

02.230HT Health Communication and Behavioural Change SleepBetter Campaign

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Introduction (Background to the Health Problem)

University students in Singapore often deprioritize sleep due to academic pressures, socializing, and poor time management. At local universities such as the Singapore University of Technology and Design (SUTD), this issue is particularly prominent, with a common phrase, "Stay Up Till Dawn," being associated with the university due to its demanding workload and intense academic culture.

The SUTD community has raised concerns about the negative impact of this culture on students' health and well-being. Chronic lack of sleep has significant long-term health effects, including reduced cognitive performance, increased stress, and vulnerability to mental health disorders. The SUTD Wellbeing Services has been tasked with addressing this issue by designing and implementing interventions to promote healthier sleep habits among students, thereby fostering a more balanced and supportive campus environment. Other universities in Singapore such as the National University of Singapore (NUS), having identified academic stress as a source of stress, have also taken steps such as having Wednesday afternoons off, to cope with the mounting academic pressure from the school term.

Objective of the Campaign

Before ideating for how we would run this campaign, we first surveyed SUTD students to understand their current sleeping habits. The results of the survey is summarised below:

- 70.4% of survey respondents sleep between 12-2am.
- 88.9% of survey respondents scroll through social media before they sleep, while 55.6% of them are studying or working on school projects.

Hence, based on our analysis on the issue, we have decided on the following objectives for the campaign:

- Promote earlier bedtimes for university students
- Encourage a health routine before sleep

Evaluation

To measure the effectiveness of our campaign, we have come up with the following assessment criteria for each of the objectives.

- Promote earlier bedtimes for university students
 - Shift the bedtime of at least 30% of students sleeping between 12-2AM to before midnight
- Encourage a health routine before sleep
 - Reduce the number of students who consume screen time before bed to below 70%





The effectiveness will be assessed by conducting the same survey to compare the before and after results of the campaign.

Needs Statement

SUTD students experience poor sleep hygiene due to academic demands, social norms, and irregular routines, impacting their health and performance. A targeted, tech-driven intervention is needed to promote healthier sleep habits, reduce stigma, and support students within their unique academic and social environment.

Target Audience

We have identified our target audience as students of SUTD, with different audience profiles to categorise the students further so that we are able to customise the health communication approach to ensure its effectiveness. The audience profiles are stated in the table below.

Persona	Category	Primary Goals	Challenges	Motivations	Behaviours
 Appearance-Conscious Amy	Students concerned with appearance (primarily female)	Maintain a radiant, polished look while balancing academic and social obligations	Sleep disruptions caused by extensive nighttime routines and social media use	Gains confidence and validation from positive feedback on her appearance	Regularly invests in beauty products, consumes wellness content, and occasionally sacrifices sleep for beauty and social priorities.
 Health-Conscious Henry	Fitness and health enthusiasts (e.g., gym-goers)	Build muscle, improve fitness, and maintain a balanced health routine	Late gym sessions and caffeine consumption reduces his sleep quality	Strives for a fit physique and optimal performance in all areas of life	Tracks fitness metrics, consumes pre-workouts, and occasionally compromises sleep for workouts
 GPA-Maxxer Grace	Academically-driven students	Maintain a 5.0 GPA, secure internships, and excel academically	All-nighters, reliance on caffeine, and high stress disrupt her sleep	Driven by career aspirations and the need for academic excellence	Works late, consumes coffee to stay awake, and prioritizes academic deadlines over sleep
 Sporty Steve	Sports enthusiasts and CCA members	Achieve peak athletic performance and gain recognition in his sport	Disrupted sleep due to irregular training schedules and recovery practices	Personal growth, teamwork, and competition success	Adheres to demanding practice schedules, consumes supplements, and often sacrifices sleep to maintain performance

Proposed Plan

Our campaign will be made up of two key components, namely an AI Sleep Helper App (SleepBetter) for university students, and a video campaign.

Key Features of SleepBetter:

- **Guided Sleep Roadmap:** Step-by-step recommendations such as reducing caffeine intake after 4 PM, minimising blue light exposure, and engaging in calming activities like meditation.
- **Reminders and Positive Reinforcement:** Through encouragements, positive affirmations and gamification, regular prompts promote adherence to sleep-friendly behaviour, thus paving the way for the user towards building consistent sleep habits.
- **Customizable Habit-Locking Features:** Users can set cut-off times for app usage, gradually adjusting behaviors with the AI's support.

Key Features of the video campaign:

- **Relatable Storyline:** The video follows a university student's daily life, capturing realistic and culturally relevant scenarios that resonate with the target audience, such as late-night social gatherings, noisy roommates, and intense project meetings.
- **Interactive Pivot Points:** The video demonstrates alternate outcomes based on the decisions made by the protagonist. For example, opting to sleep early results in better focus and improved grades, while staying out late shows fatigue, academic setbacks, and health issues.
- **Role Modelling with Positive Outcomes:** Peers and influencers who prioritize good sleep habits are shown reaping the benefits, normalizing these behaviours, and reinforcing the idea that it is "cool" to prioritize rest.
- **Mindfulness Moments:** The video integrates moments that encourage the audience to pause and reflect on the impact of impulsive social decisions, guided by techniques like deep breathing exercises and visualization.
- **Engaging Narration and Culturally Relevant Humour:** The narrative uses humour, culturally familiar references, and an engaging tone to capture attention, making the content memorable and relatable.

Prototype of the app:

