



HELLOSUNDAYMORNING

NEW DATA: Members of alcohol-support app record decline in both alcohol consumption and psychological distress over a 12 week period

Sydney, 1 October 2020: New data released by not-for-profit, [Hello Sunday Morning](#), has shown large reductions in both alcohol consumption and psychological distress among Australians who downloaded the Daybreak app in April and May 2020 and completed follow up surveys.

Specifically, there was evidence of a **regular decline of users engaging in “daily heavy drinking”** (generally accepted as 6+ drinks a day), over a 12-week period.

According to the data of members who completed both baseline and follow-up surveys after starting the program:

- At registration, 76% of users were drinking 6+ drinks per sitting at least four times a week;
- By week 2: Only 20% were drinking 6+ drinks per sitting at least four times a week;
- By week 4: Only 25% were drinking 6+ drinks per sitting at least four times a week;
- By week 12: Only 28% were drinking 6+ drinks per sitting at least four times a week.

This suggests the real-world effectiveness of the Daybreak app - designed to change users' consumption of alcohol via community and professional support.

This has occurred in line with a 25% increase in Australians registering to the Daybreak program between the months of April to August 2020, compared to the same period in 2019. In 2019 there were 5,467 registrations to the program over this 5-month period, compared to 6,837 this year.

In addition to a drop in unhealthy levels of drinking, insights into patterns of psychological distress suggested **an improvement in the key enablers to good mental health, wellness and resilience.**

According to the data, using the Kessler-10 Psychological Distress scale (where scores 20 and above indicate a potential mental health disorder):

- At registration 45% of the membership presented with moderate to severe levels of psychological distress indicating the presence of mild to severe mental health issues.
- From week 2 onwards, this improved dramatically with only 20% in the moderate to severe range, and 80% of the membership improving to the 'healthy range'.

- At registration, members had an average score of 23.22. This dropped to a healthy range of 16-18 during follow up from week one to 12.

This also suggests the effectiveness of Daybreak in supporting the mental health issues that often accompany those seeking to improve their relationship with alcohol.

“What we’re seeing is data that supports the effectiveness of Daybreak to drive alcohol behaviour change,” said Andy Moore, CEO of Hello Sunday Morning.

“This can be quantified in the percentage of users who reduced their daily drinking from higher levels of alcohol-related harms.

“From a mental health perspective, the program also appears to be effective in aiding alcohol-affected psychological wellbeing, and users’ attempts to reduce their intake. We attribute this to the Daybreak’s ability to provide strategies, chat-based coaching by trained mental health professionals and a supportive community.”

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About Daybreak

More than 400,000 Australians need access to treatment for alcohol use issues ([AIHW: Australia’s Health 2020](#)), but nearly 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 Care Navigators. Not only can this provide valuable and anonymous support for individuals in need, it may also assist in reducing the burden on the hospital system. Since 2018, the Australian Government has subsidised the registration fees for Australian residents. More than 5,000 clients remain active in the program each month.

About Hello Sunday Morning

Hello Sunday Morning is an Australian not-for-profit organisation. 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.

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 an app. It provides an anonymous and supportive community environment for members to set alcohol change goals and it provides access to external health professionals to help achieve these goals.