



Hello Sunday Morning welcomes additional funding by federal government

Sydney, 24 April, 2020: [Hello Sunday Morning](#) (HSM) welcomes the Federal Government's decision to rapidly escalate funding for online alcohol support services. With its new \$1.5m in funding to scale services for its *Daybreak* app, HSM can immediately hire additional qualified health coaches and online community moderators.

The *Daybreak* app, developed by Hello Sunday Morning, provides access to a supportive online community, self-guided behavioural interventions, and access to psychologists and counsellors to help people reduce harms from drinking.

Australians are publicly discussing their desire to drink more, and to start drinking earlier in the day than usual, to cope with the stress of social isolation.

"Our own data shows that after only four weeks of shutdown there has been a 35% increase in new registrations versus the same period last year, and a 29% increase in existing member activity. This demand will only increase as the social and economic consequences of the COVID crisis unfold," said Chris Raine, CEO Hello Sunday Morning.

The importance of technology-driven healthcare has become more evident in the light of COVID restrictions. Dr Kathryn Fletcher, Clinical Manager at Hello Sunday Morning said, "We've noticed an increase in Daybreak members struggling to manage their drinking during the COVID-19 pandemic.

"There are compounding worries about the virus itself, increased family tensions, financial challenges, the stress of separation from their usual social support networks, and sheer boredom from home-isolation. All of these factors increase the strain on people's commitment to change their relationship with alcohol."

The *Daybreak* app has considerable reach, with nearly 50,000 Australians having used the program since 2016. It is accessible to anyone with a smartphone and available whenever someone wishes to seek help, often within the comfort of their own home. 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.

Last August, researchers at the National Drug Research Institute (NDRI) at Curtin University published an evaluation in the peer-reviewed [Journal of Medical Internet Research](#), finding that

use of the *Daybreak* app can support the treatment of both “risky/harmful” and “probably dependent” drinkers, who are often the most complex cases to treat.

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 PHN (Primary Healthcare Network), and since 2018 it has been funded by the Federal Government. 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.

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