

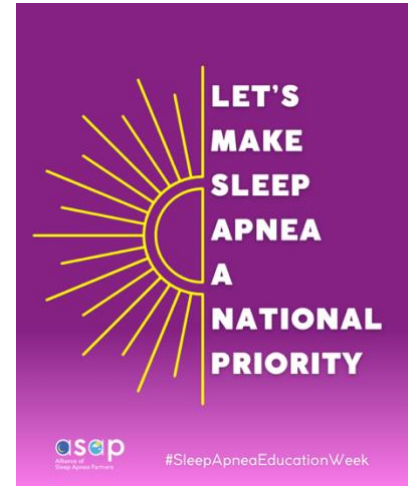


# 2026 Sleep Apnea Education Week Toolkit

**APRIL 18-26, 2026**

## What is Sleep Apnea Education Week?

It is an annual social media campaign aimed at raising public awareness and increasing understanding of sleep apnea as a chronic disease. Initiated and hosted by the Alliance of Sleep Apnea Partners (ASAP) since 2024, the campaign runs from April 18th to April 26th each year (ending on the anniversary of ASAP's founding as a nonprofit).



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

The purpose of this campaign is to raise awareness and educate various groups about sleep apnea as a serious sleep and breathing disorder. Our core mission is to bring national attention to the issue through partnerships, spark important conversations through community interactions, connect those affected with resources and support, and help individuals and families access the care needed for optimal health.

## Why is Sleep Apnea a National Priority?

Sleep apnea is a chronic disease with far reaching consequences such as risk for heart disease, type-2 diabetes, obesity, and cognitive decline. The economic and societal burden is enormous with cost of untreated sleep apnea at \$150 billion a year in the United States. Therefore, this campaign aims to make it a national priority through educational content, social media engagement, interactive discussions, and community involvement.

---

## How you can participate on social media:

- Follow ASAP on social media & share our posts
  - Instagram: [@apneapartners](#)
  - X: [@OfApnea](#)
  - Facebook: [@ApneaPartners](#)
  - LinkedIn: [Alliance of Sleep Apnea Partners](#)
- Post about your own experiences
  - Share a graphic from our toolkit with your story, or share a video telling us why you believe sleep apnea should be a national priority.
- Use #SleepApneaEducationWeek and #MakeSleepApneaNationalPriority
- Tag ASAP

## Here are some tools and inspiration to get you started:

- Find our social media graphics [here](#). Tag ASAP's account if you share them!
  - Make your own post with a selfie or a cell phone video. Use **#SleepApneaEducationWeek** and **#MakeSleepApneaNationalPriority** 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](http://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.
- 

## Engaging Hooks for Your Video Posts

**"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!

**"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!

**"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)

---

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)