

Communications toolkit for partners & supporters



#WakeUpToSleep on World Sleep Day

Friday 13 March 2026

About Sleep Action

Sleep Action (formerly Sleep Scotland) is the UK's oldest sleep charity. We are committed to transforming lives through compassionate sleep support and specialist training.

Our work is grounded in the latest sleep science and informed by over 28 years of frontline experience. We deliver evidence-based, accessible guidance that empowers families, educators, and health professionals to improve sleep.

sleepaction.org



There is no health and wellbeing without sleep



- ◆ Research shows a direct link between poor sleep and lower academic performance
- ◆ Increased risk of anxiety and depression
- ◆ Higher rates of behavioural challenges and greater socio-emotional difficulties for young people with poor sleep

Our vision

A Scotland where every child and young person has the knowledge, tools and support to establish healthy sleep routines, empowering them to thrive in school, at home, and in their communities.

Read our manifesto:

sleepaction.org



Make sleep a core part of Scotland's Curriculum for Excellence

Because sleep isn't a luxury; it's a necessity as fundamental to health & wellbeing as a healthy diet & exercising.

Who should take part?



Teachers, local authorities, parents, policymakers and educators

Key date:



World Sleep Day:
Friday, 13 March 2026



Get involved



1. **Read** the Sleep Action [Manifesto](#)
2. **Pledge** your support at [Change.org](#)
3. **Follow** [@sleepactionorg](#) and like and share our posts
4. **Share** our [social media post](#) on World Sleep Day **13/03/26**
5. **Mention** the Manifesto at meetings or networking events
6. **Include** the Manifesto in your newsletter, website or blogs



Follow the link below to download a ready-to-use social media post:

[Click to share our message](#)



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wellbeing without **sleep.**

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