

2025 Sleep Week Student Contest



Doctors once thought sleep was just a temporary period of inactivity, almost like a brief coma.

Spoiler alert: They were wrong!

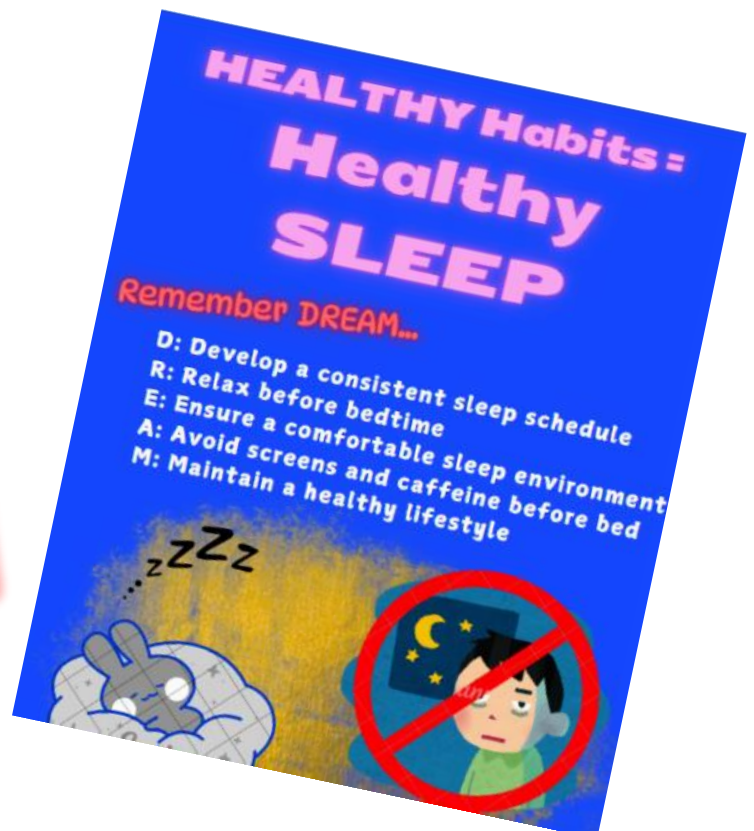
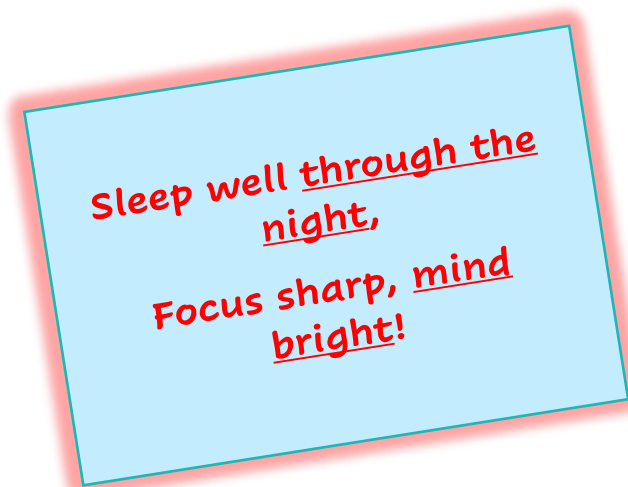
We now know that sleep is a critical component of overall health and well-being. Research continues to show that getting the right amount of quality sleep at the right time of day results in a seemingly endless list of benefits, including:

- Cognitive benefits, such as improved memory and attention
- Improved productivity and reduced absenteeism
- A stronger immune system and shorter recovery times after surgery or injury (especially head injuries)
- Better mood, impulse control and relationships

Directions:

1. **Create!** Create a poster with a **phrase**, a poster with an **acronym**, or a poster with a **short poem** about **sleep** geared toward a **teenage audience**. Your creation should highlight why healthy sleep is important, provide guidance on improving sleep, or inspire others to prioritize sleep.

Examples:



2. Make your poster visually appealing by adding color and original graphics.

Use the following criteria:

- Images can be created **digitally** or **by hand** and should be saved as a PDF
- Fits on a standard 8.5" x 11" sheet of paper and able to be scanned.
- If there are words, make sure they are large enough to read and clearly printed.
- Do not use graphics that are copyrighted.
- Include your **first name, grade and school district in the lower right-hand corner.**

3. Getting started:

- Keep it short and sweet: content should be designed to be read quickly (e.g., poster content, social media post)
- Use rhyme or alliteration: These can make the phrase more memorable.
- Incorporate a call to action: Encourage a positive behavior related to sleep. For example, **“Catch your zzz’s tonight!”**
- Get creative: Think outside the box to come up with unique and fun ideas that will capture the attention of a teenage audience.
- Review and refine: Once you have a few ideas, review them with a friend to pick and refine the best one.

Have fun with the process and come up with something that resonates with you!

Submission

- **Include your first name, grade, and school in the lower right-hand corner of your submission:**
 - Jacee, 7th grade
 - School District
- All documents should be printed on a 8.5 x 11 sheet of paper and be able to be scanned.
- **Turn submissions into the main office at your school (or to your teacher if assigned in class).**
- **Last day to submit an entry is Friday, February 28, 2025**
- Submissions may be used for WUAL and WSD content, including on the website, program handouts, social media, etc.

Winners

Submissions will be collected from multiple schools. Winners will be announced during sleep week (March 9 – 15). Students and a member of the school faculty (e.g., counselor, teacher) will receive an email if chosen for one of the top prizes.

Middle School Students (8th grade and younger):

- First place: \$60 Amazon gift card
- Second place: \$25 Amazon gift card
- Third place: \$15 gift card

High School Students:

- First place: \$60 Amazon gift card
- Second place: \$25 Amazon gift card
- Third place: \$15 gift card

Submissions that are not in the top three of their group may also be designated as Honorable Mention.

Scoring rubric

Scoring will be out of 55 points.

Catchphrase/acronym/poem scoring

Criteria		Score
RELEVANCE	How well does the content relate to sleep health and why it is important to a teenage audience?	_____ / 10
CREATIVITY	Is the content unique? Does it stand out from other submissions and previously published content related to sleep health for teenagers?	_____ / 10
CLARITY	Is the content easy to understand and remember? Is it concise? Is it grammatically correct?	_____ / 10
IMPACT	Does the content effectively convey why teenagers should prioritize sleep health? <i>Or</i> Does the content effectively convey practical steps teenagers can take to improve their sleep?	_____ / 10
		Total: _____ / 40

Additional scoring for image submission:

Criteria		Score
RELEVANCE	How well does the image relate to the catchphrase/acronym/poem?	_____ / 5
VISUAL IMPACT	What is the overall appeal and attractiveness of the poster? How is the use of space?	_____ / 5
TECHNICAL SKILL	How is the quality of craftsmanship and attention to detail? Are images and text clear?	_____ / 5
		Total: _____ / 15