

Sleep

The simplest (yet often most difficult) thing you can do for your health



There's a tangible link between mental health and a good night's rest. Sleep is essential. It's as important as eating and drinking. Having a structured sleep pattern and habit is vital for maintaining strong mental and physical wellbeing. The prevalence of poor sleep has been exacerbated during the pandemic. Insomnia has risen from 1 in 6 to 1 in 4 in the UK. While globally the term 'insomnia' was googled more times in 2020 than ever before.

Lack of sleep can lead to dangerous health conditions such as:



Type 2 diabetes



Obesity



Cardiovascular disease



Depression



Poor sleep habits can have devastating effects. A recent global study found a strong link between those with sleep problems suffering from depression and psychological problems. Most adults don't get enough shut-eye, with the average adult only getting just 6.8 hours every weeknight. In certain industries such as transportation and manufacturing lack of sleep can have fatal consequences for both the employee and employer.



Not getting enough sleep can affect your mood, memory and health in far-reaching and surprising ways.

Patrick Finan, Ph.D., Johns Hopkins sleep researcher

How sleep impacts your organisation

Despite the data surrounding the dangers of poor sleep, we're continuing to struggle with getting the recommended amount of sleep each night. Furthermore, employees that work in industries that require shift work and long hours – such as manufacturing and healthcare – already had the highest prevalence of sleep disorders and sleep deprivation before the COVID-19 pandemic. With the additional stress and longer hours that was brought on by the pandemic, it's likely that sleeplessness for these workforces has increased.

The impact of chronic sleep deprivation



The cost of poor sleep

£40BN

Poor sleeping habits cost the UK economy as much as £40bn a year.

200K

The UK loses some 200,000 working days a year because of insomnia and poor sleep, it has calculated.

50%

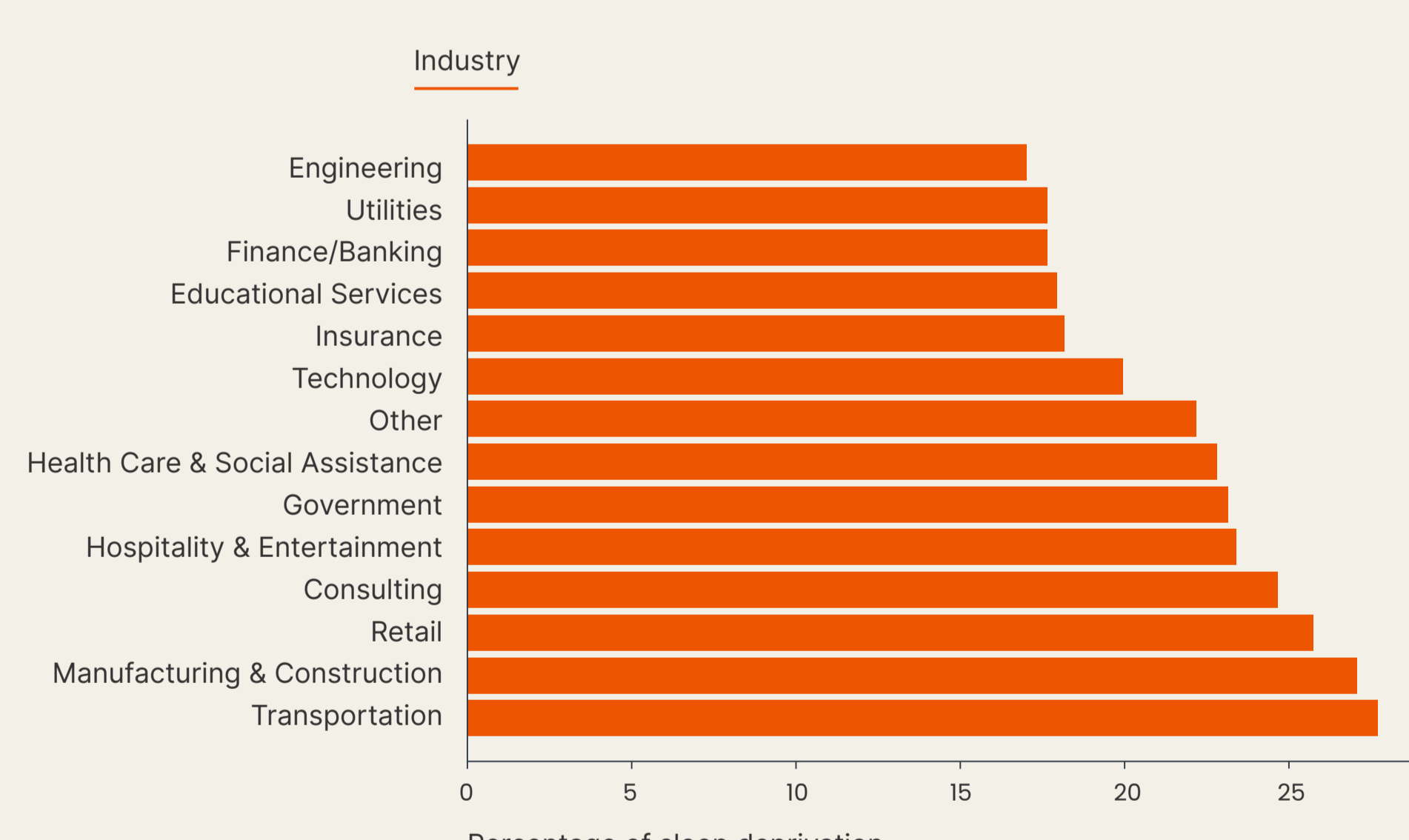
of the UK state that their sleep had been more disturbed during lockdown.

The top 3 most sleep-deprived industries

- Transportation
- Manufacturing
- Construction

Sleep deprivation has a significant impact on the health and safety of individuals working in these industries, as well as on the employers themselves.

Sleep Deprivation by Industry



Changing how healthy (and sleep) happens



Personify Health sleep interventions

Personify Health members have a variety of features available to them to support their journey toward improved sleep.

The impact of chronic sleep deprivation

Sleep deprivation is a debilitating and costly global health complaint. The good news is that making small lifestyle changes to prioritise getting sufficient sleep – such as maintaining a consistent bedtime and establishing a nighttime ritual – can vastly improve outcomes.

Ranging from tipsheets and guides through to expert coaching, the Personify Health platform provides members with a number of tools to help them on their journey to a better nights sleep.

250K
members who requested tailored content on healthy sleep.

64%
of the sleep-deprived population identifying interest in sleep topics.

210K
members who tracked healthy habits related to sleep.

47%
of initially sleep-deprived members reported no symptoms of sleep deprivation three to twelve months later (from January 2019 to March 2020).

Set your workforce up for a good night's sleep and a healthier tomorrow. [Request a demo today.](#)

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