



## **NEW ALCOHOL GUIDELINES: GOVERNMENT SHOULD BE READY TO PROVIDE SUPPORT**

Tuesday 8 December 2020

[Hello Sunday Morning](#), welcomes the revised National Health and Medical Research Council (NHMRC) guidelines pertaining to the consumption of alcohol.

A key recommendation is that adults should drink no more than 10 standard drinks in a week (down from 14 in the previous guidelines), and no more than four drinks in any one day. The new Guidelines nearly double the number of adult drinkers (from 12% to 22%) who are considered to be drinking excessively based on the Foundation for Alcohol Research and Education (FARE's) Annual Alcohol Polls of [2019](#)<sup>1</sup> and [2020](#)<sup>2</sup>.

As a result of this, Hello Sunday Morning is calling on the Federal Government to ensure these revised guidelines are backed with appropriate support for those classified as high risk drinkers. One such measure of support would be ensuring services such as the *Daybreak* smartphone app is available to more Australians who need direct support in reducing their drinking to the recommended levels.

### **Hello Sunday Morning CEO, Andy Moore said:**

“These guidelines are based on the most recent and best available evidence on the health effects of alcohol consumption. We welcome any recommendations that aim to keep alcohol consumption below a level of risk that is seen as acceptable for those who drink alcohol, based on what the evidence says about the effects of drinking alcohol.

“Alcohol-related harm - physically or mentally - is a significant burden on Australians, their families and communities.

“We believe these recommendations also highlight the need for Government support of programs that seek to address Australians in their quest to drink responsibly.

“Our *Daybreak* app, for example - accessible to anyone with a smartphone and available whenever someone wishes to seek help, often within the comfort of their own home - offers support from both peers and professionals. It is designed to help people achieve their alcohol change goals via a supportive and non-judgemental online community.

“Nearly 60,000 Australians have used the app-based program since 2016, and the Department of Health has subsidised their full registration costs since 2018. It is clearly a valuable resource that will be critical in supporting people who may want to change their relationship with alcohol based on the new Guidelines.”

ENDS

1. <https://fare.org.au/annual-alcohol-poll-2019-attitudes-and-behaviours/>
2. <https://fare.org.au/annual-alcohol-poll-2020-attitudes-and-behaviours/>

Media contact

Ranya Alkadamani

0434 664 589

[ranya@impactgroupinternational.com](mailto:ranya@impactgroupinternational.com)

### **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 former 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.

### **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.