



*Join us for Sleep Apnea Education Week.*

*April 18-26, 2025*

Hosted by the Alliance of Sleep Apnea Partners (ASAP)

*Let's make sleep apnea a national priority!*

### **What is Sleep Apnea Education Week?**

This is an annual educational and awareness program initiated and hosted by ASAP since 2024. The week kicks off on April 18 and concludes on April 26, the anniversary of the Alliance of Sleep Apnea's founding as a nonprofit—and the date we consider ASAP's "birthday."

### **What is the purpose of the Sleep Apnea Education Week?**

The campaign's mission is to help the general public, healthcare providers, policymakers, and those who have sleep apnea symptoms learn more about sleep apnea, its treatment, and its impact on individuals and the wider economy. Our ultimate goal is to bring a national focus to support individuals and their families to access care they need for their best possible health.

### **Why is Sleep Apnea a National Priority?**

54 million Americans suffer from obstructive sleep apnea (OSA). Many still remain undiagnosed and untreated. In fact estimated 80% living with OSA symptoms remain undiagnosed. Individuals with sleep apnea are at higher risk for type-2 diabetes, obesity, cognitive decline and heart disease. In the U.S., undiagnosed OSA and its related conditions were estimated to cost almost \$150 billion a year through medical treatment, lost productivity, and accidents. Treating OSA can save an estimated 67% of these costs per capita. Treatment costs ~\$1,190 on average annually, compared to a single emergency room visit at ~\$1,200. The economic and societal costs are enormous making it necessary to bring a national focus on ensuring people living with sleep apnea are diagnosed and treated to ensure their optimal health.

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## How you can participate on social media:

- Follow ASAP on social media & share our posts
    - Instagram: [@apneapartners](#)
    - Twitter/X: [@OfApnea](#)
    - Facebook: [@ApneaPartners](#)
    - LinkedIn: [Alliance of Sleep Apnea Partners](#)
  - Use #SleepApneaEducationWeek.
  - Use this tagline in your post: Join me and @apneapartners/@ofapnea in making sleep apnea a national priority!
  - Post about your own experiences with sleep apnea and about your support for ASAP
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## Here are some tools and inspiration to get you started:

1. Find our social media graphics [here](#). Tag ASAP's account if you share them!
  2. Make your own post with a selfie or a cell phone video. Use #SleepApneaEducationWeek in your post and tag ASAP. Here are some possible topics for social posts:
    - **Are you a sleep apnea patient? Let people know:** "I'm a sleep apnea patient. I support ASAP. Let's make sleep apnea a national priority!"
    - **Share your thoughts** on why sleep apnea should be a national priority and encourage others to do so.
    - **Encourage people to visit the [apneapartners.org](#) website** to learn more about sleep apnea and to get information about [risk, symptoms, and related health issues](#).
    - ASAP is a patient-led group for patients, and we're committed to amplifying patient voices. **Encourage people to read patients' stories [here](#) and to [share their own sleep apnea stories](#)** with ASAP.
    - Help people get to know ASAP by **sharing our page** of [board members](#) and [advisors](#).
    - **Encourage people to [support ASAP](#)** by sharing our work and donating to our cause. We are after all a charitable organization, 501(c)(3) and your support goes a long way in helping us carry out our mission.
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## Engaging Hooks for Your Video Posts

**"I'm a sleep apnea patient. I support ASAP because \_\_\_\_\_."**

- ASAP represents me
- ASAP is raising patients' voices
- ASAP keeps me informed
- ASAP helps me connect with other patients
- ASAP means I'm not alone
- ASAP is led by patients for patients
- Fill in the blank!

**"Treating my sleep apnea means I can \_\_\_\_\_."**

- Breathe easier
- Stay awake while I drive
- Feel rested in the morning
- Focus my attention on the things that matter to me
- Fill in the blank!

**"As a sleep apnea patient/caregiver, I want \_\_\_\_\_."**

- To know that patients' voices are heard.
- More people can understand their symptoms and get a diagnosis and treatment.
- More people have access to treatment.
- People to understand that sleep apnea is related to many chronic health issues.
- To see more innovation in sleep apnea treatment.
- Fill in the blank!

**"Let's make sleep apnea a national priority! This is important to me because \_\_\_\_\_."**

- It is a drain on our economy.
- We need innovative therapies.
- It affects the whole family and not just the person living with sleep apnea.
- Fill in the blank!

**"ASAP looks out for patients! You can help them by \_\_\_\_\_."**

Sharing your story. (use [this link](#) in the text with your post)

- Sharing trusted resources about sleep apnea. (use [this link](#) in the text with your post)
  - Downloading free resources about sleep apnea. (use [this link](#) in the text with your post)
  - Donating to ASAP. (use [this link](#) in the text with your post)
  - Visiting the ASAP website. (use [this link](#) in the text with your post)
  - Volunteering your time and skill with ASAP. (use [this link](#) in the text with your post)
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Thank you for joining us for Sleep Apnea Education Week April 18-26! We look forward to seeing and sharing your posts.

Questions? Please contact us at [info@apneapartners.org](mailto:info@apneapartners.org)