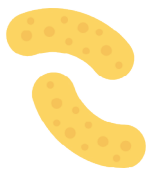


SLEEP IS AS IMPORTANT FOR HEALTH AS FOOD AND PHYSICAL ACTIVITY

LACK OF SLEEP LEADS TO ^{2,6}

Decreased immunity

**3X
MORE
LIKELY
TO GET
A COLD**



Increased risk for:

Dementia
Anxiety & Depression



Irritability
Forgetfulness

Increased risk for high blood pressure and heart disease



LACK OF SLEEP AFFECTS OUR



Judgement



Mood



Memory



Health



Relationships



Productivity

KIDS WHO ARE SLEEP-DEPRIVED ARE AT RISK FOR¹

Obesity

**THEY ARE NOT AS PHYSICALLY ACTIVE³
THEY EAT MORE CALORIES⁴ AND
CRAVE SUGAR, FAT AND SALT**

Diabetes



Anxiety & Depression



Injuries



DROWSY DRIVERS

1. Can't pay attention to the road as well
2. Have slower reaction times
3. Can't make good decisions as easily⁷



In 2013, the National Highway Traffic Safety Administration estimates drowsy driving was responsible for:

**72,000
CRASHES**

**44,000
INJURIES**

**800
DEATHS**

Blood Alcohol Content (BAC) of 0.08 is considered drunk⁶

1. Awake for 18 hours is like having a BAC of 0.05
2. Awake for 24 hours is like having a BAC of 0.10