

Message to members concerning the « Sleep on it » campaign

Dear members:

During this period of upheaval, we hope you and your family are well.

As a result of the COVID-19 crisis, I am happy to bring to your attention an important CSCN (Canadian Sleep and Circadian Network) initiative which harnesses our knowledge as sleep researchers. I have accepted, along with Julie Carrier, Roger Godbout and Charles Morin, to participate in a collective effort of resilience.

Since Friday March 27th and over the course of the next few weeks, the campaign “Sleep-on-it”*, operating since September 2019, will provide a platform for our community of experts to discuss the impact that the COVID-19 crisis could have on sleep. These experts will talk about concrete measures to protect the sleep of Canadians so that they can be better prepared to deal psychologically and physically with this crisis situation.

This initiative, which has so far aroused great media interest in Quebec and would likely be well received elsewhere in Canada, involves sleep experts appearing on several media platforms (eg; newspapers, the internet, social media). This initiative will have three main objectives:

1. To provide accessible, practical scientific content that is both reassuring and credible in order to help targeted audiences manage the consequences of altered sleep patterns;
2. To identify CSCN and the rest of the scientific sleep community as a network allied with public and government authorities managing the crisis;
3. To position sleep as a fundamental factor for good health and as a factor that can actively increase resilience, not only during the COVID-19 crisis but also after the crisis when Canadians will have to face the economic and social challenges and other consequences.

Therefore, over the next few weeks, several stories about sleep-specific topics in the context of the COVID-19 crisis, will be recorded by different experts and published on our website, Sleep-on-it (www.sleepnitcanada.ca) and on social media ([Facebook](#), [Twitter](#) and [Instagram](#)).

After consulting with the CSS executive committee, it was unanimously decided that it was the responsibility of the CSS to play a leading and ambassadorial role in this initiative. In doing so, and in order to inspire a movement of support, to which we hereby invite the entire sleep community to join, the CSS agreed to offer a financial contribution as well as an investment of some human resources to support the work of the organizing committee.

In order to optimize the positive impact of this initiative, the need for the entire sleep community to work together is essential. You can therefore actively contribute in the following ways:

- by offering your suggestions about specific content for managing sleep in a time of crisis.
- by relaying this information to your network of contacts in order to get the word out about our efforts to the widest possible audience.
- By identifying ways to financially contribute to this campaign, which requires significant resources (production of scientific and media content, media management, publicity etc.)

Currently, this initiative is supported by:



For all your scientific suggestions or financial support to this collective effort, please contact:

Valérie Viau, MSc, MAP (responsible for external relations and strategic partnerships)
valeviau@gmail.com

If you are currently on the front lines, we send you all our support and encouragement.

Take care of yourself and your family!

Célyne Bastien
President of the CSS

**The Canadian campaign, "Sleep on It" launched in September 2019 by the Canadian Sleep and Circadian Network (CSCN), the Canadian Sleep Society (CSS), la Fondation Sommeil, and Wake-up Narcolepsy Canada is designed to demystify sleep for the public, and to offer solutions to people who have sleep-related problems.*