# **Our Theory of Change**



# Our mission is to empower the nation sleep better



Professionals supporting individuals are equipped with the knowledge and techniques to improve sleep

# ↑ OUR OUTCOMES



Individuals have access to high-quality information and advice to deal with most sleep issues



The value of a good night's sleep for individuals and for society is recognised



There is a good understanding of the complexities of sleep

Professionals increasingly accessing our training and resources, reporting increased confidence and skills to deliver sleep support

Sleep services for children and their parents/carers available in local areas

Professionals' aware of and value us and out work

Sleep Council Practitioner standards endorsed/required by key professional bodies

> Sleep Council accredited practitioner membership increasing

## OUR INDICATORS

Parents and carers aware of and have the ability to access a local sleep service

The public is aware of and value us and our work

We produce high-quality and popular resources, well-regarded by key opinion-formers Increased public investment and other funding available for sleep services

Government and key opinion-formers' acceptance and endorsement of our evidence base Professionals are aware of impacts of poor sleep

Good public and sleep industry understanding of key sleep issues

Increasing number and sales of The Sleep Charity endorsed products

Increasing amount and quality of academic sleep-related research



### **OUR OUTPUTS**



Sleep Council Advisory Board & Accreditation Scheme



Volunteer Programme



Campaigning Research & Public Information



Commissioned Services



Training &

### **OUR CORE ASSUMPTIONS**

Without a sound system of accreditation of sleep practitioners, there will be a risk to individuals and to the reputation of the sleep sector Greater use of behavioural approach to sleep issues and increased sleep service provision are preferable to over-reliance on medication based approaches The impact of sleep issues on wider social issues have been consistently significantly under-estimated by policy-makers

The Sleep Charity's approach should always be evidence-based, independent and impartial