quality sleep and the importance of creating a healthy sleep routine. Increasing the knowledge of how essential quality sleep is can improve the target audience’s overall health and wellbeing, productivity, and safety.

1. **Campaign focus**

The campaign focus will be contributing to the plan’s purpose by giving young adults in the city of Richmond, Virginia tips to improve their sleep routine and education on why quality sleep is essential.

**Step 2: Situation analysis (“SWOT”)**

1. **Strengths**

The greatest organizational strength going into this campaign will include teaming up with the American Academy of Sleep Medicine (AASM) to be a partner. According to the AASM website, “the AASM has been around since 1975 and is the leading voice in the field of sleep” (*About AASM*, 2021). Having an organization that shares similar goals as a partner for the campaign with their extensive background and knowledge in sleep will help promote the same social change to ensure the target audience is provided the best resources available. This will also give the campaign a step in the right direction with having an agency with a credible reputation to work with and having management support provided. All members of the campaign will be trained on the CDC’s guidelines for how much sleep is needed per age group, how to create a healthy sleep routine, and the concerns of not getting enough sleep (CDC, 2017, May). Another strength of the campaign will be working with a local Ear, Nose and Throat (ENT) group, or otolaryngologist, to be able to refer individuals from the target audience if needed once they are part of the campaign. According to Kimple, 2019, “an otolaryngologist specializes in the care and treatment of the ears, nose, sinuses, throat, voice box, thyroid, and esophagus” (Kimple, 2019). Resources will be readily available at locations the target audience will be likely to shop at, making the campaign more successful and appealing to help promote voluntary behavioral change.

1. **Weaknesses**

Weaknesses to minimize include limited financial resources, competition of sleep medications, technology, excessive caffeine use, and behavioral resistance.

1. **Opportunities**

External opportunities to take advantage of include the fact that everyone needs good quality sleep to perform as their best self, regardless of their age, race, culture, or economic background. Creating a healthy sleep routine is not expensive, it just takes time, dedication, and the voluntary want to change. Opportunities to capture is the willingness the target audience should have to hear the campaign out for the advantage that quality sleep can provide to a young adult. Many individuals would rather sleep well than struggle to get a good night’s rest tossing and turning and would rather do it in a way that is based off of behavioral change and healthy routine versus taking a sleep medication that can potentially have drowsy side effects the next day.

1. **Threats**

Threats to prepare for include the fact that not everyone will be able to have the same routine sleep schedule, for example shift workers or workers who are on call. There is also the possibility that some young adults will not see that they have a problem with their level of sleep being less than 7 hours a night and continue to be part of this public health problem.

1. **Key learnings from a review of similar market research**

The CDC currently has a program out as stated by the CDC, 2017, “to raise awareness about the problem of sleep insufficiency and sleep disorders and the importance of sleep health for the nation’s overall health” (CDC, 2017, June). It mentions a CDC Sleep Workshop but after trying to research the workshop, there were no results found for it. The National Sleep Foundation (NSF) has a program called Sleep Awareness Week. The NSF, 2021, describes this program as,

“an education campaign that celebrates sleep health and encourages the public to prioritize sleep to improve health and well-being. The campaign commences with the beginning of Daylight Savings Time. The NSF provides information during Sleep Awareness week about the benefits of optimal sleep and how sleep affects health, well-being, and safety” (*Sleep awareness week* *®*, 2021).

While this campaign sounds like a great idea, what if someone wants information on how to prioritize their sleep on a week other than the beginning of Daylight Savings Time? Also, there is no “sign up here” tab to join the email or text list for a reminder about this campaign when it is Daylight Savings Time again, which means I will probably forget about it by then. I have not seen this campaign promoted anywhere on social media or on billboards nor have I heard about it on the radio or television, but maybe they are just promoting it in different ways. This campaign also does not mention if there is a target age group or if it will discuss insufficient sleep and sleep disorders among all age groups. The NSF has another campaign called Drowsy Driving Prevention Week ® that seems to have more promotion than the first discussed. The NSF, 2021, explains this campaign as, “encouraging everyone to prioritize sleep and drive alert and refreshed. Drowsy Driving Prevention Week (DDPW) happens annually following the end of Daylight Savings Time. The goal is to reduce the number of drivers who drive sleep deprived” (*Drowsy driving prevention week* *®,* 2021). This program has a participation toolkit available for anyone to download full of educational materials to practice safe and alert driving. There is a hashtag to tag the campaign when posts are made about it to keep all information easily accessible and organized online. This campaign has a logo to give it a visual identity for the target audience to recognize and articles with tips on how to stay alert when driving. I think the DDPW campaign does a good job at promotion and providing resources that are accessible on the website throughout the year, I just wonder what places they promote the campaign to get more of their target audience aware of it.

**Step 3: Audience segmentation**

The population of young adults in Richmond, Virginia was segmented into this group based on the traditional variable of demographic segmentation used for this campaign. As mentioned by Lee & Kotler, 2016, “demographic segmentation provides some of the best predictors of needs, wants, barriers, and beliefs. This type of information about a market is also more readily available when compared to other variable” (Lee & Kotler, 2016, p.130-131). Geographic segmentation was also used for this campaign because the location is Richmond city young adults. These segmentations will focus on increasing the effectiveness of the outcome being greater as the design strategy will address the target audience’s unique wants and preferences to promote behavior change. Selection of the target audience was taken into consideration based on the nine factors for evaluating segments relative to each other discussed in Lee & Kotler, 2016, “segment size, problem incidence, problem severity, defenselessness, reachability, general responsiveness, incremental costs, responsiveness to marketing mix, and organizational capabilities” (Lee & Kotler, 2016, p.143-144). Differentiated marketing was chosen for the target audience because the campaign has clear and distinguishable wants and needs as well as recommended behaviors.

1. **Segment size**

According to the Census profile, 2019, “as of 2019, Richmond, Virginia has a population of 230,436 people with 22,389 (9.7%) individuals aging between 10-19 and 46,554 (20.2%) individuals aging between 20-29” (*Census profile: Richmond, VA,* 2019). Using young adults for in Richmond, Virginia focusing on the age group of 18-25 puts the target audience in the middle of the two age brackets, estimating the segment size roughly 12% of the population.

1. **Problem incidence**

While there is not a statistic for Richmond city young adults experiencing sleep deprivation or poor quality of sleep, Zitting et al., 2018 reported, “more than a third of U.S. adults report fewer than 6 hours of sleep a night with young adults being more vulnerable to sleep loss than older adults” (Zitting et al., 2018, p.1). Per the CDC, 2017, May, “adults aged 18-60 need 7 or more hours of sleep per night” (CDC, 2017, May).

1. **Problem severity**

Being a young adult trying to juggle a full day’s worth of tasks on less than 7 hours of poor quality sleep on a regular basis can lead to mood changes such as being frustrated easily, having anxiety, or feeling overwhelmed. It can result in poor performance at work or with daily tasks, as well as bad judgment calls when driving or decision making. Long-term health effects such as obesity, diabetes, cardiovascular disease, and early mortality have a link with chronic poor quality sleep.

1. **Defenselessness**

Most young adults that get less than 7 hours a sleep a night regularly and are still functioning adequately in their eyes will need help seeing why it is a problem getting less than the required amount of sleep. While each individual in the target audience may have access to the 7+ hours of quality sleep needed, it is discussing why the behavior change is needed to use what is available or how to overcome the barriers to achieve the desired outcome.

1. **Reachability**

The audience is easily identified as while everyone needs quality sleep, the target audience has been segmented into the young adults aged 18-25 in Richmond, Virginia. These young adults will be easily reachable by using communication channels via the radio and local shops.

1. **General responsiveness**

After the target audience is aware of the campaign and how it is there to help implement the desired behavior change, the target audience should all be able to partake in the change. There may be some of the target audience that are not ready due to a variety of personal reasons, but hopefully if they are willing to at least give the campaign a try, it can help motivate them to become ready to change their sleep routine after what they learn.

1. **Incremental costs**

The costs for this campaign to the target audience is no charge, other than their time.

1. **Responsiveness to marketing mix**

The target audience will be intrigued by the product, happy about the price being free, appreciate that the place will be virtual, and respond well to the promotion of the campaign being at areas where the target audience shops, and on local radio stations.

1. **Organizational capabilities**

Teaming up with the American Academy of Sleep Medicine (AASM) to be a partner will help with staff training and experience in the field. The AASM has extensive experience with creating a healthy sleep routine for all age groups, so the addition of their organization to the campaign will help strengthen our knowledge. Also, working with a local otolaryngologist will help the campaign tackle any health concerns above the programs ability and be able to refer the target audience to seek medical help if needed.

1. **Primary audience**

Based on the segmentation done, the primary audience for this campaign is young adults in Richmond, Virginia, age 18-25 years old. This allows the campaign to focus on reaching an estimated 12% of the Richmond city population.

1. **Secondary audience**

Household members play a key role in the sleep routine of the primary audience and since they are the midstream audience, they are the focus secondary audience. This may be the dog that is barking in the middle of the night, the spouse that is not on a sleep routine, the children ranging from teenage years that have the music up all night long or young children that crave the primary audience’s attention late at night or the baby that cries in the middle of the night.

**Step 4: Behavior objectives and target goals**

1. **Objectives**
2. Behavior objective: Turn off electronics at least 30 minutes before bedtime.
3. Knowledge objective: To know the effects poor quality sleep can do to the body.
4. Belief objective: To believe that ] getting 7+ hours of quality sleep regularly is necessary to be the best version of yourself.
5. **Goal**

The overall goal of this campaign is to educate young adults in Richmond, Virginia on the effects of poor quality sleep and provide them with tools to create a healthy sleep routine. Along with that is a goal to decrease the number of young adults that experience poor quality sleep by 10% in the target population.

**Step 5: Target audience barriers, benefits, and motivators; the competition; and influential others**

1. **Perceived barriers**

Addressing perceived barriers that each individual has in the target audience is critical to ensure a successful campaign. Some young adults may feel that they need the extra couple hours at night to be up catching up on chores around the house or emails on their phone and that is more important than 7 hours of sleep. Some young adults may feel that falling sleep to a show or with the television on helps them fall asleep. Some of the target audience may feel that they have to give up their own couple of hours of relax time at night to go to sleep earlier and it is not worth that cost to them. Some young adults may also think that their current sleep routine is healthy, when in reality they need to make some adjustments to improve it. These and any other barriers are all valid concerns, but finding ways to still reach each individuals needs while allowing them to get the healthy sleep routine necessary is what is important.

1. **Desired benefits**

A desired benefit for the target audience is to feel full of energy and ready to take on the day when they wake up. This can be done on 7+ hours of sleep and being on a routine sleep schedule. Improved mood and the ability to problem solve better are added benefits of sleeping well, along with performing better at the workplace. This will also help young adults be able to enjoy their social obligations by having a more positive attitude.

1. **Potential motivators**

Giving the audience relaxing things to incorporate into their nightly routine may help motivate a sleep schedule. Shoen & Singh, 2021, discussed potential strategies to develop an evening routine to include, “taking a warm bath with lavender before bed, meditating, reading a paperback book, or journaling” (Shoen & Singh, 2021). Not only does this allow the body to relax, but it motivates the target audience to use less technology late at night and focus on being in the moment. Motivation can also be done by looking forward to something part of their nightly routine, whether it is reading a chapter in their book, or taking a bath, make it something each individual would want to do so it is rewarding at the end of the day.

1. **The competition**

The competing behaviors are those that have a habit of poor nighttime routines, such a staying up late, being on their cellphones, leaving the television on all night. Competing brands are medications people can take at night to help people sleep. A major aspect to consider is while sleep medication may help the target audience fall asleep, it may not help them stay asleep, and it can have some unwanted side effects. Harvard Health, 2017, states, “millions of Americans rely on prescription sleep medications to help get a decent night’s rest, but they are not designed for long-term. Each of the medications has its own risk” (*Learn the risks of sleep aids,* 2017). The article by Harvard Health, 2017, also states Dr. Epstein states, “People develop a dependence to the sleep aids, then when you take them away, you get a temporary withdrawal reaction and cannot sleep, usually people think it is because they need the drug to sleep” (*Learn the risks of sleep aids,* 2017).

1. **Influential others**

For young adults in Richmond, Virginia, their social groups of who they are around may be their biggest influence. This may include their church, support groups on Facebook, or exercises groups.

**Theory**

The social cognitive theory will be used as a framework for this campaign due to the target audience first needing to believe that the benefit of creating a sleep routine to get quality sleep outweighs the cost to them (which is their own person barrier of possibly less television time, less chores at night, less time to be on social media, etc.). The second part is that the target audience must believe he or she has the necessary knowledge and ability to perform the desired behavior. As noted by Lee & Kotler, 2016, “self-efficacy comes from social learning by sequential approximation, repetition, and reinforcement” (Lee & Kotler, 2016, p.216). This is how the goal-setting theory will also be useful for this target audience, based on creating a behavior objective that is motivating and instructional. These goals can be broken down to one thing at a time so that small changes over time will create a healthier sleep routine. For example, instead of turn off electronic devices before bed, turn off all electronic devices at least 30 minutes before bed. Instead of waking up at the same time every day, set your alarm clock for the same time to get out of bed every day of the week, including the weekend. Instead of avoid caffeine late in the day, Pacheco & Vyas, 2021, recommend, “to avoid caffeine intake six hours before bed” (Pacheco & Vyas, 2021). As described by Lee & Kotler, 2016, “these behaviors are specific, measurable, achievable, realistic, and time-bound (SMART) to first communicate what we want the target audience to do, then second to assist them in knowing if they have accomplished it (Lee & Kotler, 2016, p.213). While these listed are achievable on the individual level of the ecological model, creating an approach for the desired behavior change to happen on all levels of the ecological model with this theory is needed to promote success of the campaign. For the relationship level, instead of avoid late night social gatherings, recommend the friend group get together earlier in the evening for half price appetizers and happy hour specials. For the community level, instead of evening work events that will run late into the night, recommend weekend family friendly events. For the societal level, there are not any governing laws that require young adults to not be able to create a healthy sleep routine.

**Analyze current and possible replacement behaviors**

To first start the behavior mapping process, the behavior of poor sleep routine is a continuous or frequent behavior for this campaign. The complexity of creating a poor sleep routine happens over time and across a variety of settings. As mentioned by Resnick & Siegel, 2013, “determining whether the target audience has the motivation, ability, and opportunity to engage in the desired behavior during planning and when thinking about replacement behaviors can help identify solutions that will enhance progress toward the goal” (Resnick & Siegel, 2013, p.121). The desired behavior to create a sleep routine for young adults in Richmond, Virginia has an impact on a specific health problem, which is the consequences of the target audience not getting adequate sleep regularly. The desired behavior to create a sleep routine is feasible for the target audience to perform and the desired behavior can be adapted into an effective health practice through training and skill development. The current desired behavior can be replaced with, improve the target audience’s current sleep schedule. This behavior though is more broad and very generic, but still has a goal of making an improvement in the target audience.

**Step 6: Positioning statement**

We want young adults in Richmond, Virginia to see creating a sleep routine as a way to improve their daily mood and improve their overall health.

The campaign will be behavior focused so that the target audience is aware of the details of the desired behavior to be successful in achieving the change.

**Step 7: Marketing mix**

1. **Product**

The product is a customizable app available on all smart phones in the app store for no charge that will allow the young adults of Richmond, Virginia to answers questions about their current sleep schedule along with providing individualized tips and recommendations on how to make improvements. The app will request personal information such as age, height, weight, gender, race, health conditions, and what time the individual went to bed (estimated) and woke up for each day to be entered. The app will also include an alarm if the individuals prefer to use it to keep a sleep schedule of waking up at the same time and an option to send a notification to the user’s phone when it is one hour then 30 minutes before time to go to sleep and put electronics away. One of the screens in the app will be a virtual bedroom that will allow users to click icons that are bolded to get useful information on how they effect sleep. For example, the curtains will be bold in the room and when the user taps them with their finger an information bubble discussing the benefits of blackout curtains will appear. Also, the thermostat will be in bold and once tapped, information about keeping the bedroom at a cool temperature versus warm when it is time for bed will be provided. The app will deliver updated educational researched on topics related to the importance of sleep, such as, the correlation between poor quality sleep and mood, the health benefits of quality sleep, or what it means to function on poor quality sleep. There will also be a “chat with a sleep specialist” icon that users can use 24/7 to message with someone from the campaign about any issue or question they are having pertaining to their sleep routine. If the problem is larger than the ability of the campaign to help, the sleep specialist can recommend the user to see the otolaryngologist the organization is teamed with, or their primary care doctor, depending on the situation. There will be a check-in required to be done each day by the user describing how the night went that will be submitted and reviewed by someone part of the campaign. The goal is for the campaign to message the user’s previous night’s submission back within six hours with recommendations for the next night.

The core product is the ability for each user to receive individualized helpful tips to improve their sleep routine and improve their daily mood. This will work towards solving the public health problem of poor sleep health being a common problem in U.S. adults. This will offer young adults in Richmond, Virginia the ability to feel better each morning when they wake up after a restful night of sleep, be more productive during their daily tasks, stay more focused throughout the day, and enhance their outlook on life.

The actual product is daily routine use of the “Let’s Catch Some Zzz’s” app. This includes the daily check-in of how the night before went, what sleep improvements were made, what improvements were not made, what worked, what did not work, what time the user went to bed (estimated) and what time the user woke up.

The augmented product is this provides accountability for the user and personalized assistance to create a sleep routine to better the target audience’s overall health and wellbeing.

1. **Price**

The nonmonetary benefit to encourage the desired behavior is to take the pledge to create a healthy sleep routine that pops up first thing after the user’s profile is created in the “Let’s Catch Some Zzz’s” app. After the user “signs” the pledge, the pledge with their signed name is also emailed to them with a positive note from the campaign expressing their excitement to have the user join the community and make this healthy change in their life. There will also be the option to share the pledge on their social media accounts with a link provided so their friends and family can see the positive changes the user is making in their life.

1. **Place**

The product itself will be accessible 24/7 as long as the user has a smart phone and data. This allows for better convenience for the users to access the educational topics and do the daily check-in whenever they have time throughout the day.

1. **Promotion**

Promotion for the “Let’s Catch Some Zzz’s” campaign will be done through positive reinforcement messages. Making the target audience aware that this campaign can help them from feeling so sluggish during the day and make them accomplish more during the day. Promotion for this campaign will also be done by letting the target audience know this campaign will be a healthier alternative then relying on sleeping pills or caffeine throughout the day. Placing pamphlets with QR codes for the target audience to scan to receive information on the campaign and how to download the app will be placed in Richmond city local grocery stores and drug stores near the sleep medications with messages reading “Are you really ready to take on the day feeling drowsy? Here’s a better alternative.” The pamphlets with QR codes will also be placed in the stores in the coffee isle with messages reading, “How many cups of coffee will it take today to make up for all that lost sleep last night? It is time to Catch Some Zzz’s.” The campaign members will also ask the otolaryngologist’s office if they will allow pamphlets with the QR code to be placed in the office’s patient waiting room area to increase promotion. Promotion will also be done through local radio ads using a creative message of, “instead of maxing your heart rate out on coffee today because you tossed and turned all night, how about downloading the “Catch Some Zzz’s” app to join the campaign to create a healthy sleep routine for yourself and wake up tomorrow morning with an extra pep in your step”.

**Ethics**

The position statement being behavior focused ensured the recommendations were accurate per peer-reviewed journals and government resources. The team members in the campaign stay up to date on the health information being provided about sleep routine by attending training sessions. Benefits promised to target audience are based on peer-reviewed article research stating risks of poor sleep patterns. The campaign cannot promise an individual he/she will have a personal change in emotional status, health status, or life longevity with this campaign. The information provided by this campaign is aimed to be accurate and not misleading.

**Creative Brief**

**Purpose of communications:** Improve the quality of sleep young adults are having in Richmond, Virginia.

**Target audience:** Young adults aged 18-25 are experiencing a variety of life changes. Some may be starting college, finishing college, finishing high school, in a trade school, single, married, have children, have no children, or transitioning careers. That is why this target audience is significant to focus on, because during this exciting, and possibly stressful few years of young adulthood, it is critical to create and adopt healthy habits to take into your middle and older years. This target audience is also at an age where they are not yet set in their ways and acceptable of change. This is a busy age group with many of them possibly working and in school or work and managing young children, but performing with these barriers is what makes this target audience so important.

**Communication objectives:** To Know: Good quality sleep is critical for your health.

To Believe: Improving your sleep routine will improve your daily mood.

To Do: Do not give up on creating a sleep routine.

**Positioning statement:** We want young adults in Richmond, Virginia to see creating a sleep routine as a way to improve their daily mood and improve their overall health.

**Benefits to promise:** You will feel better, perform daily tasks better, and live a healthier life with a quality sleep routine.

**Support for the promise:** Getting the recommended seven hours of good quality sleep per the CDC will help the target audience wake up feeling more rested and ready to take on the day. Being well resting will allow individuals to be more alert during the day and less sluggish because they are tired, resulting in performing their daily tasks at their best. The CDC and the AASM have peer-reviewed article correlating an increase in health conditions such as obesity, diabetes, morbidity, and heart disease with poor sleep.

**Style and tone:** Realistic, Dependable, Genuine “Catch Some Zzz’s” campaign name

**Openings:** While sitting in a waiting room at a doctor’s appointment, while waiting to pick up food, while waiting for their meal to finish heating up, while watching TV, while relaxing on the couch, while on the treadmill, or while waiting for a friend to show up at lunch.

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