



## Portugal

### 4 Years of Participation

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World Sleep Day is such an exciting experience gives us the chance to build up very impactful projects, bringing together different groups from the community and inviting them to look at sleep from a healthier perspective. It's an opportunity to educate new researchers and clinicians that become interested in the sleep field. As they prepare educational toolkits and develop sessions for the community, they go deeper on this topic and increase their knowledge and professional skills.

All of our World Sleep Day projects have been very successful, but our advertising campaign in 2022 of "Sleep is not a waste of time!" was particularly important. Several media platforms shared our content. We focused on how untreated sleeping problems can lead to an increased risk of driving accidents, mental health issues, and poor performance at work.

World Sleep Day is an opportunity to have a lot of people with the same purpose: promote healthier sleep across age groups, cultures, and countries. In many cases, sleep is not part of the curriculum and there is still a considerable lack of knowledge about this field. This gap needs to be addressed and World Sleep Day is a great way to do that.

Many people ask for professional help after these campaigns because they became curious about sleep. Sometimes, they had no idea they had a serious sleep disorder (like narcolepsy or sleep apnea) and this would have stayed a silent issue without this type of awareness initiative.

We have also been developing a new methodology to track sleep problems: the Sleep Check-up. It is designed in a way that companies can offer their employees a specialized Sleep Check-up to identify sleep disorders in a very early stage and help people define which kind of professional help they need.