



Hello Sunday Morning

Daybreak Member Experience Report 2024

December 2024



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

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HELLO SUNDAY MORNING

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 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

At Hello Sunday Morning, we aim to support individuals in changing their relationship with alcohol and meeting their change goals. To achieve this, it's essential to understand the experiences of our Daybreak members—what's working well and where we can do better.

The Daybreak Member Experience Survey was designed with this purpose in mind. By gathering insights directly from our members, we aim to evaluate the effectiveness of our Daybreak program, celebrate the aspects that resonate most with our community, and identify opportunities for improvement. This feedback is critical in ensuring we continue to meet the needs of those who rely on our support while refining the Daybreak experience for future members.

We deeply value the time and honesty our members invest in providing this feedback, and we are committed to using these insights to guide and enhance our ongoing efforts.

Survey overview

The Daybreak Member Experience Survey was conducted over a six-week period, from 20 September to 5 November 2024. During this time, we actively promoted the survey to ensure broad participation and engagement from our community. The survey was advertised through various channels, including the Daybreak app, where members interact with the program directly, as well as the Hello Sunday Morning newsletter, which reaches our subscriber base, and our social media platforms, allowing us to connect with a wider audience. These efforts resulted in 230 Daybreak members completing the survey, providing us with rich and valuable feedback about their experiences.

“This is an amazing community full of support and hope.”

“People are so inspiring how they persevere through so much difficulty and pain.”



SUMMARY OF FINDINGS

Who completed the survey?

The members who completed the Daybreak Member Experience Survey were largely representative of our broader Daybreak community, except for the average age. The majority of respondents, 79%, identified as women, while 17% identified as men, reflecting the gender makeup often seen within the Daybreak community. Additionally, 94% of members reported living in Australia. However, the average age of members who completed the survey was 58, which is slightly higher than the current general Daybreak community, which has an average age of 44.

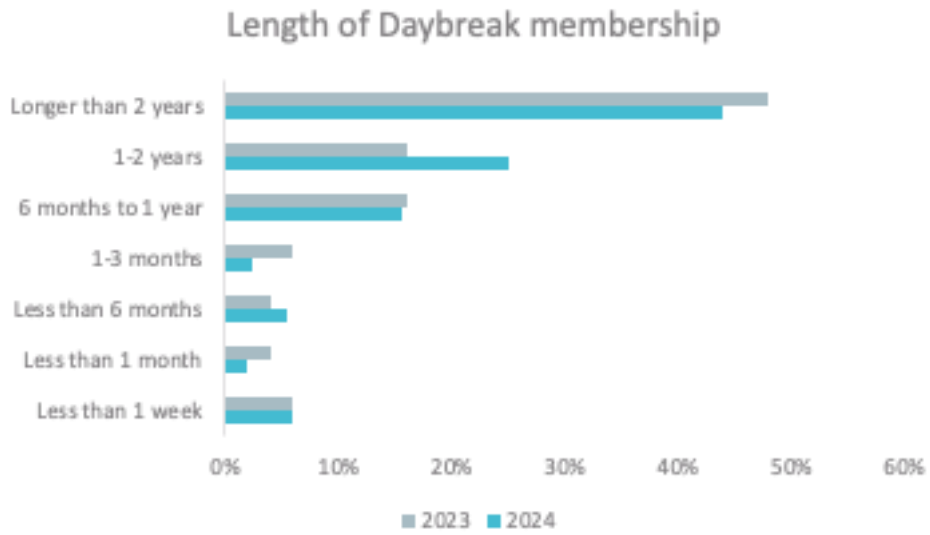


The survey revealed that 20% of Daybreak members also participate in other online communities focused on alcohol or mental health support. Among these, Facebook emerged as the most used platform. This insight emphasises the importance of fostering a sense of community within Daybreak while recognising that members may seek additional resources or support networks beyond the app. Understanding this overlap provides an opportunity to align our efforts with the broader ecosystem of online communities, ensuring Daybreak continues to offer unique value alongside these platforms. Compared to last year, we've observed a decrease in the use of external communities, suggesting that Daybreak is effectively meeting the primary needs of our members.

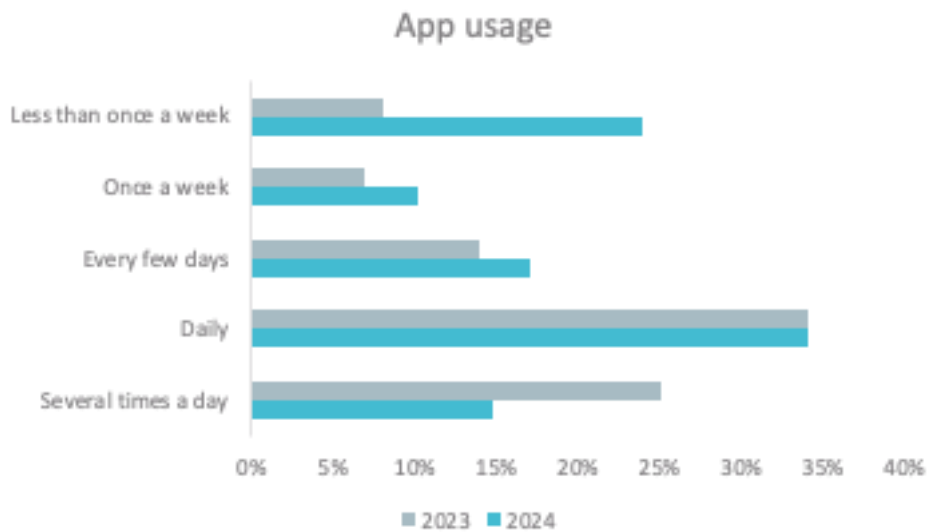


Activity and engagement levels

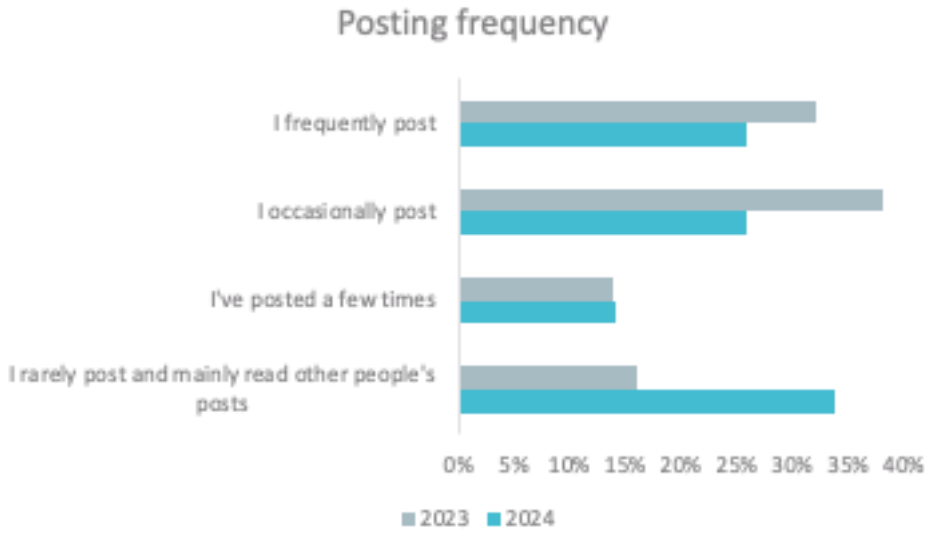
The survey results showed that the majority of participants were long-term members (2 or more years) of the Daybreak community, indicating strong retention and ongoing reliance on the program for support.



Activity levels varied, with most members using the app daily, reflecting its role as an integral part of their daily routines.

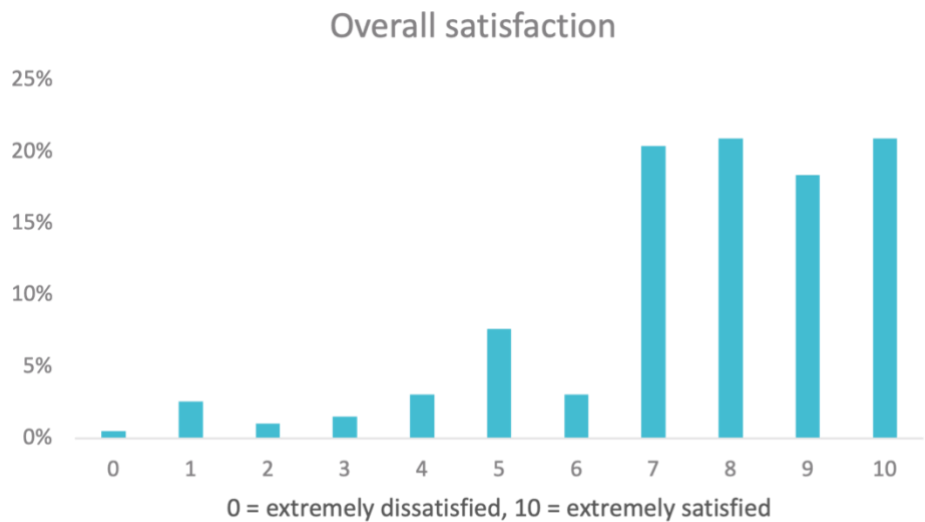


Engagement within the app showed a balance between passive participation, such as reading posts, and active involvement, such as creating posts and interacting with others. This mix of engagement highlights the diverse ways members utilise the platform to suit their personal needs, whether they prefer to quietly draw inspiration from others or actively contribute to the community conversation.



Member satisfaction

Overall member satisfaction was high with an average satisfaction score of 76%.



Members were also asked to rate the Daybreak community based on 6 key attributes including it being helpful in changing drinking behaviour, meeting support and information needs, fostering hope and confidence, and creating a non-judgmental and safe space. Most members agreed that Daybreak provides a safe, non-judgemental environment where they feel supported in their journey towards change, while confidence in their ability to change was the lowest scoring attribute (although it was still high at 60%).

Daybreak agreement ratings



“I love that it includes such a diverse range of people, genders, ages and experiences.”

“I find reading others post so I know I’m not alone is the most helpful.”



What do members find the most helpful?

Members found several aspects of Daybreak particularly helpful. The top three themes included **similar goals and shared experience**, which created a sense of connection among members, helping them feel understood. The **supportive community** was another important aspect, offering encouragement and empathy, making it easier for individuals to stay motivated. Additionally, members appreciated the **personal and emotional growth** they experienced and witnessed in others.

What do members think would improve Daybreak?

Members expressed the need for **personalisation and tailored support**, as well as **improved tracking and motivation tools**. They also highlighted the desire for **increased community interaction and direct support**, along with **improved resource sharing and accessibility**.

YOUR FEEDBACK IN ACTION

Based on the feedback from this survey, we're rolling out some exciting projects to address what matters most to you:

1. Making it easier to stay engaged:
 - We're improving how we connect with you and how we can help you stay motivated, including welcome and onboarding emails, gentle reminder emails, and push notifications to keep you on track and feeling supported. You will be able to opt out of these messages at any time to ensure they continue to meet your needs.
2. Building your confidence to change:
 - In 2025, we'll launch the Hello Change program, packed with practical, evidence-based skills and strategies to help you reach your change goals.
 - We're also creating new webinars, blogs, and articles to help with common challenges like staying motivated and making lasting changes.
3. A better, more personalised app experience:
 - A new app design is on the way! It'll make onboarding and navigation simpler, and you'll find tailored breakout spaces to suit your personal goals, whether that's cutting back or going alcohol-free.
4. More personalised support when you need it:
 - We've already relaunched Care Navigator, so you can get one-on-one support and follow-up whenever you need a little extra help.

We acknowledge that some feedback may take time to implement and cannot be addressed immediately but are working hard to address them as quickly as possible. For example, there have been requests for enhanced tracking tools to monitor things like the financial or health benefits of changing your drinking. These ideas have been noted, and our team is actively exploring ways to bring them to life.

There were also a few requests we carefully considered but are unable to action at this time, such as the ability to follow individual members or share hyperlinks in the community feed. While we appreciate the intentions behind these ideas, the safety and privacy of our community remain our top priority. Anonymity of our community is the cornerstone of Daybreak and something so many people find invaluable, so we have chosen not to allow direct following. Instead, as mentioned above, we will be developing new tailored breakout spaces. These will allow you to connect with smaller groups that align with your personal goals and situations, helping you build meaningful connections in a safe and supportive way. Similarly, we currently won't be enabling hyperlinks in the community feed. We are committed to ensuring that all shared resources are safe, evidence-based, and of the highest quality and value for everyone.

Thank you for your ongoing input and understanding – it helps us make Daybreak the best it can be. We've heard your feedback loud and clear, and we're committed to making your journey with us even more supportive, personalised, and effective!

THANK YOU

We would like to thank all the members who took the time to complete our recent survey. Your feedback is invaluable to us, and we deeply appreciate your involvement. By sharing your thoughts, you are helping us improve and tailor our services to better meet your needs. Your input plays a vital role in shaping the future of Daybreak, ensuring that we continue to provide the most effective support for your journey toward positive change.

Your participation is crucial in creating a community that is not only supportive but also personalised and responsive to what you need. Together, we are building a space where everyone can grow, succeed, and thrive.

Thank you once again for your time, feedback, and commitment to making Daybreak a better place for all members.



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