

THE AWAKE-CHECK STUDY

Feasibility of Social Media Recruitment for a Public-Facing **UK Adult** Sleep Screening Study

Adrian Zacher¹, Phyllis Murphie²

¹ British Society of Pharmacy Sleep Services (BSPSS)
² Respiratory Nurse Consultant & Sleep Researcher

UK-WIDE ADULT RECRUITMENT STUDY

WHY THIS STUDY? Sleep Disorders Remain Under-Recognised in UK Adults



10-15%
OF UK ADULTS
ARE ESTIMATED TO
EXPERIENCE
INSOMNIA

- Difficulty initiating sleep
- Difficulty maintaining sleep
- Reduced daytime functioning



>80%
OF SLEEP APNOEA
CASES REMAIN
UNDIAGNOSED

- Breathing interruptions during sleep
- Excessive daytime sleepiness
- Increased cardiometabolic risk

RECRUITMENT DASHBOARD

2,700
UK adults
recruited
to date

54%
COMPLETE

TARGET
5,000
UK adults

54% of recruitment target achieved

AWAKE CHECK RESPONSE

- ✓ Free UK adult sleep screening
- ✓ 5-minute online assessment
- ✓ Immediate personalised feedback
- ✓ Social-media-enabled public engagement
- ✓ Research-driven approach

1. STUDY POPULATION



**UK Adults
(18+ years)**



- ✓ Nationwide recruitment across the United Kingdom
- ✓ Public-facing online sleep screening
- ✓ Free participation
- ✓ Approximately 5-minute assessment
- ✓ Anonymous participation



**2,700 UK adults
recruited to date**



**Target recruitment:
5,000 UK adults**

2. RECRUITMENT MODEL

SOCIAL MEDIA → UK ADULT SLEEP SCREENING



AWAKE CHECK WEBSITE

5-MINUTE ASSESSMENT

PERSONALISED RESULTS

HEALTHCARE GUIDANCE

RESEARCH PARTICIPATION

A free digital sleep screening experience for UK adults in just 5 minutes.

3. WHAT DOES AWAKE CHECK ASSESS?



INSOMNIA

- Difficulty falling asleep
- Difficulty staying asleep
- Impact on daily life



SLEEP APNOEA

- Breathing disturbances
- Snoring-related risk
- Daytime sleepiness
- Obstructive sleep apnoea risk

Validated screening tools are used to assess insomnia and sleep apnoea risk.

4. HOW IT WORKS



**STEP 1
COMPLETE
QUESTIONS**

Based on validated sleep assessment tools.



**STEP 2
RECEIVE
FEEDBACK**

Simple summary of your sleep health risk.



**STEP 3
NEXT STEPS**

Guidance about discussing results with a GP or pharmacist.

5. FEASIBILITY OUTCOMES



REACH
Evaluate the ability of social media campaigns to recruit members of the public.



ENGAGEMENT
Assess participation and completion of online screening.



ACCESSIBILITY
Determine whether a digital platform can provide accessible sleep screening at scale.



SCALABILITY
Explore the potential for wider implementation of digital sleep health initiatives.

6. KEY FEATURES



Free to access



Research-led



Independent



Anonymous participation



UK-wide availability



Immediate participant feedback



No products to sell



No commercial bias

7. GOVERNANCE & ETHICS



Ethics Approval
Newcastle University REC Ref: 63260/2023



Study Status
Preregistered and ethically approved.



Data Handling
Responses are collected anonymously with secure data management processes.

8. FUNDING STATUS



This study was conducted as an independent research initiative and received no external commercial funding.

Independent research initiative
No external commercial funding

9. POTENTIAL IMPACT



EARLIER IDENTIFICATION
Supporting recognition of people at risk of insomnia and sleep apnoea.



IMPROVED AWARENESS
Promoting sleep health as a public health priority.



DIGITAL INNOVATION
Using social media and online screening to engage the public in health research.



BETTER FUTURE CARE
Data to help inform future sleep healthcare services and pathways.

KEY TAKEAWAY



Social media recruitment for free online sleep screening is feasible, acceptable and scalable for engaging UK adults in sleep health research.

Together, we can improve sleep health for all.

10. ABOUT AWAKE CHECK



AWAKE CHECK

SLEEP HEALTH MATTERS



FREE UK ADULT SLEEP HEALTH SCREENING

Check your risk of insomnia and sleep apnoea in just 5 minutes.

www.awakecheck.co.uk

Scan to participate today!