

More than an app: Co-designing digital alcohol interventions for equity and impact

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Our products and services are made for and with consumers

Digital tools are transforming alcohol and other drug support, but most are not designed *with* or *for* the communities they aim to serve.

Hello Sunday Morning is Australia's largest digital alcohol behaviour change service, supporting over 160,000 members through our stepped care digital system including:

- Daybreak, a clinically moderated peer forum
- Drink Tracker, tracks drinking and drink free days
- Hello Change, our CBT behaviour change program
- My Drink Check, an online self-assessment
- Care Navigator, 1:1 live chat service to find additional services and resources

Our governance structure supports consumer involvement

- Our partnering with Consumers Policy formalises co-design, feedback and representation across services
- Consumer Advisors provide feedback on strategic design, safety, accessibility and user experience of new products and services
- Consumers are an integral part of our Board and the Clinical and Technology Governance Subcommittee
- Consumer Advisors are part of our Research Reference Group and our complaints and inquiries process
- Charter of Rights ensures safety, respect, privacy and participation
- Our governance framework includes consumer involvement and measures participation as a KPI

Our governance embeds lived and living experience at every level, shifting from consultation to genuine co-leadership.

Co-designing Hello Change

