

## DCIU Interconnected MTSS Framework March 2024 Awareness Campaign

### Mental Health Literacy: Sleep Awareness

#### Social Media Resources

Below are sample social media posts around the first March awareness campaign of Mental Health Literacy, with a focus on Sleep Awareness. Sleep Awareness Week is March 10-16. Sleep Awareness Day is March 15. Coming right after the change to daylight saving time—when we lose an hour of sleep—this week is a great time for students and families to reset their sleep hygiene. Sleep is a fundamental aspect of overall health and academic success. And the quality and quantity of sleep are deeply connected to one’s mental and emotional well-being. By raising awareness and implementing practical strategies, students and families can significantly improve their sleep quality, leading to better health, mood, and academic performance.

This campaign includes a PSA in addition to social media posts about sleep awareness and resources to help address the issue. The YouTube link for the PSA is included below. DCIU will be posting this information across its social media platforms and is pleased to share this material with districts so that they may do the same.

#### Post #1: PSA



<https://youtu.be/GAdK-rfxB5Y>

Sleep is a fundamental aspect of overall mental and physical health and academic success. And the quality and quantity of sleep are deeply connected to one's mental and emotional well-being. By raising awareness and implementing practical strategies, students and families can significantly improve their sleep quality, leading to better health, mood, and academic performance.

**#DelcoInterconnectedMTSSFramework #MentalHeathMatters #SleepAwareness  
#SleepHealthisMentalHealth**

## Post #2:

March 10-16 is Sleep Awareness Week, and March 15 is Sleep Awareness Day. Coming right after the change to daylight saving time – when we lose an hour of sleep – this week is a great time to re-set your sleep hygiene and reemphasize the important connection between your sleep and your health and well-being.

### Improve your sleep hygiene by:

- Avoiding **caffeine** after 1 p.m.
- Avoiding **alcohol**
- Going to bed at the **same time every night**, even on weekends
- Keeping your bedroom **cool, dark and quiet**
- **Limiting naps**, especially for older children
- **Putting away screens** at least an hour before bedtime
- **Talking to your doctor** about sleep solutions for you or your children



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## Post #3

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## Newsletter Blurbs

DCIU is also pleased to provide these newsletter blurbs around the theme of mental health with an emphasis on the connection between sleep and mental health, to be used in communications to your communities, whether through email, newsletters, blogs, or other channels.

### **For Families and Community:**

#### ***Sleep Awareness: Essential for Students and Families***

During Sleep Awareness Week, March 10-16, we're shining a light on the importance of sleep for both academic success and overall well-being. Adequate sleep is not a luxury—it's a necessity and should be a priority in your daily routine.

For Students: Sleep plays a critical role in learning and memory. It aids in the consolidation of new information and helps improve concentration and problem-solving skills. Lack of sleep can lead to decreased academic performance and increased stress. Aim for 7-9 hours each night to ensure you're at your best in school. To help with this, try to go to bed and wake up at the same time every day; create a restful environment (cool, dark, and quiet works best); limit screen time before bed; try reading, meditating, or a warm bath before bed; and avoid heavy meals and caffeine close to bedtime.

For Families: Quality sleep is just as important for adults. It helps in managing stress, maintaining good health, and fostering positive family relationships. Setting a good example for your children by prioritizing sleep can lead to healthier habits for the entire family.

Let's all commit to better sleep habits. Not just for a week, but for a lifetime!  
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## **For Educators:**

### ***Sleep Awareness: A Vital Component for Educators***

As we recognize Sleep Awareness Week, March 10-16, we turn our focus to this often overlooked yet crucial aspect of both personal well-being and educational effectiveness: sleep! As educators, our role extends beyond teaching academics; it includes fostering an environment conducive to the overall development of our students. Understanding the impact of sleep on learning is a key part of this.

Studies continue to underscore the importance of adequate sleep for cognitive functions, particularly those related to learning and memory. Students who enjoy sufficient sleep demonstrate improved attention, higher cognitive function, and better emotional regulation—all essential for a thriving learning environment.

However, the reality is that many students, influenced by various factors including technology, social pressures, and busy schedules, are not getting the sleep they need. This sleep deprivation can lead to diminished academic performance, increased behavioral problems, and a greater risk of health issues.

As educators, we can play a pivotal role in promoting healthy sleep habits by talking about the importance of sleep with our students; recognizing signs of sleep deprivation, which may include consistent tiredness, lack of concentration, or changes in behavior; and communicating with families regarding the importance of sleep and strategies to help establish healthy sleep routines at home.

By promoting sleep awareness in our educational settings, we are not only enhancing the immediate learning experience but also contributing to the lifelong well-being of our students.



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## Resources

Sleep Awareness Week 2024 <https://www.thensf.org/sleep-awareness-week/>

Sleep Awareness Week Infographic <https://weillcornell.org/news/infographic-sleep-awareness-week#:~:text=March%2012th%20to%2018th%20is,reset%20your%20family's%20sleep%20hygiene>

How is Sleep Linked to Mental Health <https://www.thensf.org/how-is-your-sleep-health-linked-to-your-mental-health/>