



# World Sleep Day

March 17, 2017 • Sleep Soundly, Nurture Life

FOR IMMEDIATE RELEASE  
World Sleep Society  
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[www.worldsleepday.org](http://www.worldsleepday.org)

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**January 1, 2017 (Rochester, MN)**—Join participants from over 72 countries around the world in a global call to action about the importance of sleep. Friday, **March 17, 2017** is the 10<sup>th</sup> annual World Sleep Day. Created and hosted by World Sleep Society, World Sleep Day is an internationally recognized awareness event bringing sleep health professionals and patients together for one important common cause: Sleep.

Using collaborative efforts energized by sleep professionals all over the world, the focus of World Sleep Day is to bring cognizance to the many burdens of sleep problems. World Sleep Day publicly displays efforts being taken toward prevention and management of sleep disorders. In 2017, the slogan is, “**Sleep Soundly, Nurture Life.**” This focus is purposefully broad in meaning, surrounding the message that quality of life with a sleep disorder can be improved, but recognition of sleep’s importance for overall health and well-being must come first. Though most sleep disorders are preventable or treatable, less than one-third of sufferers seek professional help.

Arianna Huffington of *The Huffington Post* (author of *The Sleep Revolution: Transforming Your Life, One Night at a Time*) states, “We are living in a golden age of sleep science—revealing all the ways in which sleep and dreams play a vital role in our decision making, emotional intelligence, cognitive function, productivity, and creativity. Ultimately, science has proven that sleep is the ultimate performance enhancer. So it’s clear that if we’re going to truly thrive,” she asserts, “we must begin with sleep, the gateway through which a life of well-being must travel.” This is why World Sleep Day is so important, bringing awareness to sleep’s impact on health.

### **Sleep Impacting Disease**

Sleep has a health impact on the prevalence of natural diseases. Current research suggests stroke is more prevalent in people living with Obstructive Sleep Apnea (OSA). Heart failure is also 12-16% more prevalent in OSA patients. With statistics like this, World Sleep Day aims to inform the world about the importance of treating even mild sleep disorders. Individuals who struggle to get an entire night’s sleep without any interruptions experience higher rates of high blood pressure, diabetes, obesity and other chronic illnesses.

## **Sleep Impacting Psychological Disorders**

Studies have shown that people with insomnia suffer from more symptoms of anxiety and depression than people without insomnia. And when recording nasal airflow, breathing effort, heart rate, oxygen saturation, and body position during sleep, it was revealed that individuals with major depressive disorder (MDD) experienced lower quality sleep than those with no history of depression. Research is underway to better understand the link between sleep quality and mental health.

## **Sleep Loss, Energy and Appetite**

Sound sleep is a treasured function and one of the core pillars of health. When sleep fails, health declines, decreasing quality of life. Sleep and energy balance are essential for health. During sleep, energy is conserved due to suspended activity, movement, and sensory responses, and is redirected to restore and replenish proteins and their assemblies into cellular structures. During wakefulness, various energy-demanding activities lead to hunger. An increasing number of studies show an association between short sleep duration, sleep disturbances, and circadian desynchronization of sleep with adverse metabolic traits, in particular, obesity and type 2 diabetes. Changes in the activity of neuroendocrine systems, including the stress system, seem to be major mediators of the detrimental metabolic effects of insufficient sleep, through favoring outcomes such as increased appetite and enhanced sensitivity to food stimuli. Next, making unhealthy food choices further reduced motivation for physical activity.

## **Participate in World Sleep Day**

If you are a patient living with a sleep disorder, World Sleep Society has developed ten specific recommendations on how to obtain a healthy restorative sleep. These recommendations can be viewed on [www.worldsleepday.org/toolkit/resources](http://www.worldsleepday.org/toolkit/resources).

You can also participate in World Sleep Day by becoming a delegate. In the past, World Sleep Day delegates have worked locally to spread awareness of sleep issues by hosting special events, translating materials, distributing booklets and pamphlets on sleep, hosting school events, press conferences and securing media coverage around the world. Delegates also created content such as public lectures and workshops, appearances on local television and radio shows, booklets, pamphlets, promotional videos, and press releases on sleep. Plan your own World Sleep Day activity today on [www.worldsleepday.org/get-involved](http://www.worldsleepday.org/get-involved).

## **World Sleep Society**

World Sleep Day is organized by World Sleep Society, founded by World Association of Sleep Medicine (WASM) and World Sleep Federation (WSF), an international association whose mission is to advance sleep health worldwide. World Sleep Society is working toward increasing worldwide awareness of the importance of sleep and the adverse consequences resulting from lack of sleep, due either to enforced lifestyle or to sleep disorders themselves. The society acts as a link between various sleep associations and cultures, sleep clinicians and researchers, in the advancement of worldwide sleep health. Start your journey toward quality sleep by visiting [www.worldsleepsociety.org](http://www.worldsleepsociety.org). Sponsors of 2017 World Sleep Day have not yet been announced.

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