

Catching ZZZs Sleep Challenge Overview

What is Catching ZZZs?

Catching ZZZs is a 4-week challenge that aims to encourage all employees to develop healthy sleep habits and sleep at least 7 hours per night, the minimum recommended for optimal health and wellbeing.

Why do the Catching ZZZs Challenge?

Sleep is as important for good health and wellbeing as diet and exercise. Adults need between 7 and 9 hours of sleep per night but surveys show the average adult sleeps fewer than 7 hours a night. According to the Centers for Disease Control and Prevention (CDC), one-third of adults report not getting enough sleep every day. More than one-third of adults report daytime sleepiness so severe that it interferes with work, driving, and social functioning at least a few days each month.

Sleep is essential to both our mental and physical health. Sleep impacts how you feel and perform during the day. During sleep, your body and brain repair and restore themselves – sleep helps strengthen your immune system, and improves learning, memory, stamina, mood, and general health. Not getting enough sleep increases your risk of developing chronic diseases such as diabetes, cardiovascular disease, and depression. Lack of sleep also affects your cognition and reaction time, leading to more injuries and accidents.

How does the Catching ZZZs Challenge work?

1. **Pick dates** to run the challenge. The tracker starts on a Monday and runs for 4 weeks.
2. **Decide on prizes** if you plan to offer them. *It is the employer's responsibility to ensure that incentives and prizes comply with all ACA and IRS regulations. Consult with your legal counsel for guidance.*
3. **Customize the tracker.** Add instructions for turning it in (when, to whom) in the light blue box before distributing it electronically or printing it.
4. **Promote the challenge** frequently and using multiple methods (e-mail, flyers, etc.). Send your first promotion at least 2 weeks prior to the start of the challenge. Customize the flyer to include sign up instructions, dates of the challenges and what the prizes are, if offering any.
5. **Send the weekly** motivational messages at the beginning of each week.
6. **Celebrate** everyone's success!

Included in this toolkit:

- ✓ Flyer template
- ✓ 4-week tracker
- ✓ Weekly motivational messages
- ✓ Sleep flyers
- ✓ Post-challenge survey

Here are some additional resources:

- Centers for Disease Control and Prevention (CDC): [Sleep](#)
- NIH National Heart, Lung, and Blood Institute: [Sleep](#)
- American Academy of Sleep Medicine: [Sleep Education](#)
- Sleep Foundation: [Tips for Shift Workers](#)