



State SLEEP Conference

Presented by

YaleCME
CONTINUING MEDICAL EDUCATION

Yale School of Medicine's Department of Internal Medicine, Section of Pulmonary, Critical Care, & Sleep Medicine

Health Communication and Marketing Tools for Improving Population Sleep Health



Rebecca Robbins, PhD

Postdoctoral Fellow

Brigham and Women's Hospital | Harvard Medical School

Wednesday, January 15, 2020 @ 2-3 pm

The Anlyan Center, TAC S-447

Moderator: Lauren Tobias, MD

There is no corporate support for this activity

This course will fulfill the licensure requirement set forth by the State of Connecticut

ACCREDITATION

The Yale School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

TARGET AUDIENCE

Attending physicians, house staff/fellows, medical students, nurses, physician assistants.

NEEDS ASSESSMENT

We have a sleep deficiency crisis in the U.S. One third of adults consistently sleep less than the recommended 7-8 hours nightly. Furthermore, 50-70 million adults in the U.S. are at risk for a sleep disorder, yet 85% of those at risk are untreated. Health communication and marketing principles offer potential for designing evidence-based behavioral interventions that nudge and navigate individuals toward healthy sleep habits and sleep disorders care.

LEARNING OBJECTIVES

At the conclusion of this talk, individuals will:

1. Provide a primer on health communication and marketing principles
2. Review case histories of successful health communication-inspired interventions to improve population sleep health

3. Identify opportunities for future research to capitalize upon health communication and marketing principles for improving population sleep health

DESIGNATION STATEMENT

The Yale School of Medicine designates this live activity for 1 *AMA PRA Category 1 Credit(s)*TM. Physicians should only claim the credit commensurate with the extent of their participation in the activity.

FACULTY DISCLOSURES

Lauren Tobias, MD, Course Director – No conflicts of interest
Rebecca Robbins, PhD – Dagsmejan, Denihan Hospitality, ByNight

It is the policy of Yale School of Medicine, Continuing Medical Education, to ensure balance, independence, objectivity, and scientific rigor in all its educational programs. All faculty participating as speakers in these programs are required to disclose any relevant financial relationship(s) they (or spouse or partner) have with a commercial interest that benefits the individual in any financial amount that has occurred within the past 12 months; and the opportunity to affect the content of CME about the products or services of the commercial interests. The Center for Continuing Medical Education will ensure that any conflicts of interest are resolved before the educational activity occurs.