



The Impact Of A Culture That Never Sleeps

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Explore the hidden health crisis in the Caribbean.

A culture that never sleeps is fueling an epidemic of non-communicable diseases. Learn how sleep deprivation impacts public health and discover opportunities for intervention.

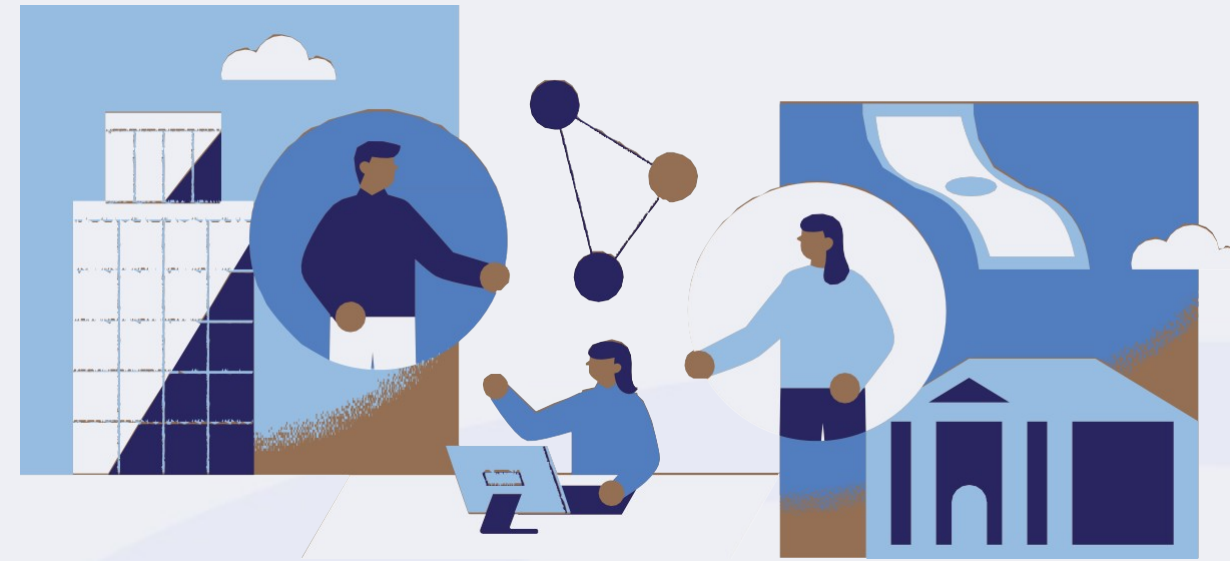


Perception vs. Reality



Tourist Paradise

The Caribbean is marketed as the ultimate destination for rest and relaxation.



Local Reality

For residents, rest is rarely a reality. Long hours and multiple jobs are common.



Sleep Sacrifice

Sleep is often an afterthought, sacrificed for survival and economic pressures.

The Party Never Stops

1

Vibrant Nightlife

The Caribbean is famous for its lively nightlife and festival culture.

2

Carnival Season

Events like Carnival promote all-night partying for weeks at a time.

3

Cultural Norm

Sleep deprivation is normalized, with little awareness of long-term impacts.



Economic Pressures and the "Hustle" Mentality

Multiple Jobs

Many Caribbean households work multiple jobs to survive.

Hidden Health Consequences

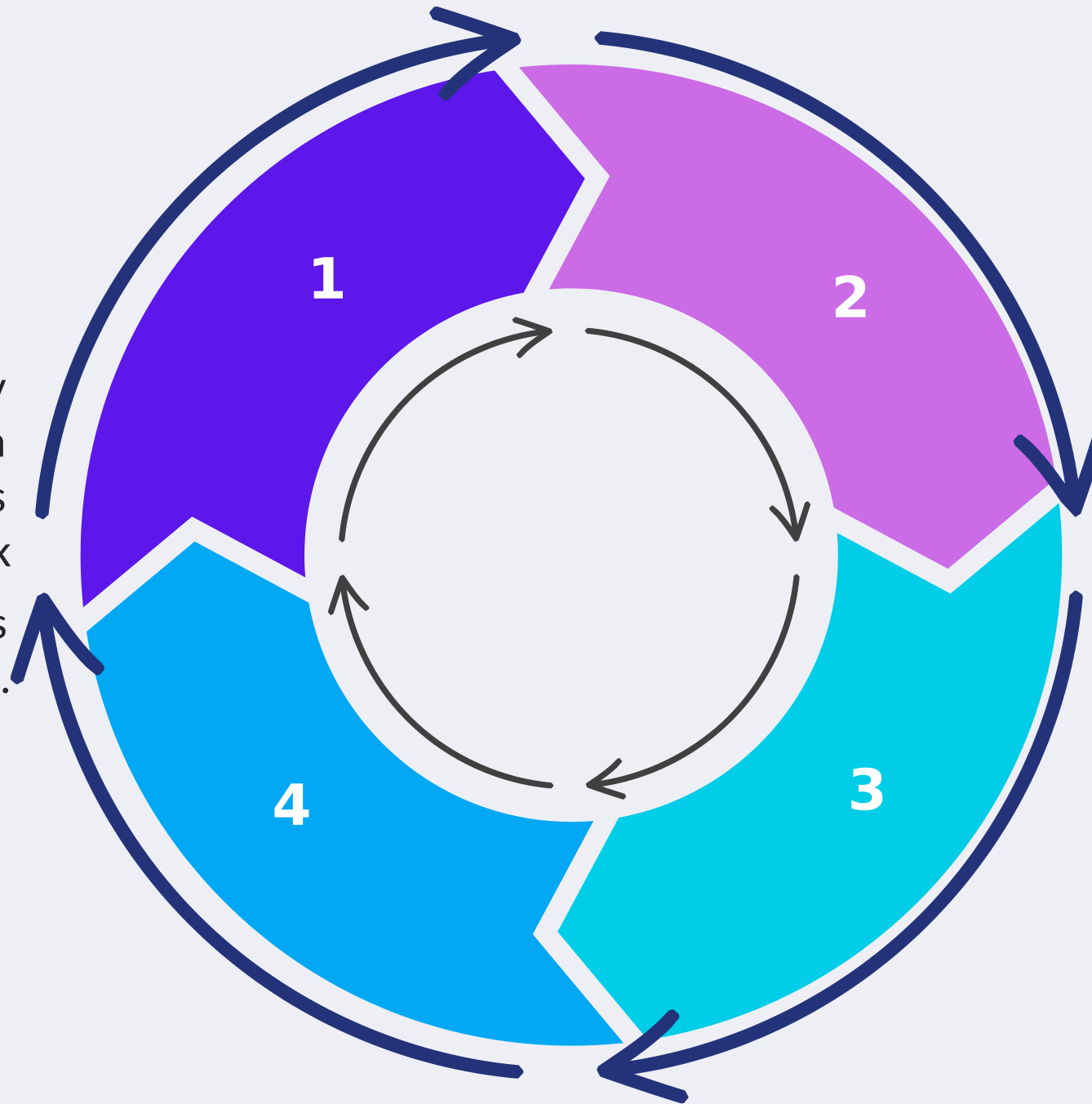
Long-term health impacts often go unnoticed until it's too late.

High Cost of Living

Wages are often low, forcing people to sacrifice sleep to make ends meet.

Normalized Exhaustion

A dangerous cycle where exhaustion becomes the norm.



The Rise of Non-Communicable Diseases (NCDs)

NCDs account for over 75% of mortality in the Caribbean. Despite this, sleep health is not recognized as a key factor in addressing the crisis.



Cardiovascular Diseases



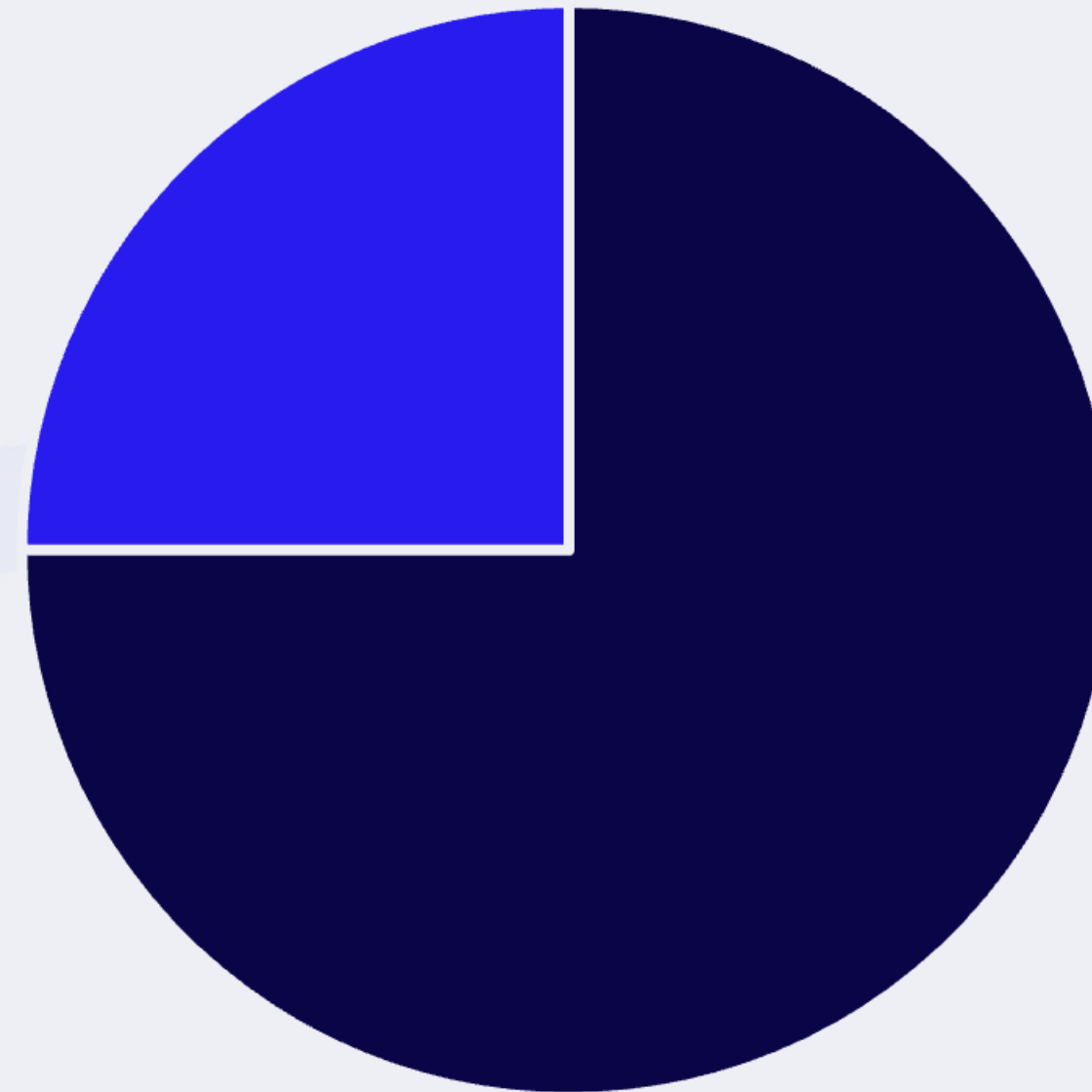
Chronic Respiratory Diseases



Diabetes



Cancer



■ NCDs ■ Other Causes

memory issues

During sleep, your brain forms connections that help you process and remember new information. A lack of sleep can negatively impact both short- and long-term memory.

mood changes

Sleep deprivation can make you moody, emotional, and quick-tempered. Chronic sleep deprivation can affect your mood and lead to anxiety or depression, which may escalate.

weakened immunity

Too little sleep weakens your immune system's defenses against viruses like those that cause the common cold and flu. You're more likely to get sick when you're exposed to these germs.

risk for diabetes

A lack of sleep affects your body's release of insulin, a blood sugar-lowering hormone. People who don't get enough sleep have higher blood sugar levels and an increased risk for type 2 diabetes.

low sex drive

People who don't get enough sleep often have a lower libido. In men, this decreased sex drive may be due to a drop in testosterone levels.

trouble with thinking and concentration

Your concentration, creativity, and problem-solving skills aren't up to par when you don't get enough rest.

accidents

Being drowsy during the day can increase your risk for car accidents and injuries from other causes.

high blood pressure

If you sleep less than five hours a night, your risk for high blood pressure increases.

weight gain

With sleep deprivation, the chemicals that signal to your brain that you are full are off balance. As a result, you're more likely to overindulge even when you've had enough to eat.

risk of heart disease

Sleep deprivation may lead to increased blood pressure and higher levels of chemicals linked to inflammation, both of which play roles in heart disease.

poor balance

Lack of sleep can affect your balance and coordination, making you more prone to falls and other physical accidents.

The Science: Poor Sleep and Chronic Disease

1 Insulin Resistance

Chronic sleep deprivation increases the risk of insulin resistance, contributing to type 2 diabetes.

2 Cardiovascular Risk

Lack of sleep raises blood pressure, increasing the risk of heart disease and stroke.

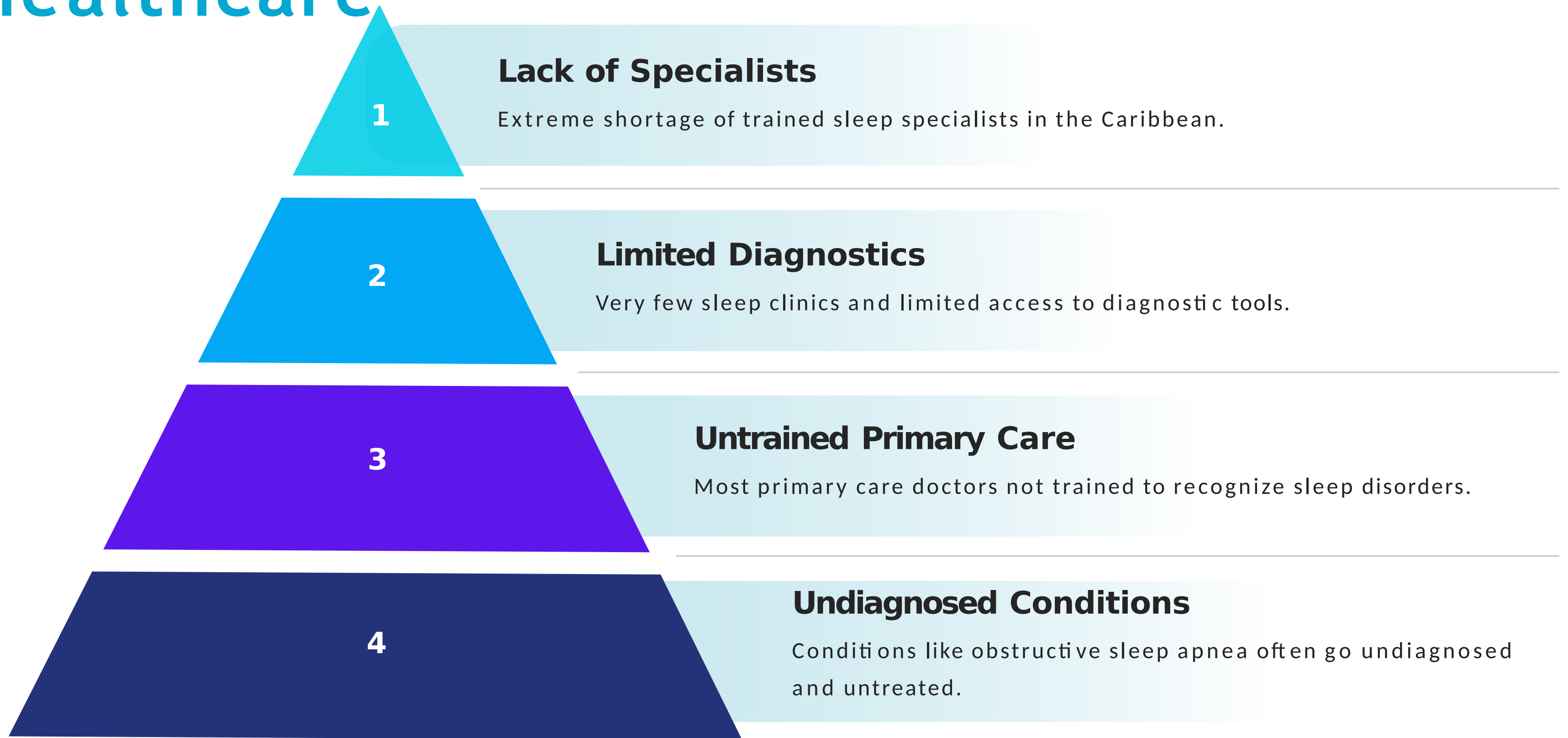
3 Immune System Weakening

Sleep deprivation weakens the immune system, making the body more susceptible to diseases.

4 Cognitive Decline

Poor sleep contributes to cognitive decline, accelerating the onset of NCDs.

The Gap in Sleep Healthcare





Groundbreaking Research Study

First Large-Scale Study

Launching the first-ever large-scale research on obstructive sleep apnea in Caribbean diabetic patients.

Study Scope

200 patients each in Trinidad and Tobago and Jamaica, assessing OSA prevalence and severity.

Collaborators

Partnering with local diabetes associations, universities, and leading sleep specialists.



Dr. Wendell Bobb



Business Opportunities in Sleep Healthcare



Telemedicine

Introduce innovative telemedicine solutions for sleep diagnostics and treatment.



Mobile Testing

Develop mobile sleep testing units to reach underserved areas in the Caribbean.



CPAP Distribution

Expand CPAP distribution networks to meet the high demand for sleep apnea treatment.



Specialist Training

Create programs to train local healthcare providers in sleep medicine.





Expanding Research and Clinical Trials

Urgent Need

1

More research on sleep health in Caribbean populations is critically needed.

Collaboration Opportunities

2

Partner with local institutions to gain new insights into sleep deprivation's impact.

Diverse Populations

3

Study sleep's effects on chronic disease in diverse ethnic groups.

Global Health Impact

4

Contribute to pioneering research that can influence global health outcomes.



Advocating for Policy Changes

Raise Awareness

Integrate sleep into public health initiatives and workplace wellness programs.

Medical Education

Include sleep health in medical training curricula across the Caribbean.

Policy Development

Work with policymakers to create sleep-friendly regulations and guidelines.

Community Engagement

Develop community-based programs to promote healthy sleep habits.



The Economic Impact

75%

NCD Mortality

Non-communicable diseases account for 75% of deaths in the Caribbean.

\$8.5B

Annual Cost

Estimated annual economic impact of NCDs in the Caribbean.

4.1%

GDP Loss

Projected annual GDP loss due to NCDs by 2030 if not addressed.

Caribbean Islands



Call to Action

1 Invest in Sleep

Support the development of sleep clinics and diagnostic centers in the Caribbean.

2 Collaborate on

Partner with local institutions to conduct groundbreaking sleep health studies.

3 Innovate Solutions

Develop technology and services tailored to the Caribbean's unique sleep health needs.

4 Advocate for Change

Use your influence to promote sleep health awareness and policy changes.

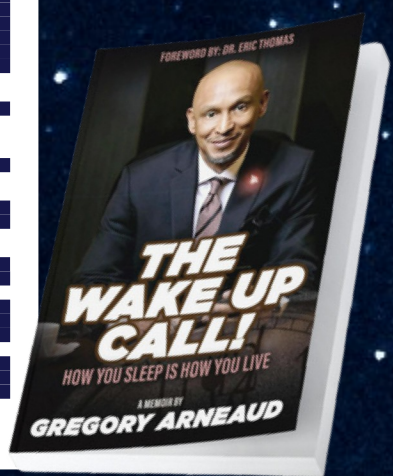


The Way Forward



Explore roles for specialists, research collaborations, business models, telemedicine, public health policies, cultural challenges, funding opportunities, and steps to establish a stronger sleep healthcare network in the Caribbean.

How you Sleep is How you Live!



<https://isdhealthsolutions.com/letskeepintouch/>