

Quarterly Update | January - March 2026

## WE ARE REACHING MORE PEOPLE THAN EVER

This quarter Hello Sunday Morning continued to deliver measurable improvements in alcohol use and mental health outcomes at scale – in three months of engagement, members reduced their drinking risk by 73% and psychological distress by 24%.

5,159 new members joined us this quarter and our Daybreak community grew to nearly 170,000 people, reflecting continued demand for accessible, stigma free support that helps people change their relationship with alcohol earlier.

## STRENGTHENING THE EVIDENCE FOR WHAT WORKS

Our latest Evidence Summary reinforces that digital, peer supported interventions can deliver meaningful reductions in alcohol risk and psychological distress.

This strengthens the case for scalable early intervention as a core part of the health system.



**Drink Less.  
Do More.**

## TURNING AWARENESS INTO ACTION

We've just launched the Drink Less, Do More campaign in South Australia, thanks to the support of Preventive Health SA.

It's translating awareness into increased help seeking, with strong engagement from regional communities where access to traditional services is often limited.



## OUR REACH AND ENGAGEMENT

Our reach continues to grow across all our communication channels. Since the last quarter our social media reach has increased by 786%.



**78K**

subscribers



**71.2K**

social followers



**10**

media mentions

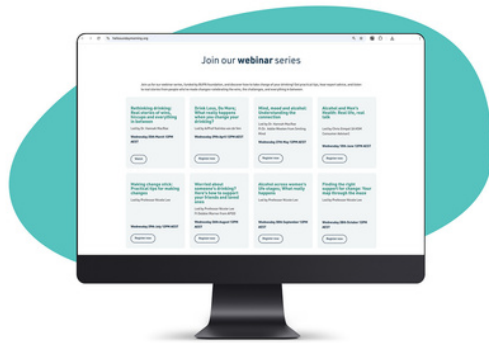
### A PARTNERSHIP FUELLING OUR GROWTH



Our partnership with the Ian Potter Foundation strengthens our research and evaluation capability, enabling us to continuously improve our services and demonstrate real world outcomes at scale. This ensures we are not only reaching more people, but delivering meaningful and measurable change.

### EXTENDED SUPPORT BEYOND DAYBREAK

Our new webinar series is helping more people engage with behaviour change by sharing real stories of moderation, relapse and recovery. These conversations normalise the challenges of change and increase motivation to take action.



### RAISING AWARENESS AND DRIVING HELP SEEKING

Media coverage this quarter of CEO Professor Nicole Lee highlighted the health impacts of alcohol, particularly for women, helping shift public awareness and encouraging more people to seek support to change their relationship with alcohol.

## MEASURING IMPACT

**Daybreak**

**169,907**

members



**3.1%**  
this quarter

**MyDrinkCheck**

**49,056**

assessments



**4.0%**  
this quarter

**DrinkTracker**

**27,154**

signups



**15.0%**  
this quarter

**Hellochange**

**1,311**

registrations



**4.1%**  
this quarter



**73%**

reduction in drinking risk  
within 3 months



**24%**

reduction in psychological distress  
within 3 months