

Hello Sunday Morning

**Research payment packages for  
external researchers**

October 2024





A world where every individual has the right support  
at the right time to change their relationship with alcohol.

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## BACKGROUND

We are excited that you are interested in conducting research at Hello Sunday Morning.

Hello Sunday Morning regularly collaborates with external researchers to broaden our research efforts and to contribute to evidence-based practice.

See [our Research Section](#) on the Hello Sunday Morning website for current projects.

Our Research and Evaluation Framework describes Hello Sunday Morning's intentions for involvement in research and evaluation. Please read this document before discussing payment options.

A small fee is required for any external research conducted at Hello Sunday Morning. This is to cover our administrative costs, including the cost of participation of our Consumer Advisors in the assessment of your proposal.

Various payment packages are available based on your needs.

## PAYMENT PACKAGES

### Data access package

We will provide de-identified data based on your needs. This may include:

- Access to alcohol use and psychological wellbeing data (collected via validated tools) for any of our programs including Daybreak, Drink Tracker, My Drink Check and Hello Change. See Appendix 1 for more detail.
- Access to member experience survey data for Daybreak (conducted on an annual basis). An item can be added for an additional cost (\$50, excl GST)
- Access to forum data within Daybreak (for example, statistics of number of daily posts and member posts)

The IT Manager and Research Manager will provide a clean data set for analysis in the requested format. Data can only be used for the approved purpose. Any additional use of the data needs to be discussed with the Research Manager first.

A summary of your research project and findings will appear on the Hello Sunday Morning website. The costs for the data access is \$2100 (excl GST).

### Community access package

Hello Sunday Morning can provide access to our members in various ways.

Our Consumer Advisors are people with lived and living experience who are familiar with our programs and services.

Online access to Daybreak community members for individual and group consultations can also be facilitated.

Either the intense or light advertising package needs to be selected in addition with the community access package.

Costs are dependent on project needs but will at least be \$1050 (plus advertising costs) (excl GST).

### Light advertising package

The light advertising package can be purchased as a stand alone option or to meet the requirements of the community access package.

Our light advertising package includes:

- Mention of your research in the research section on the Hello Sunday Morning website (available until the end of the project)
- One Facebook post, one Instagram post and one LinkedIn post advertising your project
- One post in our newsletter

The costs for the light advertising option are \$525 (excl GST).

If further advertising is required throughout the project, this can be discussed with the Research Manager.

### Intense advertising package

The intense advertising package can be purchased as a stand alone option or to meet the requirements of the community access package.

Our intense advertising package includes:

- Mention of your research in the research section on the Hello Sunday Morning website (available until the end of the project)
- A banner in the Daybreak community, available to members for 2 weeks advertising your project
- One Facebook post and two Facebook stories, one Instagram post and two Instagram stories, and two LinkedIn posts advertising your project
- One post in our newsletter

The costs for this option are \$1050 (excl GST).

If further advertising is required throughout the project, this can be discussed with the Research Manager.

## ADVERTISING MATERIALS

Advertising materials need to be provided by the external researchers. Different collateral will need to be provided that is suitable for the different advertising media. Ethics approval for advertising needs to be provided.

For banner advertising in Daybreak one short sentence needs to be provided (maximum of 800 characters).

The Hello Sunday Morning Marketing Manager will review the advertising materials to ensure they are suitable for the Hello Sunday Morning target audience. Adjustments may need to be made.



## **PAYMENT PROCESS**

If you would like to proceed, we will need to review and approve your research first. The research application process is outlined in our Research and Evaluation Framework. Approval of the research is needed before access to data or the community.

An invoice will be sent once all approvals for your research are in place. No action will be taken by Hello Sunday Morning until payment has been received.

## APPENDIX 1: DATA COLLECTION SUMMARY

The below provides a summary of data items we collect at Hello Sunday Morning. An overview of all our items can be found in our data manual. Please contact the Research Manager Dr Katinka van de Ven ([katinka.vandeven@hellosundaymorning.org](mailto:katinka.vandeven@hellosundaymorning.org)) for a copy of the data manual.

Hello Sunday Morning program	Measure	Tools used	When collected
<b>Daybreak</b>	Demographics	<ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Country</li> <li>• State (if from Australia)</li> <li>• Postcode</li> <li>• Aboriginal and/or Torres Strait Islander</li> </ul>	Registration
	Alcohol use	Alcohol Use Disorders Identification Test (AUDIT)	Registration and 1, 3, 6, and 12 months
	Psychological wellbeing	Kessler Psychological Distress Scale (K6)	Registration and 1, 3, 6, and 12 months
	Readiness to change	Readiness to Change (RCQ) questionnaire (12 items)	Registration only
	Confidence and skill level	Single item	Registration only
	Program satisfaction	Hello Sunday Morning member experience survey	Annual (October)
<b>Drink Tracker</b>  <b>Note.</b> Drink Tracker is integrated in Daybreak.	Demographics	<ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Country</li> <li>• State (if from Australia)</li> <li>• Postcode</li> <li>• Aboriginal and/or Torres Strait Islander</li> </ul>	Registration
	Alcohol use	Alcohol Use Disorders Identification Test (AUDIT)	Registration and 1, 3, 6, and 12 months

	Alcohol use	Number of drinks recorded (members can complete on daily basis)	Daily
	Psychological wellbeing	Kessler Psychological Distress Scale (K6)	Registration and 1, 3, 6, and 12 months
	Readiness to change	Readiness to Change (RCQ) questionnaire (12 items)	Registration only
	Confidence and skill level	Single item	Registration only
	Member activity levels	The activity levels of a member within the Daybreak app such as active days and sharing, commenting on and reacting to comments.	Continuous
<b>My Drink Check</b>	Demographics	<ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Country</li> <li>• State (if from Australia)</li> <li>• Postcode</li> <li>• Aboriginal and/or Torres Strait Islander</li> </ul>	Registration
	Alcohol use	Alcohol Use Disorders Identification Test (AUDIT-C)	Registration only
	Psychological distress	Kessler Psychological Distress Scale (K6)	Registration only
	Readiness to change	Single item	Registration only
	Confidence and skill level	Single item	Registration only
<b>Hello Change</b>	Demographics	<ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Country</li> <li>• State (if from Australia)</li> <li>• Postcode</li> <li>• Aboriginal and/or Torres Strait Islander</li> </ul>	Registration



**Research**

Research payment packages



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	Alcohol use	Alcohol Use Disorders Identification Test (AUDIT-C)	Registration and 1, 3, 6, and 12 months
	Psychological wellbeing	Kessler Psychological Distress Scale (K6)	Registration and 1, 3, 6, and 12 months
	Readiness to change	Single item	Registration and 1, 3, 6, and 12 months
	Confidence and skill level	Single item	Registration and 1, 3, 6, and 12 months



[hellosundaymorning.org](https://hellosundaymorning.org)