



SLEEP FACT:

If it takes you less than 5 minutes to fall asleep at night, **you are sleep deprived.**

On average, it takes people between **10 and 15 minutes to fall asleep.** If you are falling asleep faster than that it means you are overtired.

Source: National Sleep Foundation

Welcome to the Deep Sleep: 3-week Challenge!

During this challenge, you will track your current sleep habits for the first week to discover how much you are actually sleeping and what habits are helping or hindering you.

For the following two weeks, you can try at least 10 out of 12 new techniques to help improve the quality of your sleep. Participants who complete 10 out of 12 challenges will have their name go into a drawing for a sleep-related prize basket.

Challenges runs XXX through XXX.

To sign up, contact XXX at XXX. Sign-up deadline is XXX!



Week 1: Track Your Sleep

During this challenge, you will track your current sleep habits for the first week to discover how much you are sleeping and what habits are helping or hindering you. It's recommended that adults aim for at least seven hours of sleep each night.

Week 2-3: Try A New Technique

For the following two weeks, you can try at least 10 out of 12 new techniques to help improve the quality of your sleep. Participants who complete 10 out of 12 challenges will have their name go into a drawing for a sleep-related prize basket.

The techniques include:

1. **Eliminate screen time** one hour before bed (includes TV, laptops, iPad / tablets and phones). Bright light is one of the biggest triggers to our brains that it's time to be awake and alert, so start sending the opposite signal early.
2. **Darken your room completely** (this includes any street lights that may be shining in your room, turning your alarm clock to face the other way, etc.).
3. **Do not consume any caffeine after 12 p.m.** This includes coffee, chocolate, caffeinated sodas, and teas (with the exception of herbal tea).
4. **Drink a cup of chamomile tea before bed.** Chamomile tea will help to relax you as it can help increase the levels of serotonin and melatonin in your body.
5. **Play white noise in your room.** This may be a fan, white noise machine or listening to a white noise app or CD.
6. **Relax with a bath or hot shower prior to bed.** A cozy soak raises your body temperature slightly. Then, when you hop out, you'll cool down quickly, which mimics the natural drop in body temperature caused by the brain as it readies the body for sleep.
7. **Try a magnesium supplement.** The majority of Americans are magnesium deficient and magnesium is very helpful for sleep. Try Natural Calm magnesium powder by Natural Vitality. Glycinate and citrate types of magnesium tend to be better absorbed by the body than other types.
8. **Exercise during the day.** Be sure to be done exercising at least 3 hours before going to bed so your body has time to cool down.
9. **Get some sunlight first thing in the morning.** There's nothing quite like bright light to trigger your brain to stay awake and alert. Getting some natural light — you'll want to aim for about 15 minutes — first thing in the morning can help night owls reset their biological clocks and ease into sleep a little earlier.
10. **Meditate or visualize.** It might feel a little silly the first time you try it, but go ahead and imagine yourself somewhere calm, relaxing and sleep-inducing. This deep relaxation method can slow brain wave activity, coaxing you toward sleep. Start with a few imagery ideas here.
11. **Create a bedtime ritual.** That may consist of gently stretching, drinking herbal tea, centering prayer or meditation, reading a book, or doing a light aromatherapy massage on your feet. You decide what your ritual is and try it out.
12. **Stick to the same bedtime each night,** even on the weekends. Ideally, this should be before 11 p.m.

Week 1: Track Your Sleep

During this challenge, you will track your current sleep habits for the first week to discover how much you are sleeping and what habits are helping or hindering you.

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Hours of sleep							
Notes							

Week 2-3: Try A New Technique

For the following two weeks, you can try at least 10 out of 12 new techniques to help improve the quality of your sleep. Participants who complete 10 out of 12 challenges will have their name go into a drawing for a sleep-related prize basket upon completion of the Survey Monkey Evaluation.

	Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
Hours of sleep							
Technique Used							

	Day 15	Day 16	Day 17	Day 18	Day 19	Day 20	Day 21
Hours of sleep							
Technique Used							

Final Evaluation / Raffle Prize Entry

Complete the short survey in Survey Monkey so we know if you completed at least 10 of the 12 techniques / challenges. The survey will also be helpful to provide feedback to us regarding this challenge.

