

Reawaken Two Thirds of Your Life

Understanding the Importance of Sleep

Everyone needs a good night's sleep. It's the key to functioning at an optimal level during the day, and ensures good health and overall well-being. Yet, nearly 70% of the adult population reports recurrent sleeping difficulties, significantly impacting their lives...and the health of businesses, schools, governments and society as a whole.

Insufficient sleep, along with the prevalence of undiagnosed sleep disorders, is responsible for:

- Billions of dollars in preventable health care expenses
- Lost productivity on the job, as well as costly safety issues
- The onset of disease, depression and weight gain
- Compromised relationships with family, friends and coworkers
- Sub-optimal performance at work and home
- A loss in ability to think in critical situations
- Drowsy driving, which is equally as dangerous as drunk and drugged driving

And as the list goes on, the evidence proves just how vital a role sleep plays in our everyday lives...and our nights.

Sleep, along with fitness and nutrition, comprise the "wellness triangle." In our 24/7 society, respecting sleep becomes increasingly more critical ... as does the need to promote awareness of how to optimize sleep for a healthier, happier, more productive and fulfilling life.

The Sleep Ambassador®: Bringing Relief to the Restless

As The Sleep Ambassador®, my quest is to raise awareness about the importance of sleep and to improve sleep through Sleep Wellness consulting and educational services to individuals, corporations, schools/universities, organizations and athletic teams. My **compelling presentations** offer a foundation to inform and excite people about their sleep.

Customized to meet your specific needs, objectives and budget, **I will work with your organization to define and develop strategic sleep initiatives.** I will also connect you and your business to leading sleep experts, as well as the finest sleep related resources, services and products. All materials and programming developed for you will be research-based in collaboration with leaders in the field of sleep.

The goals of **The Sleep Ambassador®** include:

- **Empowering** people to understand sleep, to respect its value and to modify their sleep environments/habits to ensure best sleep practices
- **Maximizing** health, productivity, safety, relationships and well-being by improving sleep through increased awareness and education
- **Minimizing** health care costs associated with poor sleep and untreated sleep disorders
- **Addressing** special sleep related needs, including those of shift workers
- **Encouraging** people to obtain diagnosis and related treatment from accredited sleep professionals when sleep disorders are suspected. *Note: I am not a medical professional and I do not provide diagnosis or treatment for sleep disorders and related medical issues.*

Consulting Services and Sleep Wellness Programming

Consulting services and Sleep Wellness Programming will be customized to serve specific needs and goals.

- **For the individual**, the programming will consist of assessing and modifying the sleep environment at home, establishing an optimal sleep routine and developing a protocol for sleep when traveling.
- **For the corporation**, the programming will be tailored to reflect the nature of the company's business, employees and the customers it serves.
- **For schools/universities**, the programming will be designed to enhance learning and well-being.
- **For organizations**, the programming will be developed to best serve their mission, as well as those who serve the organization.
- **For athletes and athletic teams**, the programming will be incorporated with existing training to optimize player performance both individually and as a team.

Phase 1: Initial Assessment

- **Review** existing sleep related issues and endeavors: current activities, perspective, in-house knowledge base, health care costs, productivity issues, safety issues and relationships.
 - **Assess** employee interest and motivate commitment to improving sleep
 - **Provide** questionnaires and interviews for individuals, targeted employees and/or customers
 - **Evaluate** sleep habits and understanding of best sleep practices
 - **Complete** sleep environment assessment of individuals, employees at home, or of customers served
 - **Examine** existing Employee Wellness Programming. Is sleep included?
- **Produce** up-front analysis with assessment data
- **Evaluate** opportunities
- **Identify** target audience for Sleep Wellness education and programming (internal and external)

Phase 2: Goal Creation

- **Set** goals, objectives, desired end benefits within the context of overall strategic planning
- **Evaluate** how to leverage existing resources
- **Design** Sleep Wellness programming, initiatives and educational components including:
 - Sleep tips and proposed healthy sleep routines for employees, including how to optimize the sleep environment
 - Sleep related information videos for employees/customers
 - Sleep training videos for shift workers
 - Sleep Wellness Programming integration with Employee Wellness Program
 - Sleep tracking tools for employees
 - Employee preferences for sleep related programming
- **Develop** a timeline
- **Determine** program costs and evaluate budget parameters

Phase 3: Sleep Program Customization

- **Plan** scope of sleep programming and make recommendations for implementation
- **Incorporate** presentations (live and online), as well as supplemental written materials
- **Consult** with stakeholders prior to launch to ensure business objectives are met
- **Refine** Sleep Wellness Programming, initiatives and educational components
- **Determine** components for key metrics evaluation

Phase 4: Implementation

- **Market** the program and implement PR initiatives
- **Activate** programming, strategies and educational components (including live and online presentations)
- **Continue** Sleep Wellness awareness building for target audience (employees or clients)
- **Commence** oversight, based on key metrics components

Phase 5: Post-Launch Assessment

- **Measure** ROI of program (cognizant of non-quantifiable feedback and benefits)
- **Reassess** initial goals and modify program accordingly
- **Update** program in light of identified changes, in response to research developments, in consideration of feedback and with assessment of competitive advantage

The Sleep Ambassador[®]: Credentials and Affiliations

My commitment to raising awareness about the critical importance of sleep and sleep disorders is evidenced by the following:

- **American Sleep Apnea Association** Board and Executive Committee member (www.sleepapnea.org)
- **Best-selling author of *My Daddy Snores*** (Scholastic 2006). Over 300,000 copies sold.
- **Creator of www.mydaddysnores.com**. Family-friendly website.
- **The Sleep Radio Show[®]** Creator and Host (www.blogtalkradio.com/thesleepradioshow)

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