



Sleepio



# External Communications

Our handy guidelines will help you share Daylight & Sleepio across different platforms

# Logos and Images

Download Hi-Resolution Big Health, Daylight, and Sleepio logos via the resource page.

Images suitable for uploading to websites and social media or added to other documents such as press releases, posters, or leaflets



# Big Health

## Social Media Copy

Download Social Media Videos and Images from the Landing Page

### Daylight and Sleepio

We're offering patients in [insert area] free access to clinically-proven digital mental health programmes - Daylight & Sleepio.

Daylight helps with worry & anxiety.

Sleepio helps with poor sleep.

Sign up via the links below

[www.trydaylight.com/nhs](http://www.trydaylight.com/nhs)

[www.sleepio.com/nhs](http://www.sleepio.com/nhs)

### Daylight only

Tense? Drained? Overwhelmed?

We're offering patients free access to Daylight a clinically-proven digital treatment for people in [insert area] who are experiencing symptoms of worry and anxiety.

Sign up, create your account and download the Daylight app.

[www.trydaylight.com/nhs](http://www.trydaylight.com/nhs)

### Sleepio only

Tired of being tired?

We're offering patients in [insert area] free access to Sleepio, a clinically-proven digital treatment that combats poor sleep and insomnia. Sleep better, feel better, worry less.

Sign up now at:

[www.sleepio.com/nhs](http://www.sleepio.com/nhs)

# Press Release Template

## NHS Digital Mental Health Treatments Now Freely Available to All [insert area] Residents

Two new digital therapy treatments to help combat insomnia and anxiety are now available for people in [insert area/ practice name].

Big Health's digital therapeutics, Sleepio® for insomnia and Daylight® for worry and anxiety, are now available as part of NHS Scotland's computerised Cognitive Behavioural Therapy (cCBT) service.

Fellow Scotsman, and Big Health's Co-Founder and Chief Scientist Professor Colin Espie, said: "Anxiety and poor sleep are long-standing problems for many people in Scotland; From the aftermath of the pandemic, to the cost-of-living-crisis, or even other worldwide events, the on-going challenges of the last few years have introduced new worries and pressures that place additional strain on our mental health."

Colin explains: "Daylight and Sleepio are fully automated and accessible online, with no waiting time. This means more people can access digital medicine that's clinically-proven and backed by real-world evidence, whenever and wherever they wish. We're proud to be working with NHS Scotland, Scottish Government and [Insert area/practice name] to provide this community with access to safe, effective, non-drug treatments for anxiety through Daylight, and for insomnia through Sleepio."

Recent clinical guidelines published by the National Institute for Health and Care Excellence (NICE) have recommended Sleepio as an effective first-line digital treatment for insomnia, to be considered before the prescription of sleeping pills or sleep hygiene [i]. Sleepio is the World's first-ever digital therapeutic to achieve NICE approval.

Digital CBT treatment can provide support to all adults in [insert area], including even the most hard-to-reach patients, offering a safe and effective alternative to medication that can be started immediately without prescription.

Scotland is the first of the four UK Nations to make highly personalised, round-the-clock, Digital CBT available for all residents.

[insert name and practice role], said: "We are delighted to be able to offer Big Health's cognitive behavioural therapies Daylight and Sleepio to people across [Insert practice area], especially given that 1 in 4 people will experience a mental health problem of some kind each year.

"Daylight and Sleepio allow local people to access CBT in their own time and at their own pace, listening and guiding them through learning and practising proven strategies for reducing worry and anxiety, as well as improving their sleep."

Daylight and Sleepio are available to all Scottish adults (18+) and can be accessed directly via desktop, laptop, mobile, or tablet at:

[www.trydaylight.com/nhs](http://www.trydaylight.com/nhs)

[www.sleepio.com/nhs](http://www.sleepio.com/nhs)

People create their own username and password so no-one can access any of their details and all data is stored in an encrypted database. No referrals are needed.

# Press Release: Resources

## Notes To Editor:

[i] 'Clinical evidence shows that Sleepio reduces insomnia symptoms compared with sleep hygiene and sleeping pills ' <https://www.nice.org.uk/guidance/mtg70/resources/sleepio-to-treat-insomnia-and-insomnia-symptoms-pdf-64372230458053> - Page 4

**Disclaimer:** In the UK, Sleepio and Daylight are CE marked medical devices available for the treatment of Insomnia Disorder and Generalised Anxiety Disorder, respectively. Users are directed to not make any changes to their prescribed medication or other type of medical treatment without seeking professional medical advice.

## About Big Health

Big Health's mission is to help millions back to good mental health by providing safe and effective non-drug alternatives for the most common mental health conditions. Designed by leading clinical experts and backed by 13 RCTs, Sleepio® for insomnia and Daylight® for worry and anxiety are among the world's most evidenced digital mental health solutions. These programmes seamlessly integrate into primary care, enabling clinically effective self-management of mental health. With offices in London and San Francisco, Big Health's digital therapeutics are used by leading health systems like the NHS and large multinational employers. For more information, please visit <https://www.bighealth.co.uk/>