

Sleep is NOT for the Weak

Tan Tee Meng 1002753, Xavier Chia 1002725, Lieu Wei Ying 1003066, Teng Yong Xiang 1002927, Yeo Peng Heng 1003061

Introduction

Sleep deprivation is a phenomenon that has been normalised in modern times. It is a common occurrence amongst many from students to working adults to sleep late. Singapore is one of the most sleep-deprived cities in the world, coming in 3rd only behind Seoul and Tokyo (Chong, n.d). This normalisation of sleep deprivation is potentially dangerous to the health for those involved, and efforts should be made to prevent this phenomenon from growing.

Current Interventions: Aims, Objectives, and Theories

HPB Good Sleep Programme

However, there is a lack of publicity for this programme. A quick google search for "Good Sleep Programme HPB" yielded no search results from the major news websites, and the only relevant links returned were from the HealthHub site itself. In that regard, although the campaign seems theoretically sound, the campaign falls short as an intervention.

Targeted at improving the sleep patterns of kids:

1. Through using statistics to convince parents
2. Through intuitive games and stories for children (system 1)

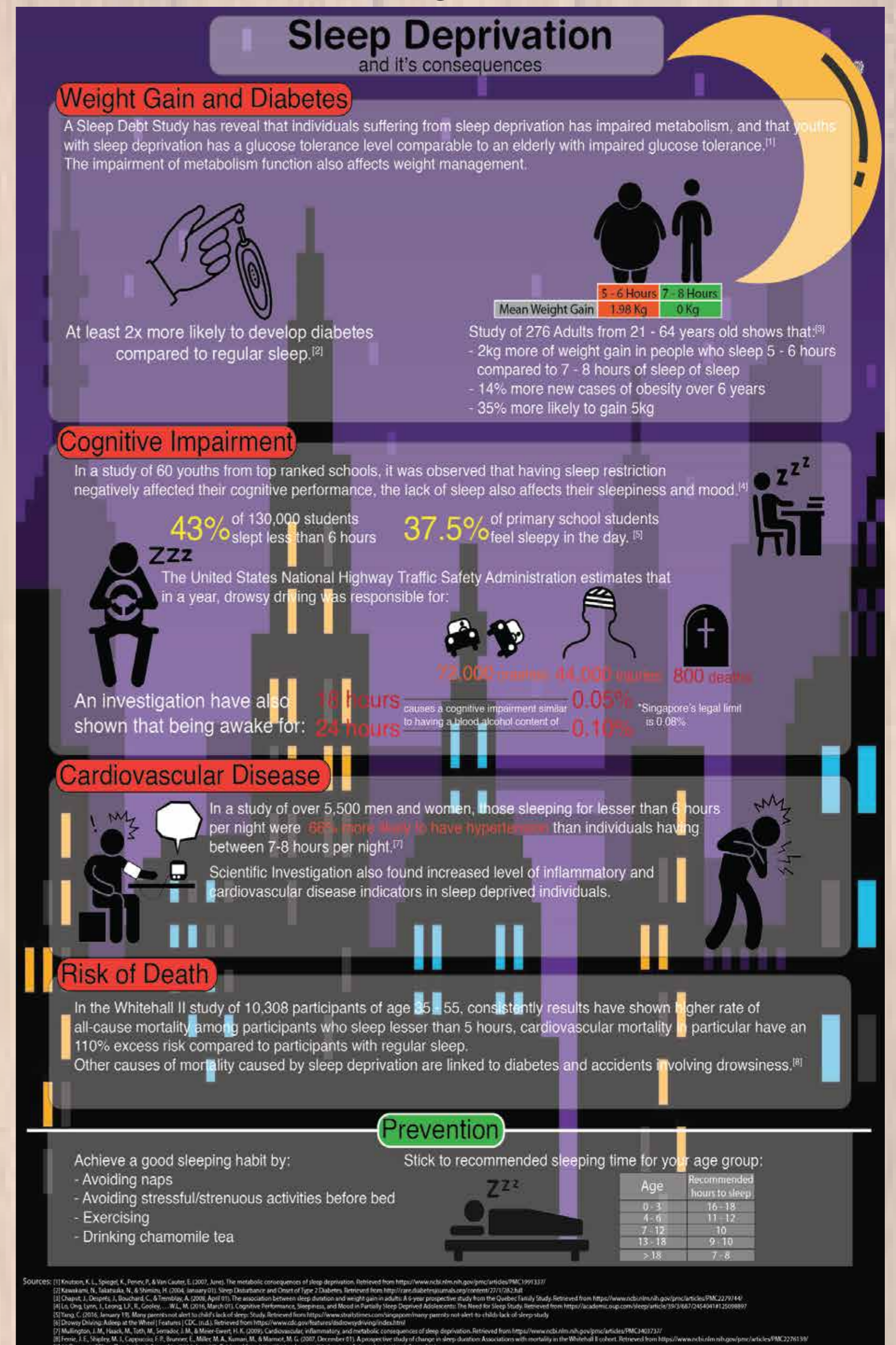
Proposed Intervention: An Enhanced Campaign

The proposed intervention is a campaign designed to inform young adults aged 18 to 25 about the dangers of sleep deprivation. The campaign will adopt a multi-pronged approach as follows.

1. Posters



2. Infographic



Simplification of Information

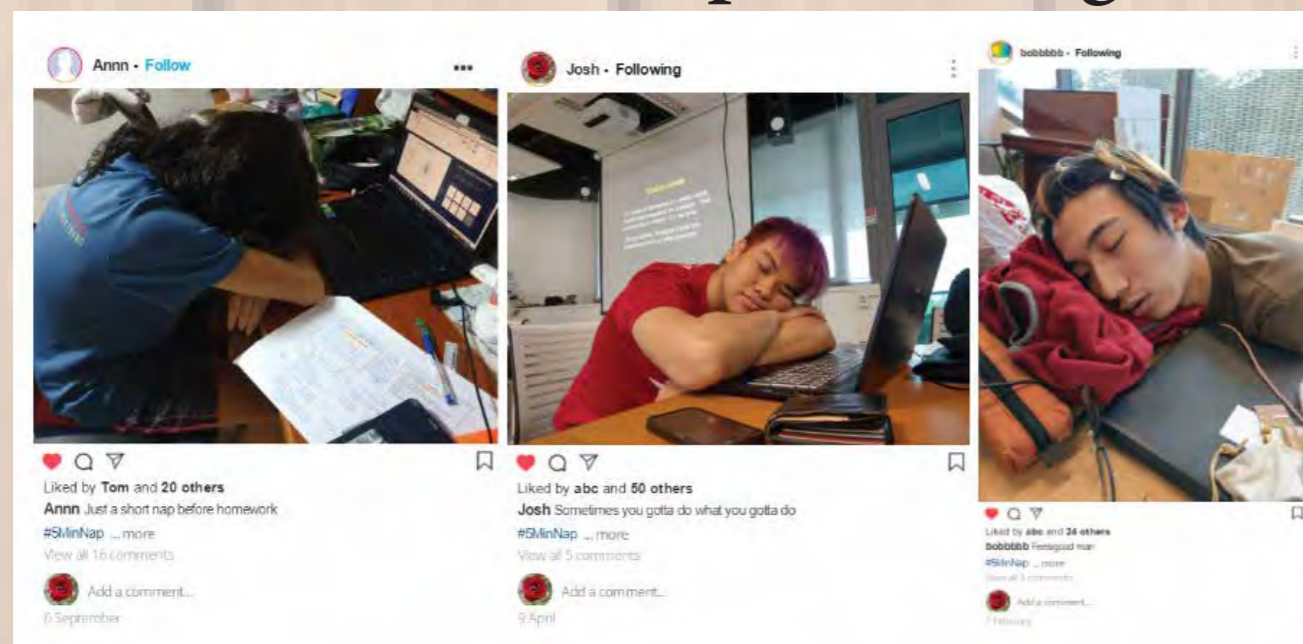
Reducing the ability barrier involved for people to think about sleep deprivation.

Sequencing of Information

Issues such as cognitive impairment and weight gain are probably among the top few things a young adult in Singapore would care about, and hence placed at the top of the infographic, followed by the mandatory health issues related to the lack of sleep. This provides the reader with the motivation to read on after a first glance to learn about the harmfulness of sleep deprivation.

According to ELM,
Reduced Ability Barrier + Increased Motivation
= Higher Chance of Attitude Change towards Sleep

3. #5MinNap Challenge



The normalisation of sleep deprivation among our targeted group falls under Lapinski and Rimal's framework for social norms. Under the descriptive aspect, they believe that sacrificing sleep in order to pursue activities is normal since many members of their social circle are doing it. Under the injunctive aspect, students are often called out negatively if they forgo these activities in favour of sleep.

The #5MinNap challenge meant to raise awareness of the importance of sufficient sleep and to market the rest of our campaign. Under this challenge, participants are encouraged to post a picture of their napping location on social media with the hashtag #5MinNap. They can then challenge their friends to participate by tagging them in the post.