

THE OFFICE OF MAYOR LEE HARRIS PRESENTS

# Eight for Eight Sleep Challenge

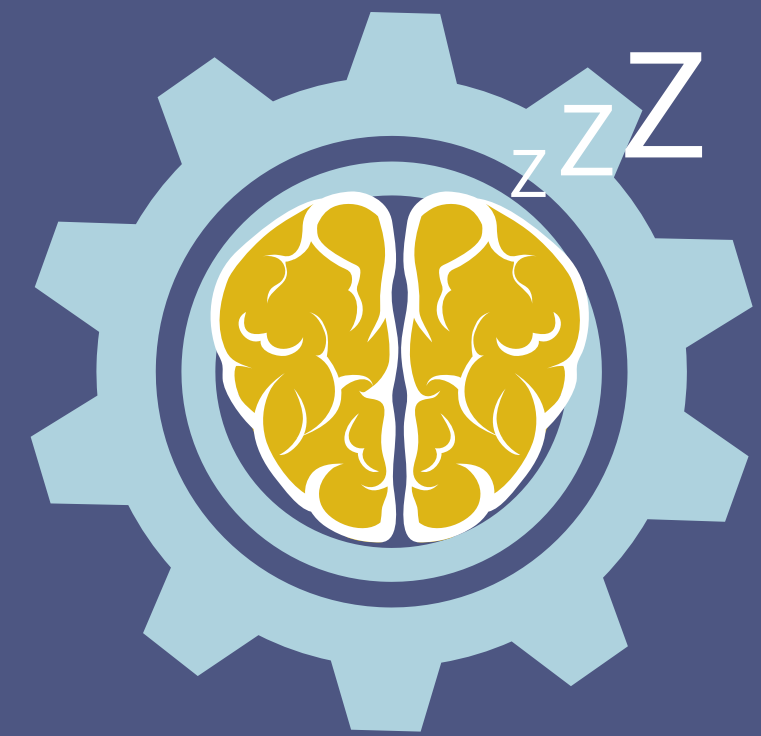
INTRODUCED BY CANDICE GROSE, PUBLIC INFORMATION OFFICER



**SHELBY  
COUNTY**  
GOVERNMENT  
HEART of AMERICA

# Background

## Eight for Eight Sleep Challenge to Promote Mental Health

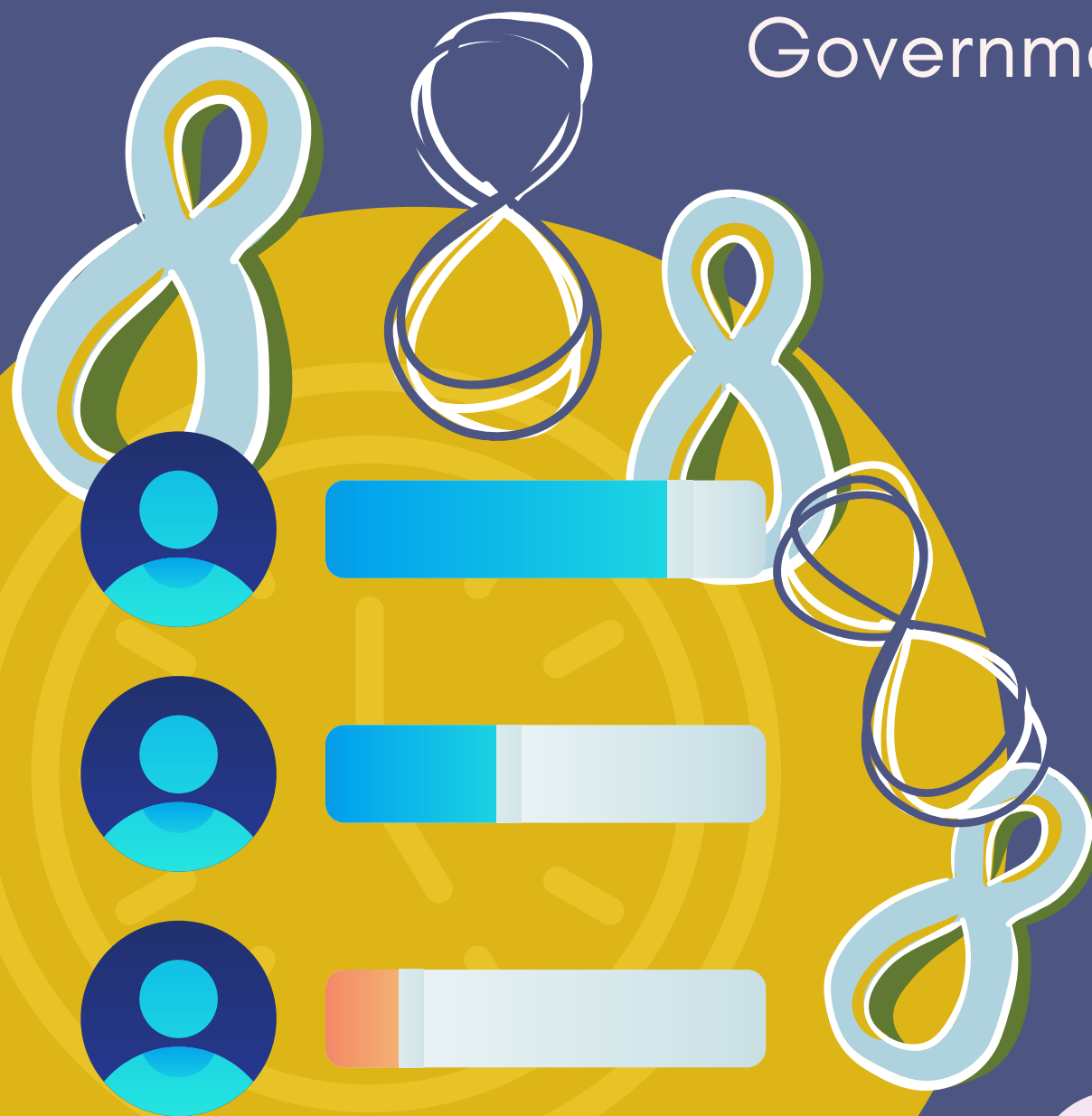


Sleep is closely connected to mental and emotional health and has demonstrated links to depression, anxiety, bipolar disorder, and other conditions.

# Program Objective

## Encourage

Encourage eight nights of eight-hour sleep activity for Shelby County Government employees and Shelby County Residents



## **Program Audience**

- ★ SHELBY COUNTY GOVERNMENT EMPLOYEES
- ★ SHELBY COUNTY RESIDENTS

## **Program Partners**

- ★ SHELBY COUNTY INFORMATION TECHNOLOGY SERVICES
- ★ SHELBY COUNTY EMPLOYEE BENEFITS AND WELLNESS SERVICES
- ★ SHELBY COUNTY HEALTH DEPARTMENT
- ★ DJ ALPHAWHISKEY AKA (ASHLEY WIMBUSH)
- ★ CHRISTIAN BROTHERS UNIVERSITY, COLLEGE OF BEHAVIORAL AND SOCIAL SCIENCES (DR. JEFF SABLE)
- ★ SHELBY COUNTY YOUTH COUNCIL
- ★ AT&T

## **Program Partners in the works**

- ★ SLEEP NUMBER (GERMANTOWN)
- ★ YOGA INSTRUCTOR
- ★ MY CUP OF TEA, ORANGE MOUND-BASED TEA SHOP

# Implementation of the program and communications

## SIX DAYS OUT SLEEP CHALLENGE TEASERS FEB 1 AND 3

Internal email, social media post encouraging participation, and instructions on signing up, mention incentives for completion

## PROGRAM KICK OFF MON. FEB 8

Social post announcing kick-off and link to participate and track sleep

Program kick-off event:

- Lunchtime sleep sounds listening session with DJ Ashley Wimbush (virtual option available)
- Samples of herbal sleep tea
- Sleep mattress testing

## PROGRAM DAY 3 WED. FEB 10

TEDx video social post (animated) on sleep and health and a reminder to log hours

Lunchtime yoga  
(virtual option available)

## PROGRAM DAY 5 FRI. FEB 12

30-second expert video social post and reminder to log hours

## PROGRAM CLOSE-OUT DAY 8 MON. FEB 15

Email on logging final hours, mental health, resources and tips, yoga discount code, and announce winners of special prizes

## Program Activities Explained

### SLEEP SOUNDS LISTENING SESSION

Program participants are invited to drop in the lobby of 160 N. Main to hear a series of sleep sounds, lo-fi beats, and nature sounds from DJ Ashley Wimbush. Participants will receive a playlist with a QR code for easy download. During this time, My Cup of Tea tea shop will be on-site with free tea samples and Mattress firm will be on-site to showcase the best mattresses for better sleep.

### LUNCHTIME YOGA

Participants are invited to drop in the yoga studio at 160 N. Main for a 30 min yoga session to promote healthy bedtime activities before sleep. Registration is required (two sessions offered) Both sessions can be done virtually.

### TIPS FOR THE WEEKEND VIDEO

30-second video from Shelby County Health Department expert; Weekend tips for exercising and foods that promote better sleep emailed. Reminder to log hours

### TEDX VIDEO

Social media post "What would happen if you didn't sleep? - TEDx animated video to explain the connection between sleep, physical health and mental health.

# Incentives

- T-SHIRTS
- YOGA DISCOUNT CODE
- SMART DEVICE (FITBIT, SLEEP TRACKER)
- SLEEPY TEA SAMPLE
- EIGHT PAID SESSIONS OF YOGA
- MATTRESS DISCOUNT CODE

