

sleep tember

Supporters Pack

Welcome to Sleepember – The Sleep Charity’s annual awareness month to encourage the nation to sleep better. The theme for this year is ‘workplace sleep’ with our [#SleepForSafety](#) campaign to help businesses avoid accidents in the workplace caused by lack of sleep.

The Sleep Charity is calling on organisations to sign up to The Sleep Charter – a declaration of support and a set of voluntary commitments to promote good sleep health among employees. It highlights the growing issue of sleep deprivation and fatigue in the workplace.

Our campaign goals are to

- **Raise Awareness:** Educated employees and employers about the importance of good quality sleep for workplace safety
- **Promote Healthy Sleep Habits:** Provide tips and resources to help employees improve their sleep
- **Highlight the Consequences:** Emphasise the risks associated with sleep deprivation such as accidents, errors and long-term health issues



Did you know...

20%

Fatigue contributes to around 20% of accidents in the workplace (Health and Safety Executive)

1 in 6

1 in 6 crashes resulting in death and injury on motorways and A roads are fatigue related

60%

Almost 60% have experienced their attention span being negatively affected by a bad night's sleep more than once

3/4

3/4 of respondents who are in work, state that workplace challenges had caused issues with their sleep over the last six months

A good night's sleep is vitally important for the mental, physical and emotional wellbeing of all. We are working hard to raise awareness about the impact of sleep deprivation as a health and safety risk and the lack of support available.

The Sleep Charter first launched in the House of Commons in March 2020 and since then the pledges of support have grown year on year. Our shared vision is that sleep difficulties are understood in the workplace, employers are educated and that employees have access to effective, consistent evidence-based advice and support.

Our key messages for Sleepember are:

- Start taking appropriate responsibility for your employee's health and wellbeing
- Implement a Workplace Sleep Ambassador
- Adopt a cultural change within your business
- Know your sleep – make use of our training and resources to understand sleep and why it is so important to our health and wellbeing
- Ensure that employees have access to sleep education
- Make sure help and support is readily available
- Know when to seek help for your sleep or someone else's

How To Get Involved

There are many ways you can get involved and your support is vital in spreading our message and ensuring as many people as possible know about our free resources. We have issued a press release this month (September) and will be using our social media platforms – Facebook, Twitter, Instagram, TikTok and LinkedIn – to share our key messages around **#Sleepember**.

We have put together the following information and resources to support this campaign:

- Pledge your support to the charter
- Social media plan – example content (see page 7)
- Digital assets – social media visuals/graphics for your own channels
- Posters to print and display appropriately
- Sleep hygiene checklist – that can be used to assess and improve sleep habits
- Sleep diary template – for employees to log their sleep patterns and identify areas for improvement

Our resources pack can be found [here](#)



Join in our online events:

- InRail OHS free webinar on nightshifts and those in the rail industry 19th September 3pm
- Join our CEO, Vicki, and deputy CEO, Lisa on Insta live 2nd September 12:30. The fabulous duo will give us some great insight into what to expect this month, why sleep matters in the workplace and what we're doing about it
- Simba Sleep message on implementing good sleep practices
- Free taster webinar on Boarding School Programme with Vicki
- Free taster webinar with Lisa on WSA
- What is The Sleep Charter video
- How to implement The Sleep Charter

Other Ways To Get Involved

In the workplace:

- Create a team event to discuss sleep among staff to discuss the impact that sleep deprivation can have and find out what barriers are stopping them from making changes
- Encourage employees to participate in a sleep challenge where they track and improve their sleep habits
- Share stories – positive and negative!
- Book a lunch & learn, webinar or workshop with The Sleep Charity
- Set times for rest and movement away from desks
- Provide a friendly face and listening ear for employees

Social Media - Join in the Conversation Online!

#Sleepember #SleepForSafety

Join in the conversation online!

Please help us to promote and support this campaign on social media by retweeting/sharing information through our social media accounts.

Alternatively, please tag us in any of your own content so that we can make sure we share yours! We want everyone in the workplace to have access to support and advice and to know they're not alone when it comes to sleep issues - there is help available. We are also going to be asking for people to share their own personal stories if they feel they can.

Example posts:

We support The Sleep Charter. Our employee health, safety and wellbeing matters to us. Show your staff that you care...

<https://thesleepcharity.org.uk/get-involved/the-sleep-charter/>

@thesleepcharity #SleepForSafety

It's #Sleepember and we're supporting @TheSleepCharity's The Sleep Charter. We take sleep seriously in the workplace and celebrate the difference having well rested employees makes. Join us here

<https://thesleepcharity.org.uk/get-involved/the-sleep-charter/>

#SleepForSafety #workplacesleep

Did you know...Lack of sleep can lead to serious workplace accidents. Prioritise your sleep for a safer work environment

<https://thesleepcharity.org.uk/get-involved/the-sleep-charter/>

#Sleepember #SleepForSafety #workplacesleep

sleepember

Supporters Pack



In support of #Sleepember, we're looking after our staff's health and wellbeing and ensuring they have the knowledge and tools to get a good night's sleep. Show your support through The Sleep Charter
<https://thesleepcharity.org.uk/get-involved/the-sleep-charter/>
@thesleepcharity #SleepForSafety #workplacesleep

75% of workers blame the workplace for their sleep issues. So this Sleepember we're talking all things sleep with our team and how we can ensure they are well rested, happy and healthy. Join us...
<https://thesleepcharity.org.uk/> #SleepForSafety #workplacesleep

Struggling with sleep? Try maintaining a consistent sleep pattern and creating a restful environment. Your health and safety depends on it!
<https://thesleepcharity.org.uk/information-support/workplace/>
#SleepForSafety #Sleepember #workplacesleep



sleepember Supporters Pack



Facebook

[@thesleepcharity](https://www.facebook.com/TheSleepCharity)

Twitter

[@thesleepcharity](https://twitter.com/TheSleepCharity)

Instagram

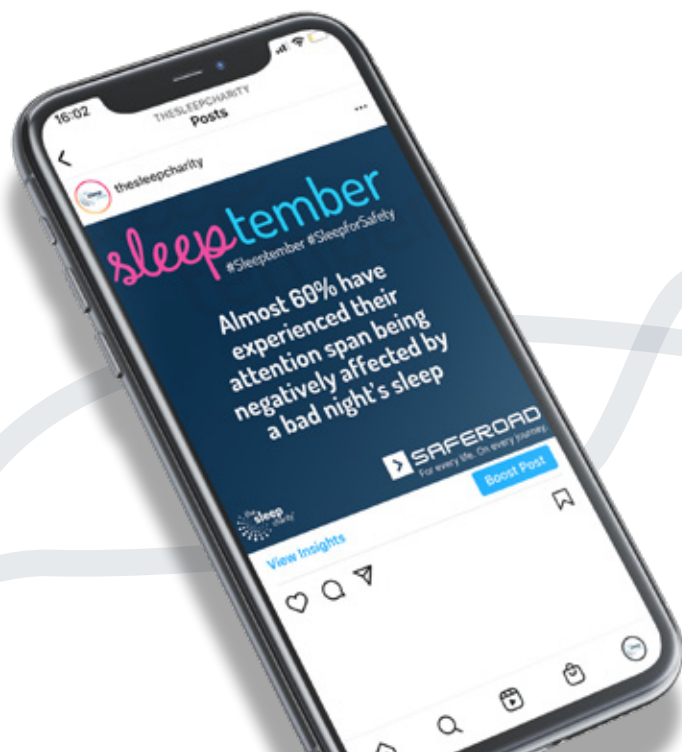
[@thesleepcharity](https://www.instagram.com/thesleepcharity/)

LinkedIn

[@The Sleep Charity](https://www.linkedin.com/company/the-sleep-charity)

TikTok

[@thesleepcharity](https://www.tiktok.com/@thesleepcharity)



The Sleep Charter

The Sleep Charter addresses the growing issue of sleep deprivation and fatigue in the workplace and is a social movement to change the way people think and act about sleep.

A good night's sleep is vitally important for the mental, physical and emotional wellbeing of all. We are working hard to raise awareness about the impact of sleep deprivation as a health and safety risk and the lack of support available.

Our shared vision is that sleep difficulties are understood in the workplace, employers are educated and that employees have access to effective, consistent evidence-based advice and support.

The Sleep Charter launched in the House of Commons in March 2020 and since then the pledges of support have grown year on year. It is a voluntary commitment to promote good sleep health within your organisation and shows you are committed to helping your employees to sleep better.

By supporting The Sleep Charter, we will be actively encouraging you to:

- ✔ Consider how you can tackle fatigue and sleep deprivation in the workplace
- ✔ Start taking appropriate responsibility for your employee's health and wellbeing
- ✔ Create an 'SSS'- a staff sleep strategy
- ✔ Ensure that employees have access to sleep education
- ✔ Adopt a cultural change within your business

How To Get Involved

There are many ways you can get involved in demonstrating your commitment to The Sleep Charter. Your support is vital in making sure that we are spreading the message that sleep deprivation and fatigue in the workplace needs addressing.

Once you've pledged your support you will receive a link to download **The Sleep Charter Asset Pack**. In here you will find:

Poster pack – email the posters to your wellbeing leads, HR, Occupational Health and/or other key departments. Print posters for communal areas such as toilets, canteens and corridors.

Advice sheet – this advice sheet can be emailed to your employees, added to your intranet or printed and handed out.

Social media graphics – use the social media assets to promote your pledge of support on your social media channels. Don't forget to tag us too! We've also included other social media graphics that you may wish to share to support the importance of sleep.



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