



Daybreak delivering for health, hip pocket and the whole economy

13 November, 2019: Alcohol support app *Daybreak*, by [Hello Sunday Morning](#), returns 149% to the Australian economy for every dollar invested by the Federal Government, a report released today has found.

The economic impact of changing our relationship with alcohol: the Daybreak program, published by Evaluate, shows the online app is delivering tangible economic benefits by improving work productivity and reducing household expenditure on alcohol.

Daybreak is an online program which assists Australians to change their relationship with alcohol through a supportive community, habit-change experiments and one-on-one chats with health coaches.

Evaluate principal Catherine McGovern said the analysis found \$373.50 was returned to the economy from the Government's investment in the initial trial of \$150 for each participant.

"Each participant who used the app for three months or more on average reduced their expenditure on alcohol by \$7,000 a year and improved their household budgets by almost \$4,500 from a reduction in days lost at work or in another role," Ms McGovern said.

"In addition, for each of them, the Government saved \$156.25 in avoidable healthcare expenditure.

"This is a total of more than \$52 million of improvements to household budgets across 20,000 participants and over \$32 million in savings for the broader economy with reduced days out of role due to absenteeism.

"The report finds there is merit in extending the program to expand the economic benefits observed."

Hello Sunday Morning which commissioned the report, funded by the Vodafone Foundation, found the economic analysis supported the anecdotal and clinical evidence of *Daybreak's* effectiveness.

Hello Sunday Morning CEO Chris Raine said the report shows that given the overall cost of alcohol to the Australian community, *Daybreak* stood out as both an innovative and cost-effective option for the Government.

“*Daybreak* is a low-cost digital solution that works, reaching and supporting many Australians who would otherwise never seek help managing their relationship with alcohol.

“Of the 400,000 Australians who seek treatment for alcohol problems, 70 per cent won't get help - often because the existing treatment system is too expensive to scale. We need to invest in our sector properly and part of that investment needs to be in innovation to scale to the demand for support.

“For the cost of one day in one hospital bed, *Daybreak* can offer support to the same person for a full year, and the best thing about technology is the better it gets, the cheaper it can be to provide, and more effective it can become,” he said.

Since 2015, Hello Sunday Morning and Vodafone Foundation have been helping people change their relationship with alcohol.

Vodafone Foundation has a mission to invest in mobile technology that can tangibly improve the health of Australians and has worked with Hello Sunday Morning to create two mobile apps which have supported more than 60,000 Australians.

“With smartphones outnumbering pubs and clubs in Australia, we really saw the opportunity to help Hello Sunday Morning put the power of change directly in Australians' hands – in the moment when they need help and support,” Vodafone Chief Strategy Officer and Vodafone Foundation chair Dan Lloyd said.

“We are delighted that the research results show that Hello Sunday Morning is not just having an impact on the health of Australians, but also on the health of the Australian economy.”

About Daybreak

Around 400,000 Australians need access to treatment for alcohol problems, and of those who do get seen, 70 per cent won't get sufficient help because existing treatment services are unscalable and expensive. *Daybreak* is an online program that helps people change their relationship with alcohol through a supportive community, habit-change experiments, and one-on-one chats with health coaches. Not only can this provide valuable and anonymous support for individuals in need, it is also able to reduce the burden on the hospital system. Since 2016, *Daybreak* has been available across the Primary Health Network, and since 2018 it has been funded by the Federal Government with an initial \$3m investment. More than 5,000 clients remain active in the program each month.

About Hello Sunday Morning

Hello Sunday Morning is an organisation based in Sydney, Australia. Its mission is to help people to change their relationship with alcohol, and to provide them with the tools for doing that.

Hello Sunday Morning was born in 2009 when CEO, Chris Raine, undertook a year-long experiment to quit drinking. A nightclub promoter at the time, Chris blogged about the challenges and successes of this experiment when he woke up hangover-free every Sunday Morning, signing off with, "Hello, Sunday morning!" First extending the challenge to his flatmate, by 2014 Hello Sunday Morning had grown into the world's largest online community of people supporting each other to change their behaviour around alcohol.

This community has now merged into our key offering – a program called [Daybreak](#). The *Daybreak* program is helping people to change their drinking habits one day at a time. *Daybreak* is a digital service that people can access through either an app or the web. It provides an anonymous and supportive environment for consumers to set alcohol change goals and to then work with health professionals to achieve them.

About Vodafone Foundation

Vodafone Foundation is focused on harnessing the power of technology to create a healthier Australia. The Vodafone Foundation has long term partnerships with Hello Sunday Morning to help people change how they drink, and the Garvan Institute of Medical Research through the DreamLab app - the smartphone supercomputer that speeds up cancer research.

About Evaluate

Evaluate formed in September 2016, to bring fresh thinking to policy and economic questions, particularly those in the social sphere.

Our approach is based on a traditional microeconomic toolkit, with behavioural insights and qualitative analysis. We are committed to unbiased consideration of all information to deliver deep understanding and credible solutions.

Our principal consultants bring extensive backgrounds in both government and private sector problem solving. To learn more visit : www.evaluate.net.au

MEDIA CONTACTS:

Daybreak user:

Ranya Alkadamani | Ranya@impactgroupinternational.com |+61 434 664 589

Hello Sunday Morning CEO, Chris Raine:

0438 835 654 | chris@hellosundaymorning.org

Evaluate, Principal, Catherine McGovern:

Ranya Alkadamani | Ranya@impactgroupinternational.com |+61 434 664 589

Vodafone Foundation:

Geraldine Mitchell | geraldine.mitchell@vodafone.com.au