

Portuguese Sleep Association

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President: Joaquim Moita , Pneumology, (2015-2018)

Secretary: Paula Pinto, Pneumology

Treasurer: M. Helena Estêvão, Pediatrics, Representative

Member: Joana Serra, Psychiatry

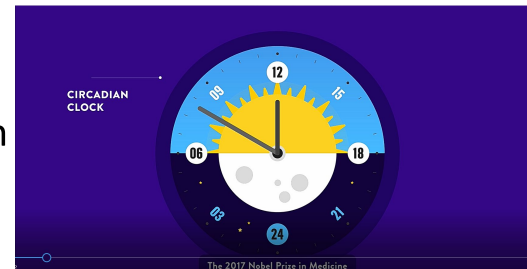
Member: Antonio Marques Pereira, ENT



World Sleep Day 2018 campaign:

- Focus
- **all ages** of professional and non-professional people
- Aim
- **every PORTUGUESE** who, on the 16th March, went to school, work, internet or social network, read the newspaper, listened to the radio or watched TV, would hear about the importance of sleep, how to respect it, to have a good life.

- Main activities:
- **Press Release** - all social media, health centers, local communities, kindergarten and schools, homecare providers and many official institutions two weeks before the WSD.
- Partnership with the **Center for Neuroscience and Cell Biology of the University of Coimbra**
 - **Video** - to alert for the importance of attending to sleep rhythms to achieve a healthy life [WorldSleepDay 2018 APS.mp4](#)
 - Main TV channels
 - APS Site (more \approx 250% views /2017) , Facebook (> 330 000 views) and Instagram
 - Many hospitals and health centres
 - Homecare Providers
 - Pharmacies
 - All social and performing events taking place on the day (video passed on event break)



– **Strip cartoon**

- Published on the 16th March on one main Portuguese **Newspaper** “O Público” with an article about the theme
- [WSD leaflet](#) all the social and cultural events that were taking place on the WSD on Coimbra

– **PubhD - Meeting** of PhD students in a pub to speak about sleep during the *Brain Awareness Week*

– **Interactive session** at the [Planetarium of the Live Science Centre of Coimbra](#) for a group of scholar children and teachers, explaining the video and the cartoon

– **Many interviews on the main TV channels, radio, magazines and newspapers.**



World Sleep Day is an event held on the Friday before Spring Vernal Equinox. On this date it is intended to raise public's awareness for the importance of sleep in health and well-being and to alert that the quality of life of those with sleep disorders can - and should - be improved.

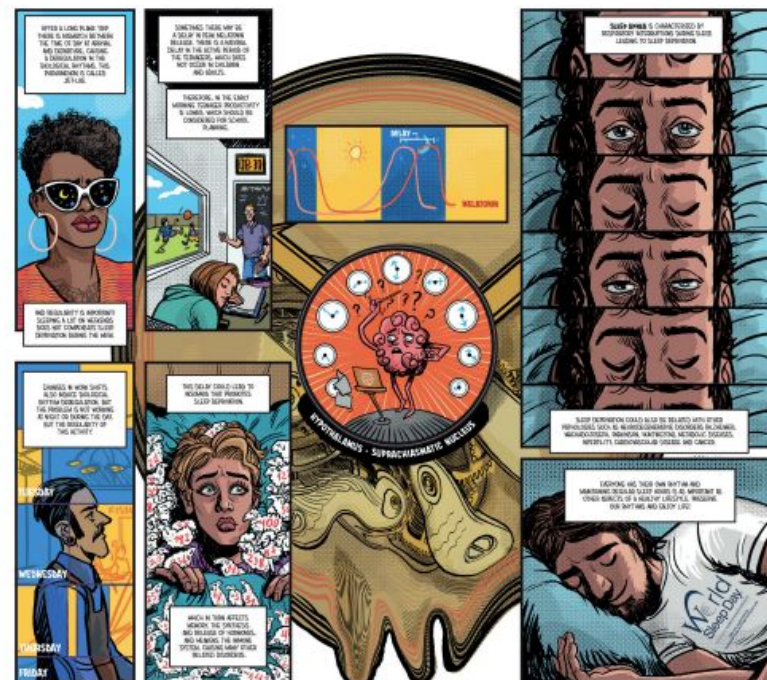
Sleep cycles are essential for the well-being of the body and are regulated by circadian rhythms (from the Latin, *circa* - about + *diem* - day). These rhythms are biological oscillations, of about 24 hours, that occur in all animals and living beings. These oscillations are conditioned by stimuli such as light / dark, temperature, oxygen, and even exercise and eating. In addition to sleep, many of our physiological processes also vary over those 24 hours, such as hormone production or body temperature.

These cyclical variations, occurring in our body throughout the day, are synchronized with the environment and this synchronization is crucial for our health and well-being. In this way, the dysfunction of the biological clock is associated with several sleep disorders, as well as with the development of other diseases.

In 2017, the Nobel Prize in Medicine was awarded to three American researchers who study circadian rhythms, which reinforces the importance that the medical and scientific community provide to this theme. Thus, the World Sleep Society, in 2018, joins it with the slogan "Join the sleep world, preserve your rhythms to enjoy life"

The Portuguese Sleep Association (APS) and the Center for Neuroscience of the University of Coimbra (CNC) intend to mark the World Sleep Day by alerting the population to this circadian clock and the importance of attending to its rhythms to achieve a healthy life.

APS and CNC propose the challenge to everyone, to set the clock on this day, and for life, to promote better sleep for everyone.



WORLD SLEEP DAY





Planetarium Live Science Centre of Coimbra



- **Leaflet “Sleep hygiene in children and adolescents”**

- thousands over hospitals, health centres and schools over the country. Many educational programs were carried out in schools and will go on during April.

- **Leaflet about Compliance on CPAP therapy**

- developed in collaboration with a homecare provider.



- **“The Essential of Sleep Medicine for General Practice”**

- symposium for GP doctors
- important clues of sleep medicine and to approach them.



Dê importância ao sono, cuide dos seus ritmos,
desfrute a vida

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enjoy life

