

Hello Sunday Morning

Data Strategy 2024-2026

Wednesday 23 October 2024

Strategy Status and Review

The Data Strategy is current as of November 2024.

The Data Strategy should be reviewed after three years, or as otherwise required.





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

TABLE OF CONTENTS

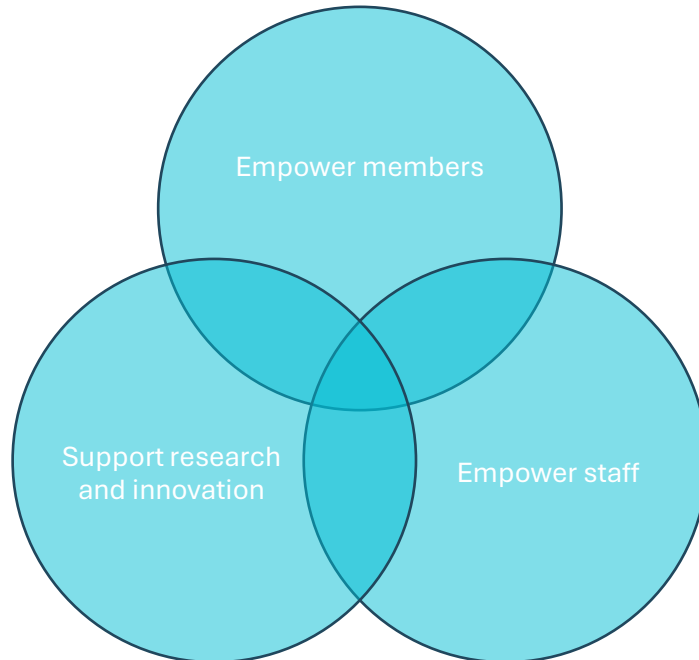
Data strategy 2024-2026: At a glance.....	4
Our vision for Hello Sunday Morning data.....	4
Our ambitions.....	4
Data strategy 2024-2026 priorities.....	5
About Hello Sunday Morning.....	6
Vision.....	6
Mission.....	6
Our values.....	6
Introduction.....	8
Our vision for Hello Sunday Morning data.....	8
Our ambitions.....	8
Priority action areas.....	8
Ethical approaches to data.....	9
Priority Area 1: Data access and usage.....	10
Key initiatives and activities priority area 1.....	11
Priority Area 2: Data governance and management.....	12
Key initiatives and activities priority area 2.....	12
Priority Area 3: Creating insights from data.....	13
Key initiatives and activities priority area 3.....	14
Our blueprint for change.....	15
Data strategy timeline 2024-2026.....	17

DATA STRATEGY 2024-2026: AT A GLANCE

Our vision for Hello Sunday Morning data

Our vision is to improve the health and wellbeing of people who want to change their relationship with alcohol by making the best use of data in the development and delivery of our services.

Our ambitions



Data strategy 2024-2026 priorities

Data access and usage	<ul style="list-style-type: none">• Improve transparency around data use, sharing and management to Hello Sunday Morning members• Empower members by involving them in decisions about the use and sharing of data• Provide continuous data learning and development for all Hello Sunday Morning staff• Raise awareness of best practice around alcohol support and digital health• Improve our data sharing arrangements and communication
Data governance and management	<ul style="list-style-type: none">• Ensure data is governed, well managed and secure from creation to destruction.• Make data governance and management more efficient through improved policies and guidelines.• Improve processes and technology to make data more accessible.
Creating insights from data	<ul style="list-style-type: none">• Provide accessible data to support strategic decisions.• Utilise data mining and machine learning consistently to explore our datasets.• Continue to work in partnership with others to enhance data insights.• Communicate data in an easy and accessible manner including to our members and the wider community.

ABOUT HELLO SUNDAY MORNING

Hello Sunday Morning is a not-for-profit organisation with the mission to change the world's relationship with alcohol, one Sunday at a time.

The idea for Hello Sunday Morning was born in 2009 when founder, 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!"

As the blog gathered more and more followers, by 2010 'Hello Sunday Morning' became a growing community, today close to 140,000 likeminded people, supporting each other on their journey of change.

We have continued to build on our beginnings and Hello Sunday Morning is now Australia's largest alcohol-focused online support community and has expanded its offerings to provide a range of support for anybody who wants to change their relationship with alcohol.

For some taking a break, cutting back or quitting alcohol is the first step to a healthier happier life. For others it is a necessity. Everyone's journey is unique. Wherever people are in the cycle of change, our challenge is to provide the right tools at the right time to enable them on their journey.

Hello Sunday Morning is a gateway to 24/7 evidence-based support, free of charge, anywhere in Australia. The flagship program is the app Daybreak; the world's largest, alcohol-focused online support community.

Our Consumer Advisory Committee provides the voice of lived and living experience in the development and delivery of Hello Sunday Morning's programs and services, and representatives are actively involved in the co-design of program development, evaluation and research we conduct.

Vision

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

Mission

To harness technology to create effective, engaging and cutting edge programs that inspire and empower people to change their relationship with alcohol.

Our values

Innovation

We innovate for impact

We continuously evolve to create truly transformative outcomes. We ask questions, adopt a flexible mindset, and are always open to fresh ideas and new ways of doing things. We believe in pushing

boundaries, embracing creativity, and challenging traditional norms to find cutting-edge solutions to problems.

Excellence

We always bring our best

We believe in setting and upholding the highest standards, continuously challenging ourselves to deliver services that exceed expectations. We view excellence as a continuous journey and embrace the opportunity to do better and achieve more. Our commitment to excellence reflects our unwavering dedication to making a positive impact on the lives of those we serve and the broader community.

Curiosity

We are curious to learn and evolve

We ask questions to challenge assumptions, explore new perspectives and solve problems in unique ways. We learn from diverse experiences and encourage a culture that asks questions, seeks first to understand and encourages open conversations. Our curiosity helps us fail forward, inspire innovative solutions and create transformation change.

Caring

We foster connection and understanding through caring

We prioritise empathy, compassion, and genuine concern for the wellbeing of everyone we meet. We are at our strongest when we work together, listening and learning in a spirit of open collaboration. We approach everyone with humility and compassion and value their knowledge. Our commitment to caring empowers individuals to make positive choices, fosters resilience, and builds connection where everyone feels valued and supported.

Evidence based

We prioritise informed decision making

We embrace the scientist practitioner approach and consider the evidence at every touchpoint in our work to ensure that we only provide effective options with the highest impact and best possible outcomes. Our solutions are grounded in a unique combination of data and practice expertise to build trust and enable people to make informed choices.

INTRODUCTION

The Hello Sunday Morning Data Strategy sets out the strategic direction for our management, use and ongoing development of data to enable our vision of changing the world’s relationship with alcohol. One Sunday at a time.

The strategy strengthens Hello Sunday Morning’s approach to data sharing and management and enhances our capability to use robust and innovative data to improve our services. The strategy reflects our commitment to protecting and safeguarding the privacy and confidentiality of the data we hold.

We are committed to the use of data and evidence to support our members and other individuals who want to change their relationship with alcohol. We do this by building and lifting our data capability, ensuring our data is secure and well governed, and by engaging with cutting edge technologies.

Our vision for Hello Sunday Morning data

Our vision is to improve the health and wellbeing of people who want to change their relationship with alcohol by making the best use of data in the development and delivery of our services.

Our ambitions

We will achieve our vision by delivery on three key ambitions:		
Empower Hello Sunday Morning members To empower our members by giving individuals easy access to their own data to support their journey to change their relationship with alcohol.	Empower Hello Sunday Morning staff To empower Hello Sunday Morning staff to have the confidence and ability to understand data and to safely use and share data to improve our services.	Support research and innovation To ensure data is readily accessible through secure and safe means to conduct research and evaluation that benefits Hello Sunday Morning and our members, and to support innovation.

Priority action areas

We have identified three priority areas for action including:

1. Data access and usage
2. Data governance and management
3. Creating insights from data

Each of these areas are discussed in more detail below.

Ethical approaches to data

Hello Sunday Morning embeds an ethical approach to the use of data. The management and storage of data is in accordance with the standards set by the NHMRC:

- National Statement on Ethical Conduct in Human Research (2023)¹
- Management of Data and Information in Research: A guide supporting the Australian Code for the Responsible Conduct of Research (2019)²
- Australian Code for the Responsible Conduct of Research (2018)³
- Ethical Considerations in Quality Assurance and Evaluation Activities (2014)⁴

¹ <https://www.nhmrc.gov.au/about-us/publications/national-statement-ethical-conduct-human-research-2023>

² <https://www.nhmrc.gov.au/sites/default/files/documents/attachments/Management-of-Data-and-Information-in-Research.pdf>

³ <https://www.nhmrc.gov.au/about-us/publications/australian-code-responsible-conduct-research-2018>

⁴ <https://www.nhmrc.gov.au/about-us/resources/ethical-considerations-quality-assurance-and-evaluation-activities>

PRIORITY AREA 1: DATA ACCESS AND USAGE

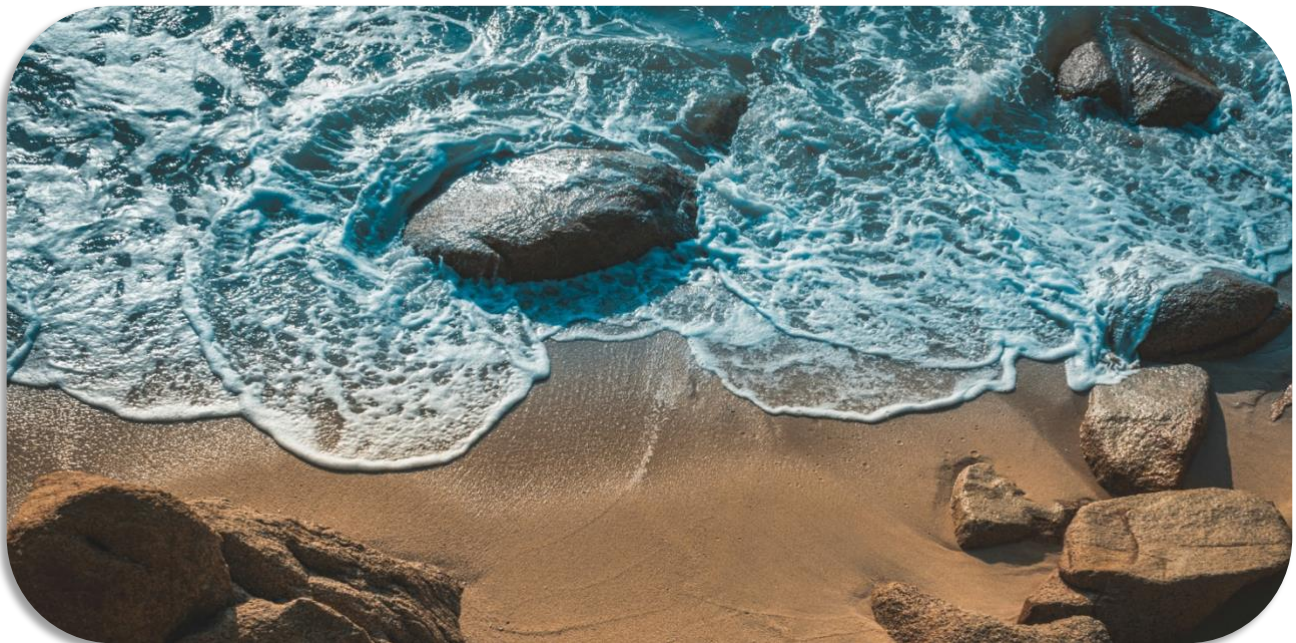
We want to empower Hello Sunday Morning members and staff to make more informed decisions by providing access to relevant data.

Data can play an important role in enhancing health outcomes for people wanting to change their relationship with alcohol. Collecting data and understanding the results can enhance self-awareness and reflection, and empowers individuals to make change. At Hello Sunday Morning we ensure that members have easy access to their own data (for example, members receive instant feedback on their AUDIT score).

To empower our members further, it is important that data is presented in a way that is accessible and understandable for members including regarding outcomes of research and evaluation related activities conducted at Hello Sunday Morning.

We also want to ensure that Hello Sunday Morning staff have access to the data they need to provide the right support to our members and to strengthen other work related activities. Accessing and using data can help with shaping and delivering effective programs and services. It can also play an important role when telling a compelling story about Hello Sunday Morning (for example, when communicating to our funders). We will create a more mature data culture by supporting staff at all levels to think critically about the data they need to support Hello Sunday Morning activities.

Providing access to Hello Sunday Morning data to external organisations is key for contributing to evidence based practices, and to influence innovation and change within the broader alcohol sector. We work with others to develop better ways of providing support and improved services for people who want to change their relationship with alcohol. We will continue to be transparent, using consultative and standardised processes, when considering new research and evaluation activities, including ensuring that decisions about the use and sharing of Hello Sunday Morning data involve our members.



Key initiatives and activities priority area 1

Empower members to access, utilise and understand Hello Sunday Morning data

- Engage with members to gain a better understanding of their involvement in the collection, sharing, use, and management of data, including establishing a Research Reference Group⁵.
- Actively communicating findings from research and evaluation activities in an accessible and timely manner. A clear process will be outlined in the Research and Evaluation Framework.
- Improve transparency on how data may be used for research and evaluation purposes by updating our privacy policy and terms of use.

Equip and empower staff with data skills and capabilities

- Provide data learning and development opportunities for all Hello Sunday Morning staff.
- Share examples of best practice data across Hello Sunday Morning.
- Develop an efficient data dashboard system via which data can be easily accessed and used for reporting, marketing and research purposes.

Improve data sharing processes for external organizations

- Develop and implement a Research and Evaluation Framework to improve transparency around data access, use and sharing, and to streamline our approval process for external research.

⁵ The Research Reference Group will be comprised of stakeholders who possess relevant knowledge and experience in research and/or alcohol-related support and treatment. This group will provide systematic input into the research and evaluation activities conducted at Hello Sunday Morning.

PRIORITY AREA 2: DATA GOVERNANCE AND MANAGEMENT

Data at all times should be shared, managed and stored securely, consistently, efficiently and transparently.

Data governance and management is important to minimise risk, establish rules for using data, meet legislative requirements, improve communication and to increase the value of data. It guides all data management functions such as data quality and data security.

Hello Sunday Morning is highly committed to good data management and governance processes. We have several policies in place (for example, the Data Transfer Policy) that set out the processes and roles that help Hello Sunday Morning ensure robust data management and governance practices. We will however develop dedicated data management and governance policies to enhance transparency around how Hello Sunday Morning collects, stores, processes and safeguards its data.

Our current work has mainly been focussed on complying with data standards and identifying and managing data for quality improvement and reporting. To strengthen our data governance and management processes, we will establish a Research Reference Group to ensure effective, safe and ethical use of research and evaluation data. We will also continue training staff to ensure effective data management is part of Hello Sunday Morning's day-to-day work practices.

Hello Sunday Morning is also committed to ensuring the best technology and infrastructure is in place to collect, store and use data. At present, our data is recorded and stored via multiple digital systems, which hinders efficient and effective use of our data. We want to develop a more efficient digital system via which data can be easily collected, stored and used.

Key initiatives and activities priority area 2

Ensure data is governed, well managed and secure across the whole data lifecycle

- Ensure good governance for Hello Sunday Morning data systems. This includes the ongoing and continual reviewing of data security and risk management approaches in line with our Risk Register and Risk Management work.
- Update our data management standards, including establishing a dedicated data management policy that clearly outlines how Hello Sunday Morning collects, stores, processes and safeguards its data.
- Finalise and implement our Research and Evaluation Framework so that research and evaluation data is managed consistently across Hello Sunday Morning and with external organisations. Part of this Framework is to establish a Research Reference Group to ensure effective, safe and ethical use of research and evaluation data.
- Continue training Hello Sunday Morning staff to ensure effective and safe data management.
- Develop a more efficient digital system via which data can be easily stored, collected and used.

PRIORITY AREA 3: CREATING INSIGHTS FROM DATA

Hello Sunday Morning is highly committed to conducting evaluations of our services and to provide support to external research activities based on the latest data. Understanding trends, patterns, and relationships within datasets is crucial for identifying and supporting best practices around alcohol support and treatment.

Data visualisation enables comprehensive exploration of our data, uncovering critical insights that might otherwise be overlooked. We want to continue to use data mining and machine learning via expert organisations (for example, Latitude) to explore our datasets to uncover unknown patterns and relationships that are present in our data.

Data visualisation also facilitates evidence-based decision making for current and future strategic directions of Hello Sunday Morning. The ability to quickly assimilate and interpret data is also vital to support staff with their work. Having streamlined processes improves richness and relevance of data. We want to develop central, streamlined visual dashboards to support this process.

We want to continue to work in partnership with external organisations (for example, universities) to enhance insights from alcohol-related data to improve digital health services more broadly. Improving data access, collection and use strengthens services provided to our members and improves best practice alcohol support and treatment on a national and international level.

Ensuring that data is delivered to various audiences (including our members) in easy-to-understand formats is critical to showcase the effectiveness of our services and to bridge the gap between research and practice. Dissemination of the outcomes of research and evaluation activities is an important part of the research process, passing on the benefits to Hello Sunday Morning members and staff, funders, practitioners, researchers, the wider community and other key stakeholders. Hello Sunday Morning will continue to be committed to promote an environment of honesty, accuracy and responsibility in the dissemination of research and evaluation data.



Key initiatives and activities priority area 3

Provide accessible, ready-to-use data to support strategic decisions

- Identify the data needs for the respective areas of the Senior Leadership Group.
- Support the use of advanced data analytics to improve Hello Sunday Morning services (for example, via machine learning).
- Develop central, streamlined visual dashboards for easy and quick access to data.

Strengthen external partnerships to support research and evaluation

- Continue to work with external partners to enhance insights from alcohol-related data.

Improve communication about research and evaluation data

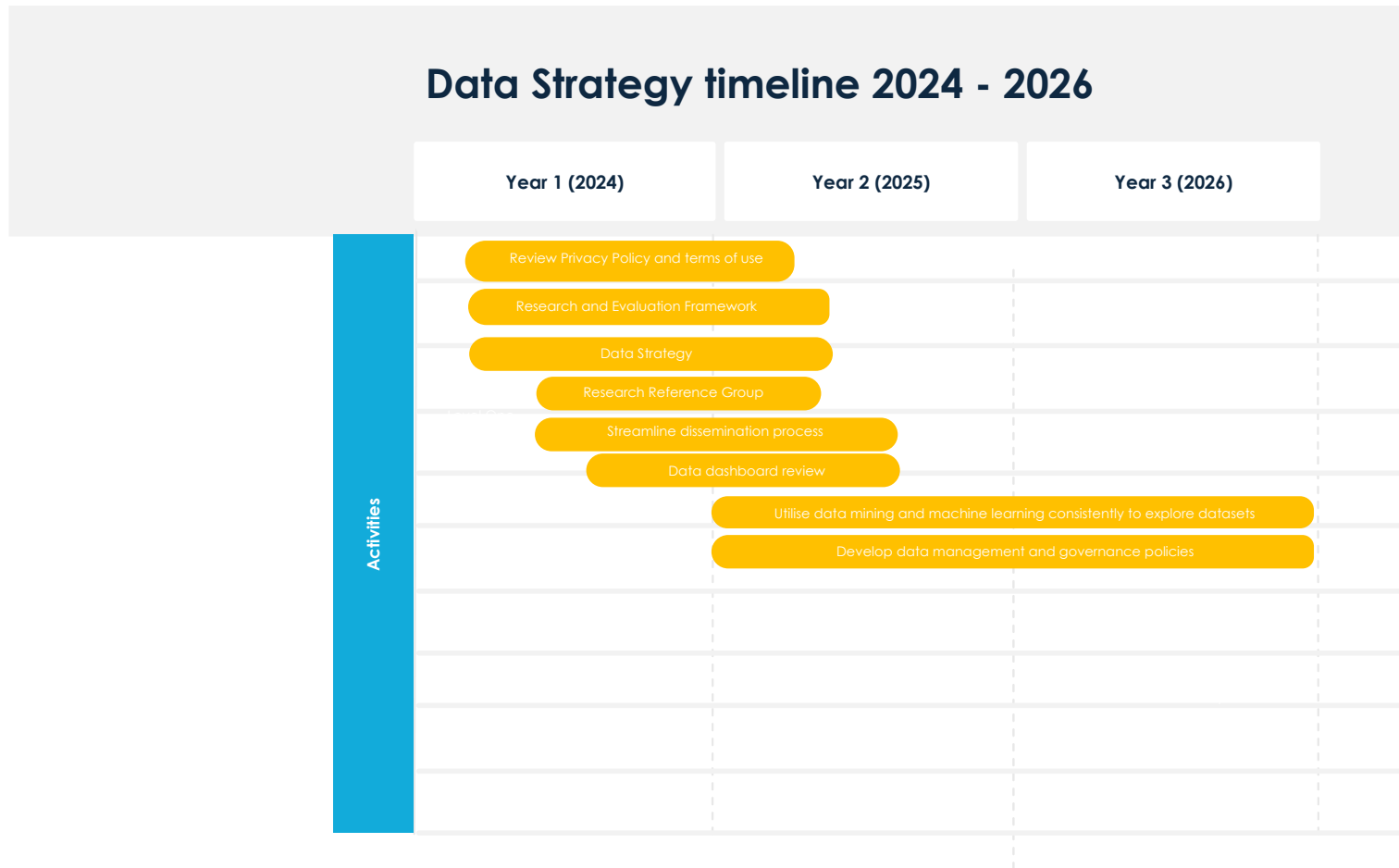
- Ensure that data is communicated to various stakeholders in an easy and accessible manner. Readers should be able to instantly understand the key insights from the presented data.
- Continue our collaborative approach to learning, sharing, and developing our data and insights.
- Involve people with lived experience in the dissemination of research and evaluation data via the Research Reference Group.

OUR BLUEPRINT FOR CHANGE

Current State	Major actions	Future state
<ul style="list-style-type: none"> • People with lived experience (including our members) play an important role in research and evaluation related activities. • Hello Sunday Morning embeds an ethical approach to the use of data. • Data is a core component of our day to day work to meet Hello Sunday Morning goals. • Staff undertake privacy and cyber security training to ensure safe and ethical data management practices. • Staff are supported by data governance and management policies. • Senior leadership supports a data-driven culture. • Hello Sunday Morning stores data securely and safely. • Data is available for staff to support best practices and strategic decisions. • We have strong partnerships with universities and other key stakeholders who support research and evaluation at Hello Sunday Morning. • Hello Sunday Morning is committed to sharing the latest data to various audiences including to people with lived 	<ul style="list-style-type: none"> • Develop and implement the Research and Evaluation Framework to streamline research and evaluation data processes and to improve transparency for external organisations. • Set up the Research Reference Group to ensure there is a streamlined process for members to be involved in decisions around evaluation and research data. • Review and update our data management and governance policies and processes to enhance common understanding of data collection, data storage and safeguarding data. • Make data collection and visualisation more accessible and user-friendly, including centralised and user friendly dashboards. • Review and update our privacy policy and terms of use to improve transparency around data usage to Hello Sunday Morning members. • Utilise data mining and machine learning consistently to explore our datasets to uncover unknown patterns and relationships that are present in our data. 	<ul style="list-style-type: none"> • Members are empowered to make decisions around the collection, use, storing and sharing of research and evaluation data. • Staff can access data and data support for their specific needs. • Staff know how to use data and apply critical thinking for quality improvement processes and strategic decision making. • The right data can be found quickly and easily by anyone who needs it. • Staff understand what data they can use in their work. • We use advanced analytics and visualisation, including machine learning. • Complex patterns in data are regularly assessed and used to inform decision making. • Data drives strategic decisions at all levels. • The latest data is shared in a quick and consistent manner to various stakeholders.

<p>experience (for example, via our newsletter).</p>	<ul style="list-style-type: none">• Create a more streamlined process of sharing the latest data within and outside Hello Sunday Morning.• Train staff regularly in safe and ethical data management and governance practices.	
--	---	--

DATA STRATEGY TIMELINE 2024-2026





hellosundaymorning.org