

2023-2024

Visual summary of Sleepwell's virtual
knowledge translation events

National webinar • November 27, 2023

HOW TO GET A GOOD NIGHT'S SLEEP ... WITHOUT SLEEPING PILLS

About **insomnia**



Sleeping pills & how to stop taking them
Cognitive behavioural therapy for insomnia (CBTi)
Sleepwell: What it is; tools & resources



347 ATTENDEES
FROM 10
PROVINCES



*"It was very informative
and well explained plus being
an eye opener there are other options
out there than medication."*

AS A RESULT OF ATTENDING THE EVENT

81%

have a **better understanding** of
how to get a good night's sleep
without sleeping pills

92%

intend to **use** Sleepwell's tools,
resources, and recommendations
in the future

85%

intend to **recommend** Sleepwell
to others

KNOWLEDGE QUIZ

Average % of correct responses

BEFORE 60%

AFTER 79%

SLEEPWELL FEEDBACK SESSIONS

February 29, 2024 • March 5, 2024



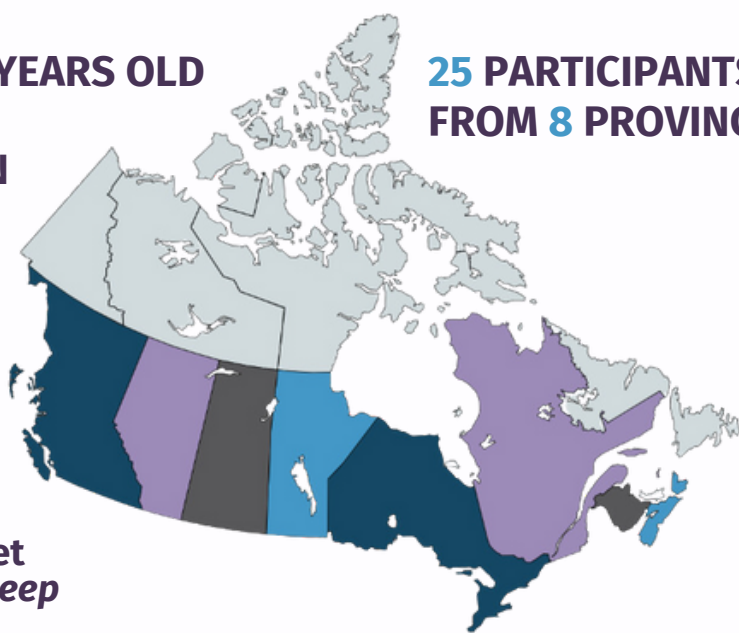
To collect feedback on the **booklet**
How to Get Your Sleep Back and related
content on the **Sleepwell website**

76% > 65 YEARS OLD

88% WOMEN

84% WHITE

25 PARTICIPANTS
FROM 8 PROVINCES



Each session divided into 3 groups:

GROUP 1

First half of the booklet
& CBTi web pages

GROUP 2

Second half of the booklet
(Sleepwell's *Simplified Sleep
Therapy Program*)

GROUP 3

Resources & tools on
the website

*"Love what you're doing.
It's just so good to have focus
groups like this."*



main "roses"

- The booklet looks **professional** and visually **attractive**
- The step-by-step instructions are **easy to follow**
- Lina's story adds a **personal touch** and clarifies each step of the program
- **Graphics and diagrams** are effective in explaining complex concepts



main "thorns"

- Not enough information on how start **CBTi while taking sleeping pills**
- It should be made clearer that sleep number **estimates are sufficient**
- Emphasis should be on **behaviour change** to get a good night's sleep

Financial contribution: