

# UC Davis

## UC Davis Previously Published Works

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Communicating with a purpose about sleep health

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## **Proposed editorial title: *Communicating with a Purpose about Sleep Health***

There's never been a better time to be connected to the mission of National Sleep Foundation (NSF) and our journal, *Sleep Health*. Last summer when I became chair of the NSF board, I followed in the footsteps of several distinguished sleep health advocates who have spanned the research, clinical and population health communities. Surrounded by a highly engaged leadership team, board, staff, and numerous volunteer NSF "friends and family," I am honored to help lead the first independent organization of our type—32 years and counting--that is solely dedicated to improving health and well-being through sleep education and advocacy. We're steadfast in our promise to the public to help anyone and everyone be their Best Slept Self®.

NSF is fundamentally a public health organization. To that end, you can expect to see us engage with and support a growing range of stakeholders to develop both broad and community-specific educational sleep health content, as well as establish innovative collaborations to promote healthy behaviors for sleep, health and safety. Certainly, our ongoing intention with our *Sleep Health* journal is to offer an important platform for researchers to share emerging evidence and scholarship, enrich the body of knowledge, and ultimately inform positive change in sleep health practices and policies that foster sleep health equity.

### Public Engagement

NSF works to translate sleep health principles and research (ours and others') into evidence- and consensus-backed recommendations that are practical and "doable" for everyday people. That also means we always are increasing our focus to be more inclusive of and relevant to communities with different sleep health experiences and unique histories and needs.

We develop and share our resources through a wide variety of channels that reach the public, including our own website, TheNSF.org, social media and other mainstream media and collaborative outlets. As an example, our 2022 Sleep Awareness Week® -the nation's first-ever and longest-running public awareness

campaign with a sleep health focus (nearly a quarter century!) – garnered over 250 million impressions during a one-week period. Our Drowsy Driving Prevention Week® highlights our doubling down on the intersection of sleep health and safety.

### Collaboration and Innovation

NSF has done a lot over our 32-plus years, but we can move the needle on sleep health a lot further with others, which is why we actively engage with like-minded individuals and institutions, organizations, policymakers, and industry leaders across sectors to share insights, expertise and resources in service of the public. We enable these groups to include our content with their member and audience programs, and we similarly seek opportunities to amplify the important work of these colleagues and collaborators.

Innovation can be an incremental improvement that delivers a major benefit, whether or not it's a groundbreaking transformation. This philosophy guides NSF's focus on identifying and promoting a steady stream of technological advances for sleep health. NSF stays on the front end of advocating for the rapid incorporation of sleep science into accessible consumer products and services. For example, we champion innovation through our SleepTech® award and, in collaboration with the Consumer Technology Association (CTA), we continue to define standards, such as for measuring sleep with wearable consumer devices. I'm proud to have contributed already to NSF's efforts engaging the public at the interface of sleep health education and technology.

### *Sleep Health* Journal's Unique Role in Advancing Sleep Health

Again, *Sleep Health* as a proud extension of the NSF mission. I'd like to personally thank the past and present NSF family who have made the journal a success and an asset to the field, especially founding Editor-in-Chief Lauren Hale, PhD and current Editor-in-Chief Orfeu Buxton, PhD. Also included are our Senior Associate Editors and Associate Editors, all subject matter expert reviewers, and a diligent editorial management and publisher team. My thanks to each and all of you. *Sleep Health* is an important communication tool for population health and we look to increase its impact by ensuring global, multidisciplinary perspectives. Our

journal will continue to serve as an important platform and demonstration of NSF's commitment to social justice, it will feature emerging evidence about the social determinants of sleep health, and ultimately it will help promote sleep health equity within our society.

This is an exciting time for NSF. On behalf of our entire board and team, I am grateful to all those who have joined us in our journey so far, and welcome the many more who will continue with us as NSF works to help anyone and everyone be their Best Slept Self.

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**Declaration of Conflict of Interest**

The author has no conflicts of interest to disclose. [NEED TO CONFIRM]