

Media release

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## Support for Victorian's struggling with risky drinking

**Hello Sunday Morning's Daybreak app is helping Victorians understand the impacts of dangerous levels of drinking to change their relationship with alcohol. It's a trusted, secure, free, and anonymous service providing tools and assessments, recommendations and links to support services.**

Hello Sunday Morning (HSM), an Australian not for profit organisation dedicated to helping people who want to change their relationship with alcohol.

It's no surprise that people in regional Victoria struggle to access care, counselling and support for health and wellbeing. Sadly, up to 500,000 Australians can't get the help they need from alcohol and treatment services, according to research by the Alcohol and Drug Foundation. And regional and rural Victorian's who seek to change their relationship with alcohol are faced with travelling an average of 1 ½ hours to access treatment.

Hello Sunday Morning (HSM) is an Australian not for profit organisation dedicated to helping people who want to change their relationship with alcohol. It helps regional Victorians through an on-line anonymous service they can easily access from an app on their phones. Its signature Daybreak program is underpinned by a responsive online community of like-minded people facing similar challenges and sharing personal experiences anonymously.

"We know Victorian's had it particularly hard during extended lockdowns," says Andy Moore, CEO of Hello Sunday Morning.

"Research is telling us that regional Victorians are more likely to drink at levels that are harmful to their health. Rural populations are 1 ½ more times likely to consume alcohol at high-risk levels and four times less likely to seek help. And it's distressing to learn that regional Victorian's who are navigating the challenges and stigma related to alcohol misuse have to travel excessive distances to seek treatment."

"Urges to drink and anxiety around alcohol can strike at any time, any place. But when you need help; you need help. The Daybreak app is all about meeting regional and rural Victorian's where they're at – with discretion, compassion, and immediacy that's direct to their phone."

"Removing the barriers of waiting lists, long drives to specialist support and the stigma of your business being known in a small town is critical to helping Victorians create healthier habits with drinking. We've seen people turn their lives around through meaningful anonymous connection with others who have been

in their shoes and clinicians who carefully help people to work through goals.”

VicHealth joins Hello Sunday Morning to support the long-term health of Victorians through examining alcohol consumption.

“We know the heavy burden alcohol can place upon Victorians and its links to chronic disease outcomes, including mental illness,” says VicHealth CEO Dr Sandro Demaio.

“Offering accessible support directly to regional and rural Victorians can ultimately lead to better health outcomes. While many people find it tough to seek help, Hello Sunday Morning makes it simpler and easier.”

Mr Moore added that for regional Victorians seeking an initial check-in, Hello Sunday Morning’s Alcohol and Wellbeing Self-Assessment helps identify risky drinking behavior and next steps for change.

Over 75, 000 Australians who have downloaded the app and sought online care. Regional Victorians have benefitted from the organisation’s support as they explore quitting or reducing alcohol.

Regional Victorians can make changes to drinking behaviours by downloading the [Daybreak app](#) or take 10 minutes to complete Hello Sunday Morning’s [Alcohol and Wellbeing Self-Assessment](#)

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**Hello Sunday Morning images, artwork and interviews available**

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