



2025

SUPPORTER'S PACK



WELCOME

TO CHILDREN'S SLEEP AWARENESS MONTH

We are delighted to introduce The Sleep Charity's first-ever Children's Sleep Awareness Month!

SO WHAT'S IT ALL ABOUT?

THIS CAMPAIGN WILL:

- Emphasise the **importance of sleep** for children.
- Highlight its profound impact on their **emotional, physical, and mental wellbeing**.

OUR GOAL IS:

To empower parents, carers, schools, family support workers and health professionals with the **tools and knowledge to create healthier sleep habits** for children.

We are also delighted that **Elmer the Elephant**, the beloved patchwork character, will be our official ambassador for Children's Sleep Awareness Month!

Known for his vibrant colours and warm-hearted nature, Elmer is the perfect symbol to help us champion the importance of sleep for children.

With his help, we hope to make sleep education engaging and accessible for families everywhere, inspiring children to embrace bedtime routines and the joys of a good night's rest.

Together with Elmer, we're flying the flag for healthier sleep habits and brighter tomorrows!



WHY DOES SLEEP MATTER?

A good night's sleep is essential for children to grow, learn, and thrive. Sleep deprivation can lead to behavioural challenges, poor academic performance, and long-term health concerns. We aim to inspire positive change in routines, sleep hygiene, and lifestyle.



DID YOU KNOW...

Up to 50% of children will have a sleep issue.

This increases to **80%** with a diagnosis of Special Educational Needs & Disabilities (SEND).

One third of children have daily meltdowns due to poor sleep habits.

29% of children experience nighttime anxiety.

Over 51% of children aren't sleeping due to fear of being alone.

CAMPAIGN FOCUS

HERE ARE OUR KEY MESSAGES FOR CHILDREN'S SLEEP AWARENESS MONTH:

1. Why sleep is so important for children's health, wellbeing and development
2. How to establish healthy sleep habits
3. Simple changes that can be made for better bedtimes and improved sleep
4. Sleep is a shared responsibility
5. That there is help and support readily available
6. Each week will shine a spotlight on different aspects of children's sleep

WEEK 1

Pre-school sleep (ages 12m+ to 5years)

Understanding sleep cycles, common disruptions, how to create calming bedtime routines for the little ones.

WEEK 3:

Sleep for Children with SEND

Addressing the unique challenges faced by children with SEND (Special Educational Needs & Disabilities) and providing tailored strategies for sleep.

WEEK 2:

Sleep for primary school (ages 6 - 12)

Managing school schedules, screen time and other modern challenges that impact sleep in this critical developmental stage.

WEEK 4:

Teen Sleep (ages 13-18)

Tackling sleep issues in adolescents, including biological changes, late bedtimes, academic pressures, social media, tech and the role of lifestyle choices.

HOW TO GET INVOLVED

YOUR PARTICIPATION IS VITAL TO SPREADING AWARENESS AND PROVIDING SUPPORT...

Here's how you can join the movement:

RESOURCES TO SHARE

Posters

Print and display in schools, nurseries, and community centres.

Digital Resources

Share social media posts/graphics and videos on your digital channels.

Fact Sheets

Distribute tailored advice for each week's theme.

Sleep Diary

Downloadable sleep diary for parents/carers to keep track of their child's sleep.

Welcome to the World of Sleep

Downloadable children's sleep e-book for parents/carers.

SOCIAL MEDIA CAMPAIGN

We'll be sharing regular updates on Facebook, Threads, BlueSky, Instagram and LinkedIn. Use our hashtags and graphics to amplify the message.

Hashtags:

#BetterSleepForKids

#ChildrensSleepAwarenessMonth

#ElmerSleepTips

SHARE STORIES

Encourage families, educators, and carers to share personal experiences, challenges, and successes related to children's sleep.



WEEKLY THEMES & RESOURCES

WEEK 1

Pre-school (Ages 12m+ to 5yrs)

Focus:

Establishing good sleep habits early in life.

Resources included in the pack:

- Elmer's bedtime routine checklist
- Elmer's children's sleep advice sheet
- A visual timetable
- Poster for pre-school setting
- Children's Sleep eBook 'Welcome to the World of Sleep', [view here](#).

WEEK 2

Primary (Ages 6-12)

Focus:

Overcoming school-related sleep disruptions.

Resources included in the pack:

- Elmer's bedtime routine checklist
- Elmer's children's sleep advice sheet
- Printable sleep diary for parents and older children
- Poster for primary school setting
- Primary Age Journal with pre-recorded video on how to use it
- Children's Sleep eBook 'Welcome to the World of Sleep'

WEEK 3

Sleep and SEND

Focus:

Tailored strategies for children with SEND

Resources included in the pack:

- A visual timetable
- Children with SEND advice sheet

Here's some examples of posts you might want to send out to your followers to show support:

Did you know consistent bedtime routines improve sleep for toddlers? Learn how to create one today with @TheSleepCharity
#BetterSleepForKids #PreschoolSleep #ElmerSleepTips

Sleep is a superpower! Help your child succeed by setting a consistent bedtime with @thesleepcharity
#ChildrensSleepAwarenessMonth #HealthySleepHabits #ElmerSleepTips

Children with SEND may face unique sleep challenges. Here's how you can help create a supportive sleep routine with @thesleepcharity.
#SENDSSleepSupport #BetterSleepForKids #ChildrensSleepAwarenessMonth

WEEK 4

Teen Sleep (Ages 13-18)

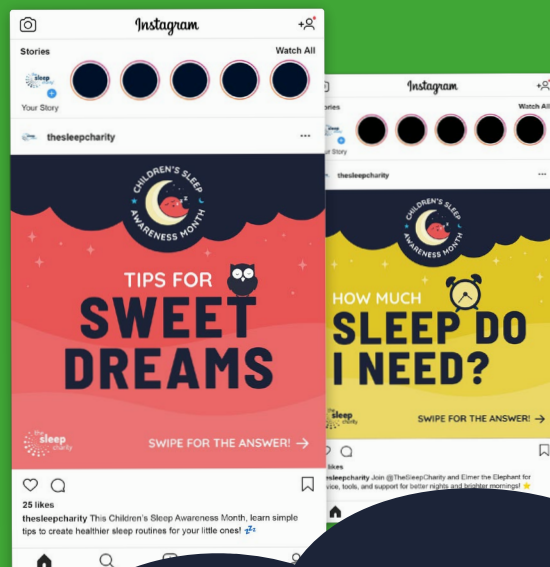
Focus:

Understanding and managing adolescent sleep needs

Resources included in the pack:

- Avoid All-Nighters graphic and animation
- Teen Sleep Journal with pre-recorded video on how to use it
- Sleep challenge for teens
- Poster for secondary school setting
- Teen Sleep eBook 'You & Your Sleep', [view here](#).

Teens need 8-10 hours of sleep, but busy lives get in the way. Let's prioritise their health with better sleep habits. Visit teensleephub.org.uk for lots of advice and resources
#TeenSleep #HealthySleepHabits



THANK YOU FOR SUPPORTING CHILDREN'S SLEEP AWARENESS MONTH!

Together, we can raise awareness, share knowledge, and help children across the UK get the sleep they need to lead happy, healthy lives.

For questions or additional resources, contact us at info@thesleepcharity.org.uk or visit thesleepcharity.org.uk.

JOIN THE CONVERSATION...

Stay connected and help us promote Children's Sleep Awareness Month by engaging with our social media content. Tag us, share your own content, and join the conversation using our hashtags.



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

DOWNLOAD THE SUPPORTER'S PACK HERE!

