

## BACKGROUND



Childhood sleep apnea requires a multidisciplinary approach in order to make an early diagnosis and treatment



Prevalence of 1–5% among the pediatric population and a peak incidence between 2 and 6 years



Common causes are nasal obstruction, neuromuscular variations, & obesity.

### Symptoms:

(i) Habitual snoring
(ii) Dry mouth
(iii) Forced oral breathing
(iv) Abnormal thoracic and/or abdominal movements
(v) Enuresis
(vi) Restless sleep with breathing pauses, awakenings, and position changes
(vii) sweating

Nighttime symptoms

(i) Nasal breathing difficulties
(ii) Morning headache
(iii) Hyperactivity and/or irritability
(iv) Poor school performance
(v) Sleepiness (more frequent in obese children or adolescent)
(vi) Stature development reduction
(vii) Cardiorespiratory complications

Daytime symptoms

### Objective:

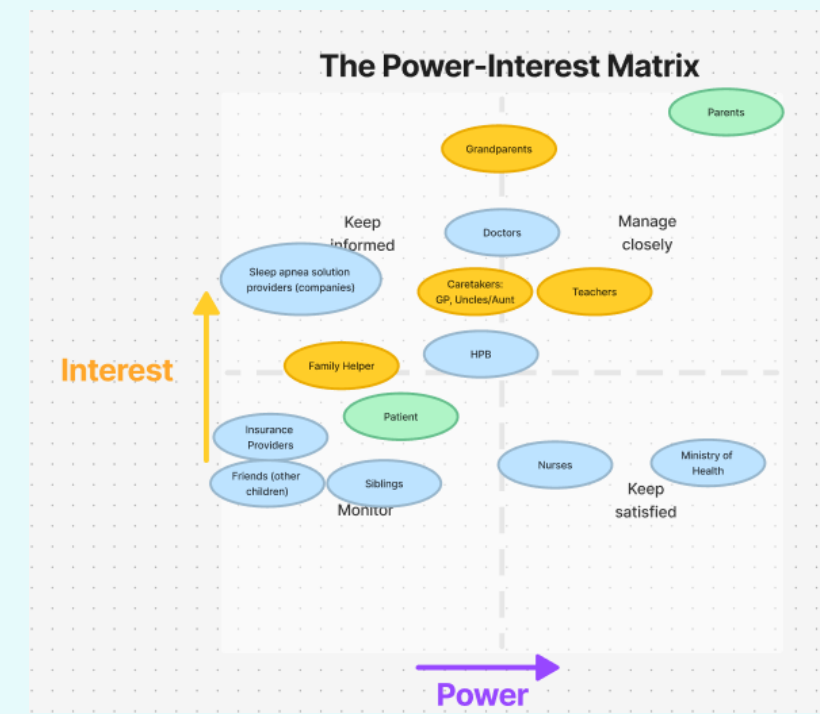


For all parents to complete the IM SLEEPY questionnaire for their child to determine if further medical consultation is needed.

## PROBLEM STATEMENT

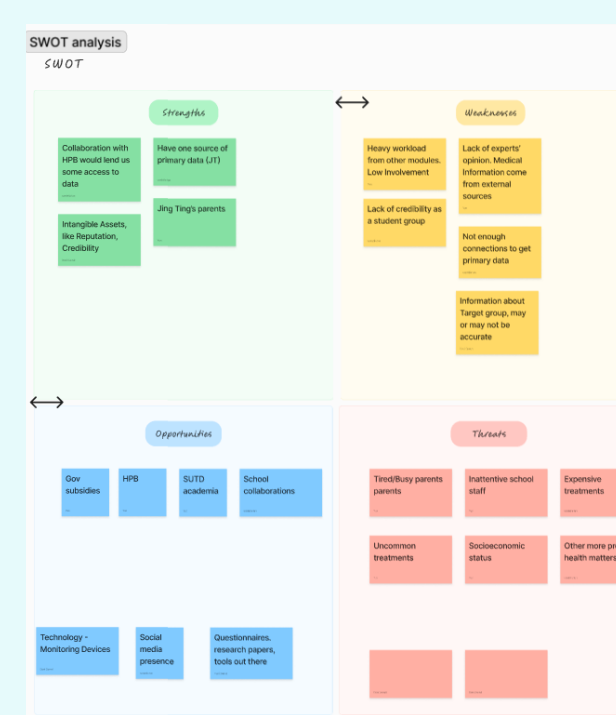
“How might we raise awareness on early childhood sleep apnea syndrome amongst parents so that early intervention can be done?”

### Tools used:

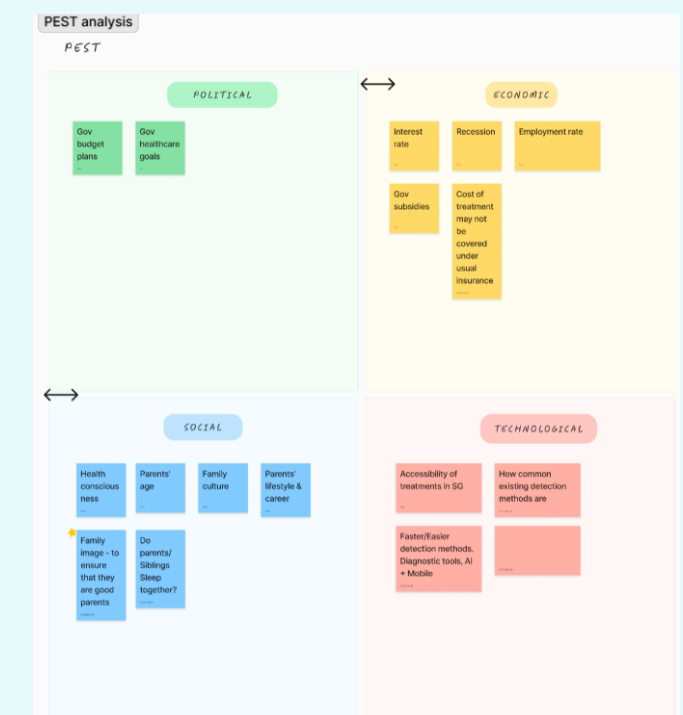


### Target Audience Analysis:

- Parents and caregivers
- GPs, specialists, teachers



SWOT Analysis



PEST Analysis

# RAISING AWARENESS ON EARLY CHILDHOOD SLEEP APNEA SYNDROME

### ELM (elaboration likelihood model):

We target both central vs peripheral route through different parts of our campaign.



Central → Detailed and evidence-based information to be presented to target audience. (Utilized via detailed, informative website)

Peripheral → Attractive and engaging designs to capture target audience's attention. Less elaboration used. (Utilized via simple, eye catching poster)



### Communication strategy:

Targets peripheral route (easy to digest features, less elaboration)

1. Eye catching imagery
2. Minimal details
3. Redirects to detailed website (for central route)



Poster



Informative video advertisement

### IMSLEEPY Questionnaire

Thank you for taking the time to complete this questionnaire. Sleep apnea is a condition that can affect young children between ages of 2 to 8 years old, leading to disrupted sleep and potential health concerns. This questionnaire is designed using the IM SLEEPY framework to help parents identify signs and symptoms that may indicate sleep apnea. While this is not a diagnostic tool, your responses can provide valuable insights and guide you in seeking further medical advice if needed. Please answer each question honestly based on your child's typical behavior and sleep patterns. Don't ignore the snore.

\* Required

1. Does your child often seem irritated or angry during the day? (1 Point) \*

1 - Irritability

- Yes  
 No

IM SLEEPY Questionnaire to determine symptoms

## THEORIES

## PROPOSED INTERVENTION