

# We're changing the world's relationship with alcohol. One Sunday at a time.

The evidence behind our programs  
February 2026



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

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## SNAPSHOT

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Alcohol costs Australians \$75 billion annually and plays a role in more than 5,000 deaths every year. We're here to change the world's relationship with alcohol. One Sunday at a time.

### Who we are

Hello Sunday Morning is a global leader in digital early interventions for alcohol and we're the largest organisation of this kind in the world.

We innovate for impact and continuously evolve to help our members reach their personal goals. We are curious, challenge assumptions, explore new perspectives and solve problems in unique ways.

We embrace the scientist practitioner approach and consider the evidence at every touchpoint in our work. We provide effective and high impact options for change to our community members.



## What we offer

We offer a range of programs, accessible 24/7 from anywhere in Australia and the world. Our programs are anonymous, inclusive, supportive and free of charge for all Australians.

We aim to intervene early and prevent alcohol problems from developing, easing pressure on the alcohol and other drug and mental health treatment systems. We use a stepped care approach to meeting people's needs, with each program

offering a greater level of support at just the right time. From self assessment through to a structured six session cognitive behaviour therapy program, Hello Sunday Morning offers a wide range of evidence based options.

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Our suite of programs is available 24/7, providing flexible, evidence based support when people need it.

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## Our programs work

Hello Sunday Morning is committed to evidence based practice. In addition to our in house research, we regularly engage external evaluators. Our

programs are codesigned and tested with people with lived and living experience, ensuring the best possible fit for our rapidly growing community.

### Our programs have been shown to:

**Reduce drinking risk**  
on average by 80%  
within three months

**Reduce psychological distress**  
on average by 20%  
within three months

Save costs, so that  
for every dollar invested  
in our Daybreak program,  
**\$2.49 is saved**  
in other costs

Support an active  
community, with over  
**166,000**  
members  
and about 1,700 new  
registrations each month

# THE BIGGER PICTURE

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## Who we are

Hello Sunday Morning began in 2009 when founder, Chris Raine undertook a year long experiment to quit drinking. Chris blogged about the challenges and successes of this experiment when he woke up hangover free every Sunday signing off with "Hello, Sunday Morning!"

The blog's readership grew until Hello Sunday Morning became a cohesive community of like minded people supporting each other on their journey of change.

Hello Sunday Morning is now Australia's largest alcohol focused online support community with over 166,000 current members, providing a wide range of cost free and evidence based support options for anybody who wants to change their relationship with alcohol.

With less than half of the publicly funded places needed to meet demand for alcohol treatment in Australia, Hello Sunday Morning fills a critical gap in care. Our scalable, cost effective services reach people who might not otherwise access help, complementing the existing alcohol and mental health treatment ecosystem.

We embrace the values of innovation, excellence in standards, curiosity to challenge assumptions, fostering connections and prioritising evidence based programs. Our rapidly growing community is at the centre of everything we do.

We have an active social media presence, with over 1 million views and counting.

Our team of outstanding and compassionate professionals is led by CEO Dr Nicole Lee, a nationally and internationally recognised expert in alcohol and other drugs research and treatment.

We are privileged to have The Governor General of Australia, The Honourable Samantha Mostyn AO as our Patron in Chief.



With over  
**166,000 members**  
and counting, we fill a critical  
gap in access to alcohol  
interventions

## The evidence behind our programs

Stepped care models, where care is stepped up in intensity according to people's needs, have been adopted in primary care and mental health services in Australia.

A recent systematic review of stepped care for alcohol and other drug use concluded that it shows promise in improving outcomes and increasing access to care, particularly when cognitive behavioural therapy and digital programs are included [1].

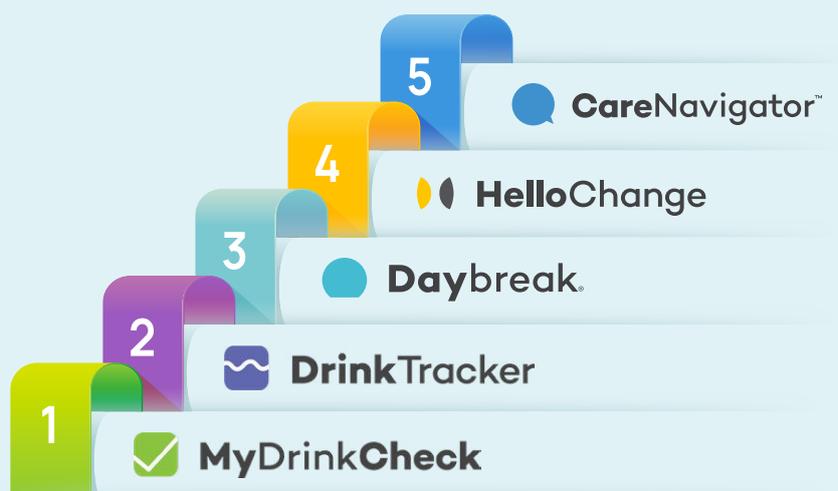
Hello Sunday Morning's programs allow people to enter at any point and find the right level of support at the right time.

Each program has been developed with rigorous research input, clinical oversight, consumer feedback and real world evaluation, demonstrating the depth of thought and evidence that underpins our work.

Underpinning Hello Sunday Morning's programs is our robust digital architecture. We know that utilising UX design principles enhances outcomes and satisfaction levels of the user and improves adherence to treatment, including for mental health services [2,3].

Our digital design specialists employ the latest UX design principles to ensure that we are offering relevant, engaging, safe and secure experiences for our community members.

### Hello Sunday Morning's stepped care suite of programs



## My Drink Check

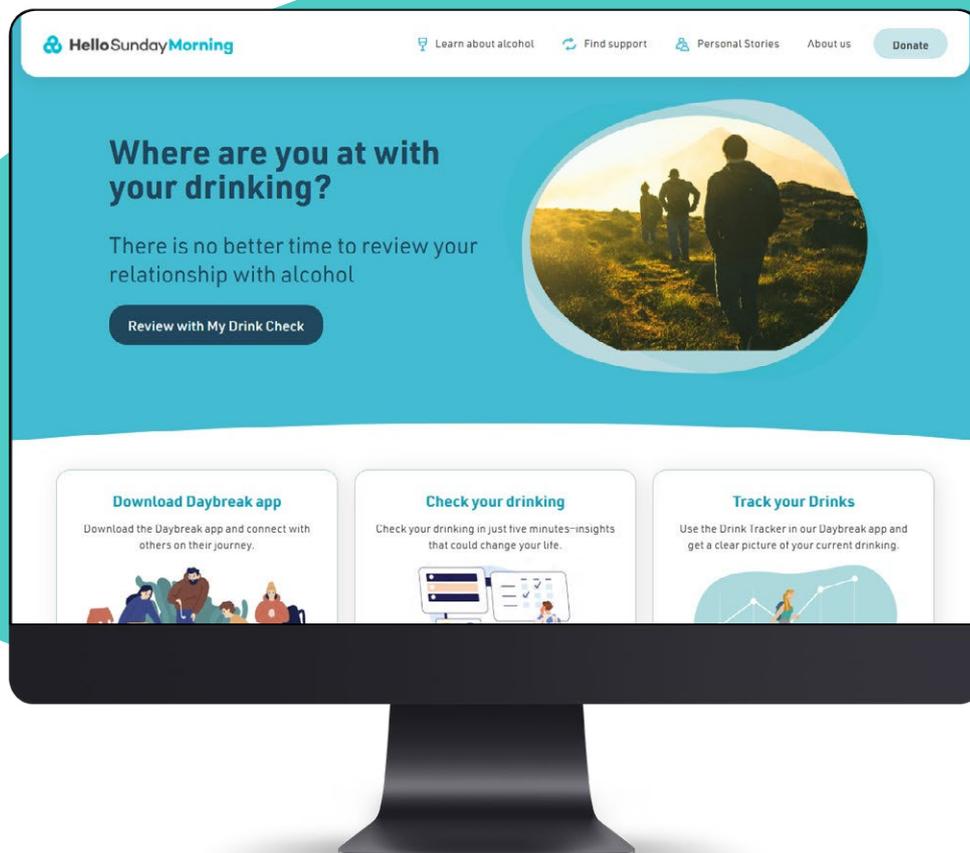
One entry point into our programs is My Drink Check. It's a free, self screening tool accessible by anyone through the Hello Sunday Morning website, which has around 23,000 visitors per month.

My Drink Check comprises the Alcohol Use Disorders Identification Test (AUDIT-C), a validated self assessment tool that detects risky drinking and provides useful feedback and the Kessler-10 (K-10), also a validated tool designed to detect psychological distress.

My Drink Check is a quick and accessible self assessment. It provides immediate feedback that helps people understand their results and

an evidence based starting point to reflect on their drinking and psychological wellbeing. It gives people the information they need to ask themselves "Am I happy with my relationship with alcohol?"

There is good evidence that self assessment leads to meaningful behaviour change even without further treatment [4-7]. It raises awareness of drinking patterns and highlights potential problem areas, motivating change and helping people to set realistic goals.



## Drink Tracker

In light of extensive evidence that monitoring, even without further treatment, is an effective intervention in itself, [8,9] we developed Drink Tracker. Around 25,000 members have used Drink Tracker to reach their goal

Introduced in 2023, it is an easy to use self monitoring tool that allows members to set

goals and track their alcohol use over time. It offers a simple digital tool, embedded in the Daybreak app, to support behavioural monitoring and self management and is a great way to keep people on track and motivated.

## Daybreak

Peer support plays an important role in the suite of alcohol interventions, helping people initiate and maintain change [10-12].

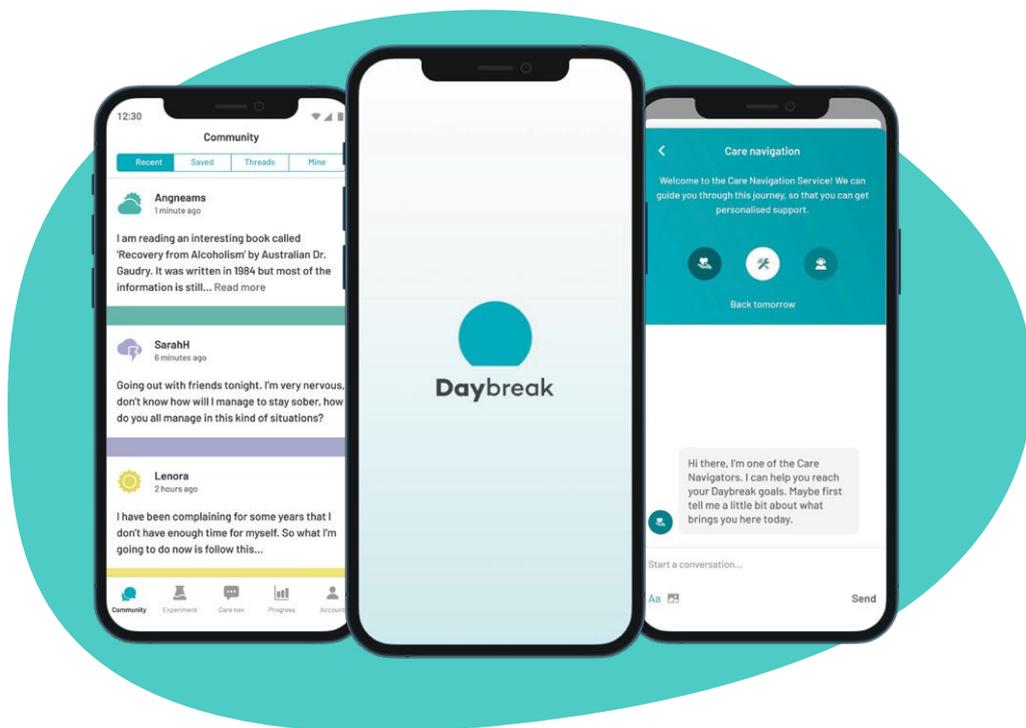
Australian best practice guidelines for the treatment of alcohol problems also highlights the importance of brief digital interventions and peer support programs [17].

Our flagship program, Daybreak, is an active online community of people with lived and living experience of risky drinking, supporting each other through their unique journeys.

Daybreak provides 24/7 anonymous peer connection – like a cheer squad at members' fingertips. The community is moderated by our skilled health professionals.

The Daybreak community is accessed via a smartphone app available worldwide from all major app stores. The app is partly funded by the Australian Government and is free of charge to Australian residents.

There are currently over 166,000 members of the Daybreak community, which is nearly 10 times the size of Alcoholics Anonymous in Australia.



## Care Navigator

Traditional case management and care navigation services are effective in helping people connect with the services they need in what is often a complex system [13].

Care navigation is particularly helpful to people with co-occurring substance and mental health disorders by reducing barriers to service access, improving shared care between siloed services and improving client outcomes more generally [14].

In light of this evidence, we developed the Care Navigator service to link individual community members with more intensive clinical or specialist support if and when they need it.

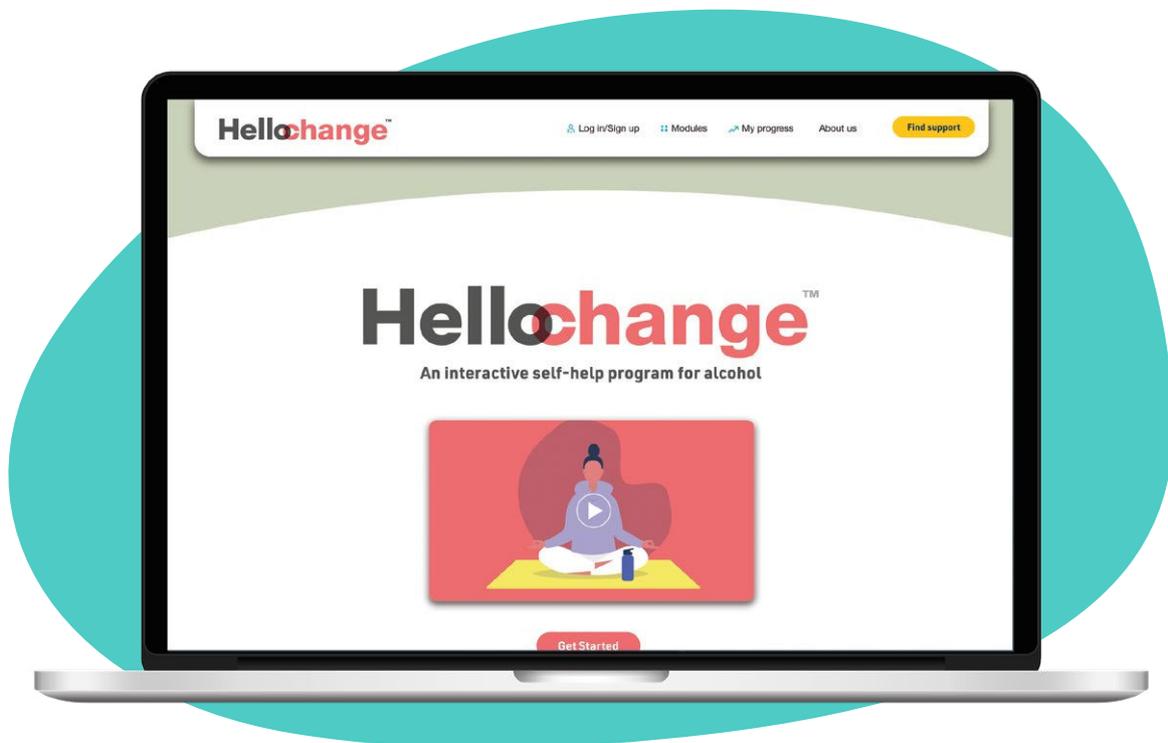
Care Navigators, all qualified and experienced health professionals, undertake an assessment and develop a service plan with members who opt in to the program, assisting them to access and connect with other Hello Sunday Morning programs and/or the most appropriate external health and mental health services to suit their specific needs.

## Hello Change

A large body of evidence shows the effectiveness of cognitive behaviour therapy for a raft of health concerns. Specifically, cognitive behaviour therapy is highly effective in supporting alcohol behaviour change and for treating other mental health disorders, [15] with online cognitive behaviour therapy interventions being just as effective as cognitive behaviour therapy delivered in person by a therapist [16-18].

Informed by this evidence and in conjunction with our CEO Dr Nicole Lee, a past president of the Australian Association for Cognitive Behaviour Therapy, we developed our Hello Change program and launched it in January 2025.

Hello Change is a six session, clinically informed cognitive behavioural therapy program that supports people to better understand their drinking patterns, identify triggers, use practical strategies to cut down or stop drinking and maintain their goals over the long term.



## How we test our programs

Hello Sunday Morning is committed to testing the effectiveness of our programs through our regular research, evaluation and data analysis activities. Our peer reviewed publications showcase our enthusiasm to measure our progress in continuing to innovate and improve [19-32].

Hello Sunday Morning's *Research and Evaluation Framework* guides our activities. This includes our internal research and evaluation activities, and research conducted by independent external evaluators.

Our framework ensures that our research and evaluation activities are ethical, well designed, achievable and can successfully measure program

outcomes. Our programs draw on the latest evidence, which we review routinely and we monitor key outcomes quarterly.

Hello Sunday Morning's Senior Leadership Group and the Research Reference Group, including Consumer Advisors, collaborate to decide on the research priorities that Hello Sunday Morning pursues.

## Our programs work

There is a high co-occurrence between alcohol use and mental health problems. Research has found that addressing risky drinking risk early not only impacts drinking but improves mental health too [33].

Consistent with this finding, research shows that Daybreak and our other Hello Sunday Morning services are highly effective in both reducing alcohol use and improving mental wellbeing [31, 34].



## My Drink Check helps reduce drinking and improves mental wellbeing

In 2025, nearly 9,000 members used My Drink Check to assess their drinking and psychological wellbeing, with more than 59,105 members using it since its introduction.

A peer reviewed evaluation published in 2023 reported high levels of satisfaction with the tool (about 80%), while 95% of participants found it easy to use [5]. The most common reasons for using the assessment included being ready to make changes to their drinking and needing support, looking for

information on how to make changes and realising that they had an issue with drinking and wanting to know more.

Participants in the evaluation completed the assessment again three months later and the researchers found significant reductions in both drinking risk and psychological distress. Seventy six percent said it helped them take the next step to reduce their drinking [5].

## Drink Tracker reduces drinking risk and psychological distress

Around 25,000 members have accessed Drink Tracker to change their relationship with alcohol.

A peer reviewed study published in 2024 found that 70% of people who joined the Daybreak community used Drink Tracker at least once, while 30% used it more than five times [23, 34].

Community members were highly satisfied with the tool and found it easy to use.

At three months follow up, there were significant reductions in drinking risk and psychological distress scores among people participating in the study.

“

What a powerful visual the Drink Tracker portrays! Looking at the Drink Tracker for the last 3 months showed me that March is definitely creeping toward old frequency patterns (though thankfully not volume). Still, heightened awareness is good, so I can curb that. April will look much more like January did... because sober me is a happier me.

”

## Daybreak reduces drinking risk by 80% in the first three months

Our latest Daybreak program evaluation data shows that in the first three months, drinking risk reduced by 80% and psychological distress decreased by 20%. Participation in Daybreak also significantly improved quality of life [31].

The Daybreak community is based on the evidence that support, connection and a sense of community are key drivers of change.

A strong sense of virtual community is essential for motivating community members to actively engage in online communities and improve mental health

outcomes [35]. Scores on the validated Sense of Virtual Community Scale, incorporated in our Member Experience Survey, show that our members have a 'significant sense of community', have their community needs met, feel they matter within the community and share an emotional connection with other community members.

It's no surprise that our most recent experience survey (2024) shows that 76% of Daybreak members are highly satisfied with our programs.

“

Daybreak helped me get sober 6 years ago. I will forever be grateful to Daybreak for that. Most people are afraid to go to AA or similar type meetings and this place feels safe and the people here are like minded and understand the struggles.

”





## Care Navigator provides additional support to those who need it

Care Navigator was initially piloted in June 2020 – July 2022. The pilot showed nearly half the people that used it were looking for help for mental health issues other than alcohol. Among people who used the service, most were highly satisfied with the service and 70% reported it was the key to helping them change their drinking.

After the pilot period, Care Navigator was revised and improved based on outcomes and feedback from people who used the service, resulting in a refresh to a more client centred approach.

“

This is a great service for people like me, who live in a regional area. Even though I'm still drinking, I have used the information given to me and I would not have found helpful resources without Care Navigator. Thank you and thanks to the people who respond because I would have been in a worse place without this service.

”

## Hello Change is taking off

Our six session self directed Hello Change program was launched in January 2025. It is based on cognitive behaviour therapy, which has by far the largest evidence base for effective alcohol treatment. Since launching, around 1,200 people have accessed Hello Change.

We are currently conducting a randomised controlled trial, the gold standard in research design, to monitor the impact of and range of outcomes from participation in Hello Change.

“

The program made me think about my drinking like I never have before.

”





## How we help our community

Hello Sunday Morning ensures equity of access to alcohol support for groups who may otherwise have limited access to in person treatment.

Women, for example, face particular barriers to receiving alcohol treatment due to family responsibilities, lack of childcare while being in treatment and social stigma to name just a few [35]. Recent data shows that only 35% of people who received alcohol treatment from a publicly funded drug treatment service in 2023-24 were female [36]. In contrast, 68% of our Daybreak community are women, which demonstrates our effectiveness to support a difficult to reach group in need.

Another important group is those living in rural and remote areas, as they face barriers to treatment access due to less availability and lack of public transport [36]. Currently, more than one in four Daybreak community members live in a rural area.

Finally, we're also able to reach a greater proportion of people in need aged 50 years and over (40% of members) than was represented in traditional alcohol treatment in 2023-24 (30%) [36].

“

I'm a single mum, living in remote QLD. I was worried about accessing services in person as it's a small town. I didn't want someone to find out and then it being spoken about in front of my children. To help me, I relied on programs and support available online that I could access anonymously.

”

## How we campaign

Communications campaigns are effective behaviour change tools, especially when they are specifically targeted to high risk groups. Campaigns can motivate individuals to change their risky drinking habits, address mental health issues and assist the target group to access effective tools and interventions [37, 38]. Our campaigns target individuals across Australia who are contemplating a healthier relationship with alcohol but are unsure where to start. We have a unique capability to reach rural areas and other priority populations who may not be well served by traditional in person services.

### The Drink Tracker campaign

The Drink Tracker campaign ran for six weeks from December 2023 to January 2024. It was aimed at Australians aged 30-55 who wanted to change their relationship with alcohol, particularly raising awareness of the new Drink Tracker feature as a support tool to track progress in reaching their goals. Targeted ads on Facebook, Instagram and Google were used.

It surpassed expectations, achieving 407,800 impressions, 2,383 new registrations and strong engagement, with 1,978 total users adopting the Drink Tracker. Social media and Google Ads effectively captured high intent users, contributing to growth in app downloads and usage.

### Campaign for Tasmanian women

A campaign to support Tasmanian women to change their relationship with alcohol and alleviate psychological distress ran for 11 weeks from April 2024 to June 2024 to address growing concerns about risky drinking behaviours. Paid ads on Facebook, Instagram and Google were used to drive engagement.

The campaign aimed to increase awareness of the Daybreak app and exceeded all targets. It reached 56,806 Tasmanians (initial aim: 20,000) and achieved 236 downloads, with 163 from Tasmanian women (initial aim: 150). After three months of engaging in the initiative, the average AUDIT-C score (measure for risky drinking) for females reduced from 7.87 (moderate risk) to 1.33 (low risk). The average K10 score (measure for psychological wellbeing) for females reduced from 24.89 (high level of distress) to 13 (low level of distress).

Our work was nominated for the Healthy Tasmania Community Awards (semi finalist).

## How we codesign

Codesign of digital mental health services is essential for effectiveness, user uptake, engagement and sticking with it [39, 40]. All of our services have been codesigned and launched with consumers and people with lived and living experience.

Our Consumer Advisors play a critical role in ensuring our products and services are person centred and effective.

They aim to improve the quality, safety and relevance of our programs and services by bringing together consumer advocates of diverse backgrounds and experience. We meet with the Consumer Advisor group at least six times a year. They are meaningfully and actively involved in the development and evaluation processes.

Daybreak community members are also critical partners and at the core of everything we do. Consumer Advisors that sit on our Research Reference Group are actively involved in the process from helping to decide what projects are conducted, the design and delivery of the projects, through to the reporting and dissemination of findings. We value their time and expertise and financially compensate them for their input. Consumer Advisors are invited to our team events.

We conduct an annual Member Experience Survey to better understand the needs of our members and to strengthen our programs and services. On average, 200 members respond. Our Hello Change program is a direct result of responding to the feedback of our members.

We also engage with individuals who have successfully reduced or quit drinking to feature in the promotion programs themselves – featuring in videos telling their personal stories, as guests on podcasts and webinars and in social media campaigns.

This short video is an example and provides insight into Hello Sunday Morning including the experience of our members, Jamie and Fiona, filmed in September 2024 [www.youtube.com/watch?v=u9T1uGMNEd8](https://www.youtube.com/watch?v=u9T1uGMNEd8).

“

I just want to say thank you to all of you who read my posts and have given me words of encouragement. This is a special community. One I feel privileged to be a part of. A lot of people never get the chance to realise what alcohol is doing to them, or the opportunity to live free from it. I hope one day I can post on here and be proud. That I can help others that I can mean something have an impact in a positive way. I wish you all well today.

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 **Hello Sunday Morning**