

Stepping into the future: Building a national digital stepped care system in earlier intervention for alcohol consumption

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Background: The alcohol and other drug system remains heavily weighted towards treating illness, with limited resourcing and infrastructure to support people before significant problems emerge.

Description of Model of Care/Intervention: Hello Sunday Morning, Australia's largest early intervention digital health service for alcohol, has evolved over 15 years from grassroots peer support, borne from a single blog, into a sophisticated, data driven, clinically guided digital health service. In the past two years, Hello Sunday Morning has begun to build a stepped care digital health system to fill a critical service gap between health promotion and clinical treatment through expanding services and partnerships. This presentation will explore the development of Hello Sunday Morning as a national early intervention platform that offers evidence-based, scalable, and stigma-free support to people seeking to change their relationship with alcohol: 'One Sunday at a time'. Anchored by the peer support Daybreak community of now 150,000 members we've added My Drink Check, Drink Tracker, Care Navigator and the self guided CBT program, Hello Change to the suite of supports for anyone at any stage to rethink their drinking.

Effectiveness/Acceptability/Implementation: Outcome data from independent and internal evaluations will be presented that shows very large changes to alcohol consumption as well as significant improvements in mental health across all programs.

Conclusion and Next Steps: The presentation will highlight the huge opportunity that digital health offers to significantly increase impact and reduce the burden on the overstretched alcohol and other drug system and to connect with the tertiary treatment system to support people before, during and after treatment.

Implications for Practice or Policy: *[as above in conclusions and next steps]*

Disclosure of Interest Statement:

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Full abstract:

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as a national early intervention platform that offers evidence-based, scalable, and stigma-free support to people seeking to change their relationship with alcohol: 'One Sunday at a time'. Anchored by the peer support Daybreak community of now 150,000 members we've added My Drink Check, Drink Tracker, Care Navigator and the self guided CBT program, Hello Change to the suite of supports for anyone at any stage to rethink their drinking. Outcome data from independent and internal evaluations will be presented that shows very large changes to alcohol consumption as well as significant improvements in mental health across all programs. The presentation will highlight the huge opportunity that digital health offers to significantly increase impact and reduce the burden on the overstretched alcohol and other drug system and to connect with the tertiary treatment system to support people before, during and after treatment.