

# “Sleep Soundly, Nurture Life.”

## MARCH IS SLEEP AWARENESS MONTH

World Sleep Day - March 17th. 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. 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.

### World Sleep Society provides some statistics:

- 35% of people do not feel they get enough sleep, impacting both their physical and mental health.
- People who suffer insomnia are seven times more likely to become involved in an accident causing death or serious injury than good sleepers.
- 71,000 people suffer injuries every year due to sleep-related accidents.
- It is estimated that the annual costs of insomnia are between \$92.5 billion and \$107.5 billion.
- Sleep problems constitute a global epidemic that threatens health and quality of life for up to 45% of the world’s population.

### 3 key elements of good sleep quality:

**Duration:** The length of sleep should be sufficient for the sleeper to be rested and alert the following day.

**Continuity:** Sleep periods should be seamless without fragmentation.

**Depth:** Sleep should be deep enough to be restorative.



COMMUNITY SLEEP COACH INC is an official World Sleep Day Delegate and is located right here in Kelowna, BC. The Founder, Alena Krizek, is a Certified Clinical Sleep Educator. She has been involved in the field of sleep medicine for the past 20 years, primarily in a clinical setting as a Registered Polysomnographic Technologist. More recently in her role as Community Sleep Coach, she has been dedicating time as a sleep advocate raising sleep disorder awareness within the community and across Canada.

Untreated sleep disorders cost billions of dollars each year and it should be in our best interest to ensure that sleep care and education are accessible. This is why Alena founded Community Sleep Coach; to offer an alternative sleep resource when sleep specialists are not available or waitlists are too long. She provides sleep education and a preliminary assessment which can steer people in the right direction while on the path to formal diagnosis by a specialist and ultimate treatment.

*World Sleep Day press release excerpts submitted by COMMUNITY SLEEP COACH INC. an official World Sleep Day Delegate. For more information & to view the full press release, visit: [worldsleepday.org](http://worldsleepday.org).*

*COMMUNITY SLEEP COACH is a SLEEP Advocate, Consultant & Educator with 20 years of experience in the field of sleep medicine. To learn more, visit: [communitysleepcoach.com](http://communitysleepcoach.com)*

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SLEEP DISORDERS ARE COMMON AND HAVE DIRE CONSEQUENCES

Find out how your sleep measures up.

Book an appointment with COMMUNITY SLEEP COACH today.

*“A better sleep tonight means a better tomorrow.”*



**Community  
Sleep Coach Inc.**

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