



Communications Kit

Sleep Health Week 2026



Key information.

Dates

Monday 3 August to Friday 7 August 2026

Theme

Explore your sleep. Transform your days.

Website

www.sleephealthfoundation.org.au

Our mission

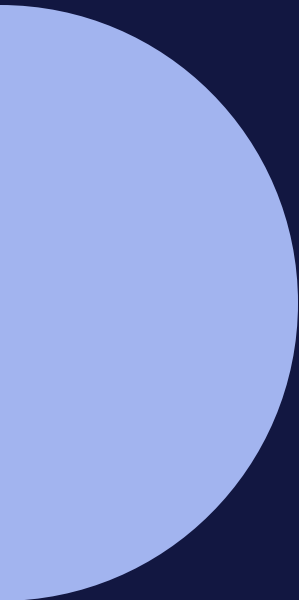
Promoting better sleep to optimise health, safety, wellbeing, and performance for all Australians.

Our vision

Improving people's lives through better sleep.

**Our Sleep Health
Week 2026 badge.**





About Sleep Health Week.

Sleep Health Week first launched as a grassroots initiative of the Sleep Health Foundation in 2022, driven by the support of our volunteer and membership base.

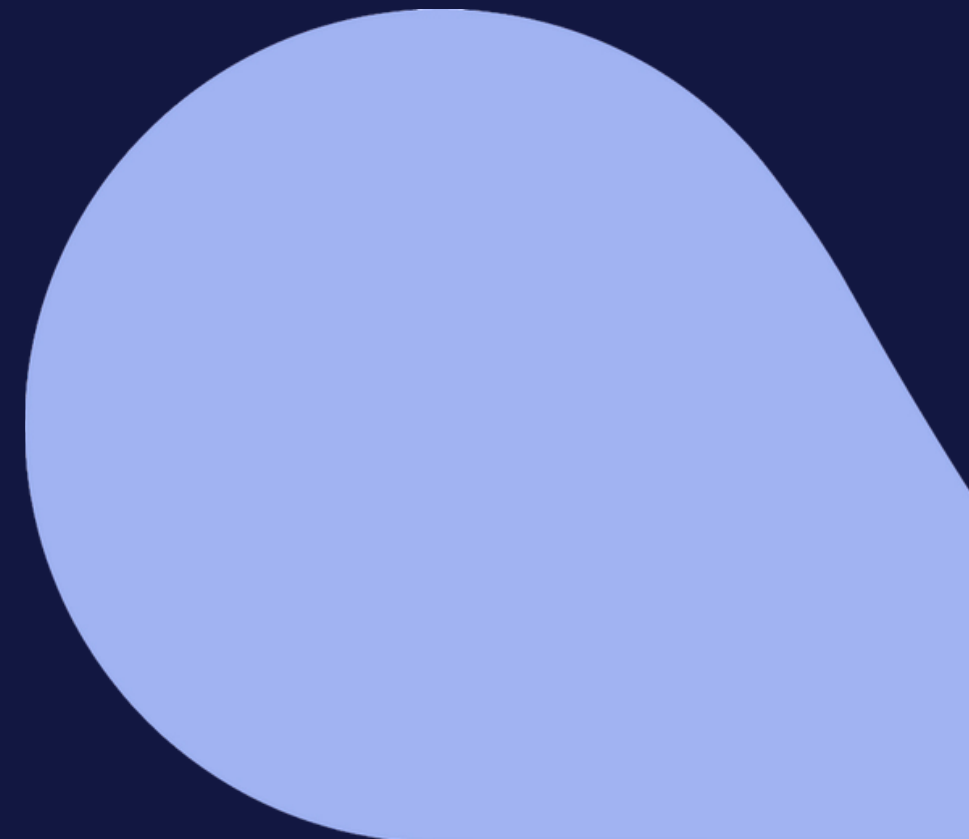
While the international World Sleep Day already existed, we were aware there was a gap for a national event that highlighted the particular experiences of Australians – influenced by multicultural, educational, economic, political, and infrastructural factors.

As a health promotion charity, the Sleep Health Foundation created Sleep Health Week to get Aussies talking about sleep as a foundational pillar of health, to direct people to evidence-based resources, and to encourage people to seek professional advice when concerned about their sleep.

But Sleep Health Week's impact is not limited to the individual. We see it as an opportunity to drive sleep education and healthy habits into everyday environments – workplaces, schools, community organisations.

With a potential media reach of over 5.5 million people in 2025, we are emboldened by people's engagement with Sleep Health Week. We hope to see its continued growth, and to see sleep health become a nationwide mission.

So, join us for Sleep Health Week 2026 and:
Explore your sleep. Transform your days.



Explore your sleep. Transform your days.

What does this year's theme mean and how did we come up with it?

This year, we're calling all Australians to **Explore your sleep. Transform your days.**, and consider small but effective ways to prioritise your sleep and thus improve your days.

The theme was developed in collaboration with the Sleep Health Foundation's **Lived Experience Advisory Partners (LEAP)**. It evolved from discussions about how members' sleep disorders impact their daily lives, including how they perform at work or school, their capacity to connect socially, and their emotional and mental wellbeing.

At the core of all of the Sleep Health Foundation's work is the need to capture the voice of people with lived experience of sleep disorders. Our Lived Experience Advisory Partners represent a diverse collection of sleep experiences, largely comprising of formally diagnosed sleep disorders.

It is our intention that Sleep Health Week is guided in equal parts by industry experts, and those who experience sleep disorders and chronic sleep disturbance.

Find out more about LEAP and our members [here](#).



LEAP reflections.

Our LEAP members' stories highlight that sleep isn't an experience isolated to the bedtime period. Poor sleep can have a debilitating effect on daily functioning, just as healthy sleep can improve quality of life.

Their reflections highlight the impact of their journeys through diagnosis and treatment, some that they continue to navigate.

“ *Being exhausted makes it harder to manage responsibilities with patience and energy as a mother.* ”

“ *[My daughter's] access to appropriate treatment has transformed what is possible. It has enabled my child to study, work, live independently and drive safely.* ”

“ *When I finally got a CPAP machine it was a wonderful feeling waking up and not feeling exhausted and immediately yawning. Being well rested also meant I wasn't easily irritated by the little things at work or in life.* ”

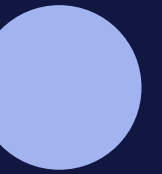
“ *My diagnosis gave me answers to questions I had been asking medical professionals for years. It wasn't all in my head.* ”

“ *My future is wider. Without diagnosis, I would still be living inside a fog of exhaustion, anxiety, and physical strain and lack of wellbeing.* ”

“ *My diagnosis validated the symptoms I couldn't explain, like feeling exhausted even after sleeping well.* ”

“ *While I don't wish to be defined or limited by my diagnosis, I have found it incredibly helpful in giving me direction to link in with tailored resources, information and support groups.* ”

“ *I implore people who are struggling with their sleep or a loved one's sleep to reach out and get help, it is most definitely out there.* ”



Key messages.

- Sleep is a foundational pillar of health, alongside diet and exercise.
- Sleep is a health issue, not just a lifestyle issue.
- Poor sleep is linked to a number of physical and mental health conditions, including cardiovascular disease, diabetes, dementia, and depression.
- For many people, sleep is a modifiable risk factor for prevention of long-term health conditions and diseases.
- Understanding your sleep is the first step to improving it.
- Small changes to your sleep habits can lead to meaningful improvements in your daily life.
- Better sleep can improve how people feel, think, work, learn, care, and connect with others.
- Exploring your sleep helps you recognise what's working and what's not.
- Sleep difficulties can look different across life stages and genders, influenced by both biological and social factors.
- **For families:** Healthy sleep supports children's learning, behaviour, and development.
- **For schools:** Sleep is critical for student attention, memory, and academic performance.
- **For workplaces:** Well-rested employees are safer, more productive, and more engaged.
- The Sleep Health Foundation's information is rooted in evidence, reviewed by the experts, and guided by lived experience.
- Personal health advice should only be sought by accredited healthcare practitioners.

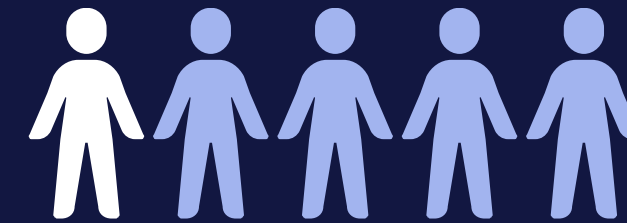
A snapshot of sleep in Australia.

In 2026, for the third time, the Sleep Health Foundation is running its annual sleep health survey, known as the Aussie Sleep Snapshot. The survey considers the behaviours and experiences of a population-based “snapshot” of everyday Australians – how they sleep, when they sleep, and how it impacts their daily lives.

While the data for our 2026 survey will be released during Sleep Health Week, our 2025 survey results also provide valuable reflection and fuel for our mission:

- **33%** reported getting an average of less than **seven hours of sleep** in 24 hours.
- **More than half** (53%) of participants reported **three or more** nights of inadequate sleep per week.
- **37%** of adult Australians admit that poor sleep is directly impacting their ability to work or study **at least three days per week**.
- **Younger adults** (18-44 years) were more likely to report productivity impacts occurring **5 or more days**.

- **Busy mind, worry/anxiety, restlessness, and financial stress** were the most commonly noted factors impacting sleep.
- Common health-related sleep disruptors included **back problems, mental health conditions, and chronic pain**.
- **1 in 5** Australians (18%) used **sleep medications** within the month prior to completing the survey.



[View](#) the complete results of the 2025 survey.

Sign up to the Sleep Health Foundation’s newsletter [here](#) for first access to the results of our 2026 survey.



Support Sleep Health Week.

Partners and supporters can engage with Sleep Health Week 2026 in several practical ways.

We encourage organisations and individuals to amplify Sleep Health Week's message by sharing the theme, key statistics, and signposting people to education and support resources.

Collaborate and participate

For organisations:

- Sponsor or collaborate on a Sleep Health Foundation run webinar
- Book a [Speaker Program](#) presentation for your staff, students, or community members.
- Print collateral for display in your office, school, or site to celebrate Sleep Health Week (see our “Promotional assets” slides).
- Distribute links to or print our fact sheets, relevant to your industry and audience (see our “Promotional assets” slides).

For everyone:

- Challenge yourself to implement small, achievable changes to improve your sleep. See our fact sheet on [Sleep Hygiene: Good Sleep Habits](#) for examples.
- Share our social media posts, articles, blogs or newsletters to highlight the messages of Sleep Health Week (see our “Promotional assets” slides).
- Link to Sleep Health Foundation's trusted, evidence-based resources.
- If you're concerned about your sleep, book an appointment with your GP and bring along a copy of the [Sleep Health Action Plan](#) to discuss.

Keep up to date with the free webinars the Sleep Health Foundation will be hosting via the [Sleep Health Week](#) and [events pages](#) on our website.

Contact us

Email admin@sleephealthfoundation.org.au to express interest in a collaborative activity.



Promotional assets.

Social media
& displays.

[Download](#) Sleep Health Week 2026 social media files.

Sleep Health Foundation profiles

Instagram: [@sleephealthfoundation](#)

Facebook: [Sleep Health Foundation](#)

LinkedIn: [Sleep Health Foundation](#)

YouTube: [Sleep Health Foundation](#)

Hashtags

#SleepHealthWeek #SleepHealthWeek2026

#SHW2026 #ExploreYourSleep #TransformYourDays

Caption

Sleep Health Week (3-7 August) is coming! This year's theme, "Explore your sleep. Transform your days.", is your reminder to take a closer look at your sleep health and habits.

Small changes can make a big difference to your health and wellbeing.

Find out more:

<https://www.sleephealthfoundation.org.au/events/sleep-health-week-2026>

Caption

Sleep affects everything – from learning and mood to productivity and health.

Join Sleep Health Week (3-7 August) and "Explore your sleep. Transform your days."

Caption

Better sleep can mean better focus, mood, and energy.

This Sleep Health Week (3-7 August), explore how your sleep impacts your day – and what you can do to improve it.

Find out more:

<https://www.sleephealthfoundation.org.au/events/sleep-health-week-2026>

Email signature

[Download](#) Sleep Health Week 2026 email signature.

Posters

[Download](#) Sleep Health Week 2026 posters.

Promotional assets.

Newsletter copy.
(<200 words)

For schools

Sleep Health Week (3-7 August) is coming!

Did you know that sleep is one of the three foundational pillars of health, alongside diet and exercise? Sleep contributes to our ability to concentrate, learn, and consolidate memories, all of which are essential for developing minds.

The best part? Improved sleep can often be achieved through modifiable behaviours.

This year's Sleep Health Week theme, ***Explore your sleep. Transform your days.***, encourages you to consider small changes you and your family can make to improve your sleep. This could be as simple as going to bed and waking up at the same time everyday, or avoiding caffeine later in the day.

By prioritising sleep health, you're supporting your child's performance in the classroom, increasing their social battery, and supporting their overall physical health and mental wellbeing.

Interested in more information? The Sleep Health Foundation's fact sheets are rooted in evidence and reviewed by the experts.

- [How much sleep do you really need?](#)
- [Facts About Sleep for Parents and School Staff](#)
- [Sleep Tips for Children](#)
- [Teenage Sleep](#)
- [Behavioural Sleep Problems in School-Aged Children](#)
- [Melatonin and Children](#)
- [Sleep Hygiene: Good Sleep Habits](#)
- [Caffeine, Food, Alcohol, Smoking and Sleep](#)
- [Memory, Thinking and Sleep](#)
- [Sleep Mistakes](#)
- [Sleep Myths](#)



Promotional assets.

Newsletter copy.
(**<200 words**)

For general use

Sleep Health Week (3-7 August) is coming!

Did you know that sleep is one of the three foundational pillars of health, alongside diet and exercise? It plays an important role in our physical health, mental wellbeing, concentration, learning, and memory, and is a valuable part of staying well over the long term. Consistently healthy sleep can also help reduce the risk of a range of health conditions, including cardiovascular disease, diabetes, dementia, and mental health conditions.

The good news is that, for many people, better sleep can start with simple, modifiable habits.

This year's Sleep Health Week theme, ***Explore your sleep. Transform your days.***, is a reminder to take stock of your sleep and consider small changes that may support better health and wellbeing at work, school, the home, and beyond.

Not sure where to start? The Sleep Health Foundation has a range of practical, evidence-based fact sheets to help you explore your sleep and build healthier habits.

- [How much sleep do you really need?](#)
- [Sleep Hygiene: Good Sleep Habits](#)
- [Caffeine, Food, Alcohol, Smoking and Sleep](#)
- [Common Causes of Inadequate Sleep](#)
- [Common Sleep Disorders](#)
- [Sleep Mistakes](#)
- [Sleep Myths](#)
- [Mental Health and Sleep](#)
- [Memory, Thinking and Sleep](#)



Promotional assets.

Newsletter copy.
(**<100 words**)

For schools

Sleep Health Week (3-7 August) is coming!

Did you know that sleep is one of the three foundational pillars of health, alongside diet and exercise? Sleep contributes to our ability to concentrate, learn and consolidate memories, all of which are essential for young minds. Healthy sleep is just one way you can help support your child's development.

The best part? Improved sleep can often be achieved through modifiable behaviours. [Visit the Sleep Health Foundation's website](#) to explore evidence-based, expert reviewed sleep information.

For general use

Sleep Health Week (3-7 August) is coming!

Did you know that sleep is one of the three foundational pillars of health, alongside diet and exercise? It plays an important role in our physical health, mental wellbeing, concentration, learning, and memory, and is a valuable part of staying well over the long term.

The good news is that, for many people, better sleep can start with simple, modifiable habits.

Not sure where to start? The [Sleep Health Foundation website](#) has a range of practical, evidence-based fact sheets to help you explore your sleep and build healthier habits.

Promotional assets.

Popular fact sheets.



General

- [Facts About Sleep](#)
- [Sleep Hygiene: Good Sleep Habits](#)
- [Common Causes of Inadequate Sleep](#)
- [How much sleep do you really need?](#)
- [Caffeine, Food, Alcohol, Smoking and Sleep](#)
- [Understanding and helping poor sleep](#)
- [Memory, Thinking and Sleep](#)
- [Pain and sleep](#)
- [Ageing and Sleep](#)
- [Technology and Sleep](#)
- [Snoring](#)
- [Sleep Myths](#)
- [Sleep Mistakes](#)
- [Sleeping Tablets](#)

Mental Health

- [Mental Health and Sleep](#)
- [Anxiety and Sleep](#)
- [Depression and Sleep](#)
- [PTSD and Sleep](#)

Infants, Children and Teens

- [Sleep Tips for Children](#)
- [Teenage Sleep](#)
- [ADHD and Sleep in Children](#)
- [Safe Sleeping and Babies](#)
- [Tips to Help Baby Sleep Better](#)

Sleep Disorders

- [Cognitive Behavioural Therapy for Insomnia \(CBT-I\)](#)
- [Common Sleep Disorders](#)
- [Insomnia](#)
- [Obstructive Sleep Apnoea \(OSA\)](#)
- [Narcolepsy](#)
- [Idiopathic Hypersomnia \(IH\)](#)
- [Restless Legs Syndrome \(RLS\)](#)
- [Periodic Limb Movements of Sleep \(PLMS\)](#)
- [Delayed Sleep Phase Disorder \(DSPD\)](#)
- [Advanced Sleep Phase Disorder \(ASPD\)](#)
- [Sleep Study](#)

Workplace

- [Drowsy Driving](#)
- [Burnout and Sleep](#)
- [Fatigue as an Occupational Hazard](#)
- [Shift work](#)
- [Healthy Sleep Practice for Shift Workers](#)

Women's health

- [Menstrual Cycle and Sleep](#)
- [Menopause and Sleep](#)
- [Pregnancy and Sleep](#)
- [Sleep Tips for New Mothers & Parents](#)

PDF versions of each fact sheet are available for download at the bottom of their individual webpages.

[View](#) the complete catalogue of fact sheets.

Other resources.

Sleep Spotlight

Sleep Spotlight checks for common sleep disorders and provides a personalised report with recommendations regarding your sleep health.

Recorded webinars

- [*Beyond Tired: Lived experiences of women with sleep disorders*](#)
- [*The Sleep-Menopause Connection with Jean Hailes for Women's Health*](#)
- [*Dreaming of Food: Linking sleep, diet and mental wellbeing with Food & Mood Academy*](#)
- [*How to sleep well and improve mental health with Beyond Blue*](#)
- [*Improving sleep in school-aged children*](#)
- [*And many more...*](#)

Sleep Stories

These videos were produced to provide a platform for lived experience voices, and remind those with similar experiences that they are not alone and there is help available.

Sleep Central

Sleep Central provides sleep health education, information and resources for health care providers. The goal is to help improve sleep health, prevent sleep problems, and support diagnosis and management of sleep disorders. These resources include:

- [*A CBTi Directory*](#)
- [*The Sleep Health Action Plan*](#)

Special Sleep Reports & Policy documents

- [*Bedtime Reading: Parliamentary Inquiry into Sleep Health Awareness in Australia*](#)
- [*Response to Parliamentary Inquiry*](#)
- [*Sleep: A core pillar of health and wellbeing \(Policy Evidence Review\)*](#)
- [*Asleep on the Job: Costs of Inadequate Sleep in Australia*](#)
- [*Sleep and mental wellbeing: Exploring the links*](#)
- [*Chronic Insomnia Disorder in Australia*](#)

Conditions.

Conditions of Use

Sleep Health Foundation promotional materials can be freely used to promote your event and/or Sleep Health Week in general. The materials cannot be used for any other purpose. Removing the Sleep Health Foundation logo from any assets is strictly prohibited.

Linking to Sleep Health Foundation content

Sleep Health Week supporters and participants can link to information on the Sleep Health Foundation website. Where possible, please credit Sleep Health Foundation.

[View](#) the Foundation's complete Terms & Conditions policy.

Contact us

For more information or support, please contact the Sleep Health Foundation team at admin@sleephealthfoundation.org.au.

