



## Stepping into the future

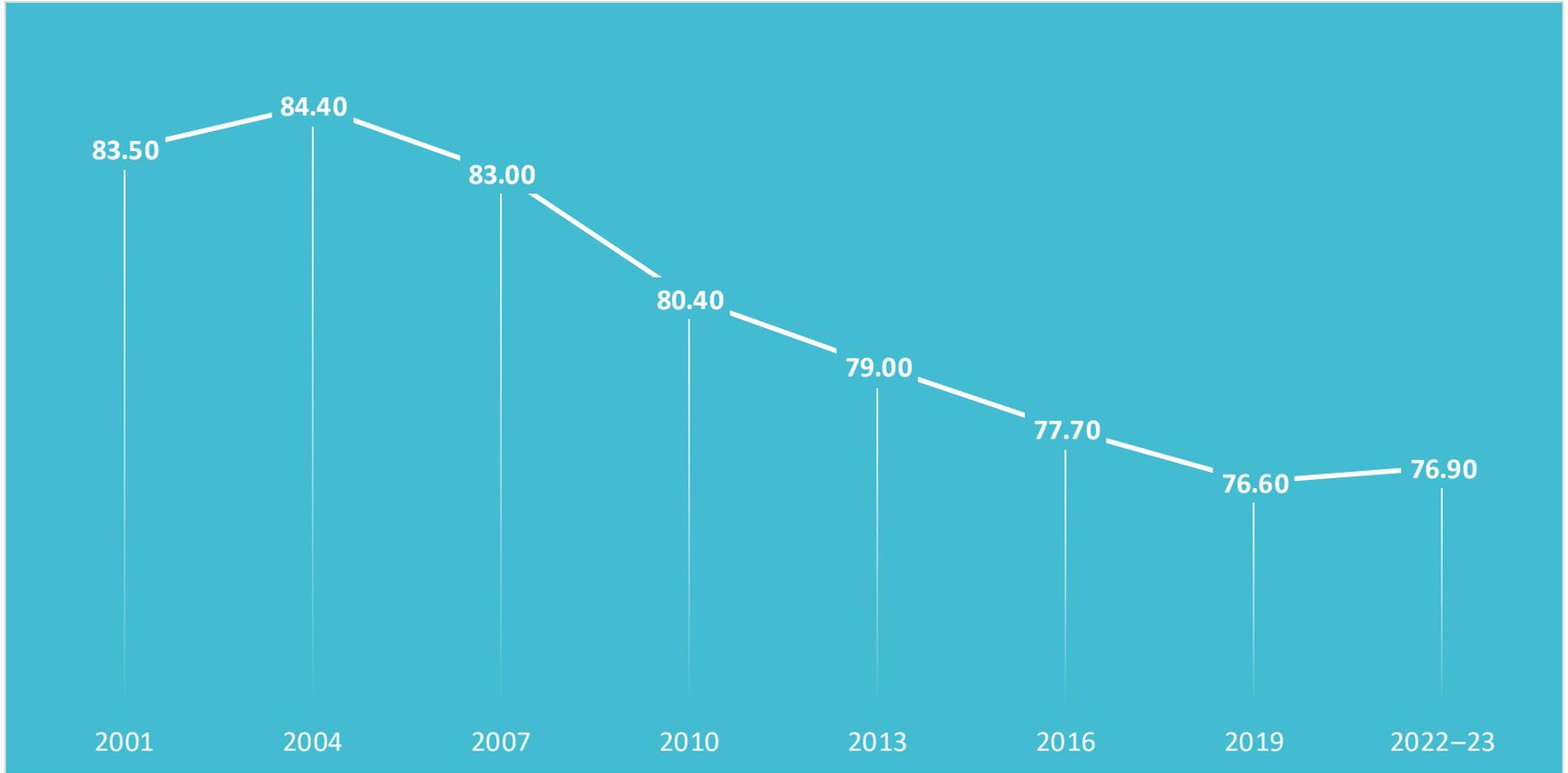
Building a national digital stepped care system in  
earlier intervention for alcohol consumption

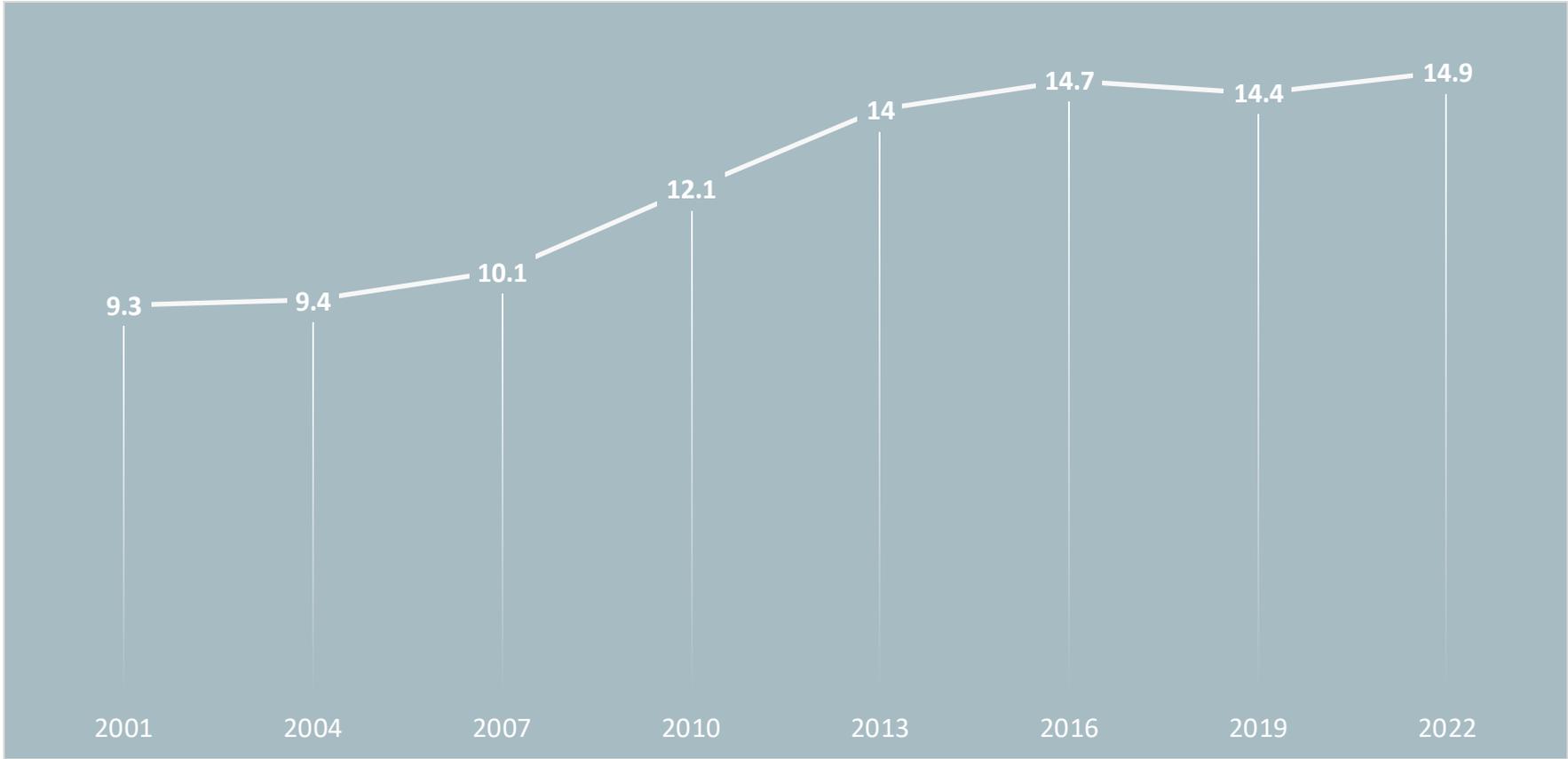


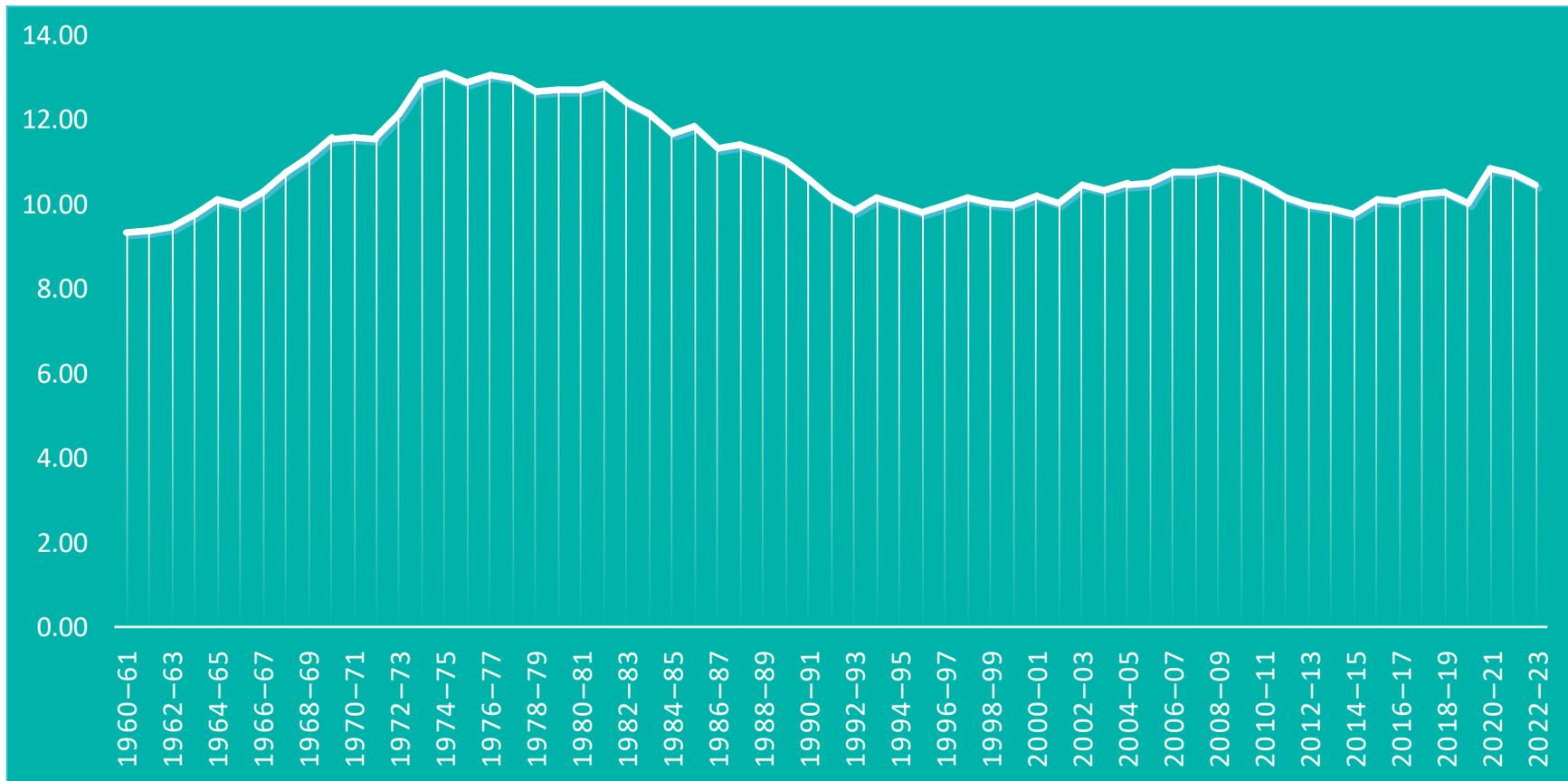
A scenic landscape at sunrise or sunset. Three people are walking away from the camera on a grassy hill, towards a large mountain peak in the distance. The sun is low on the horizon, creating a warm, golden glow. The sky is a clear blue gradient.

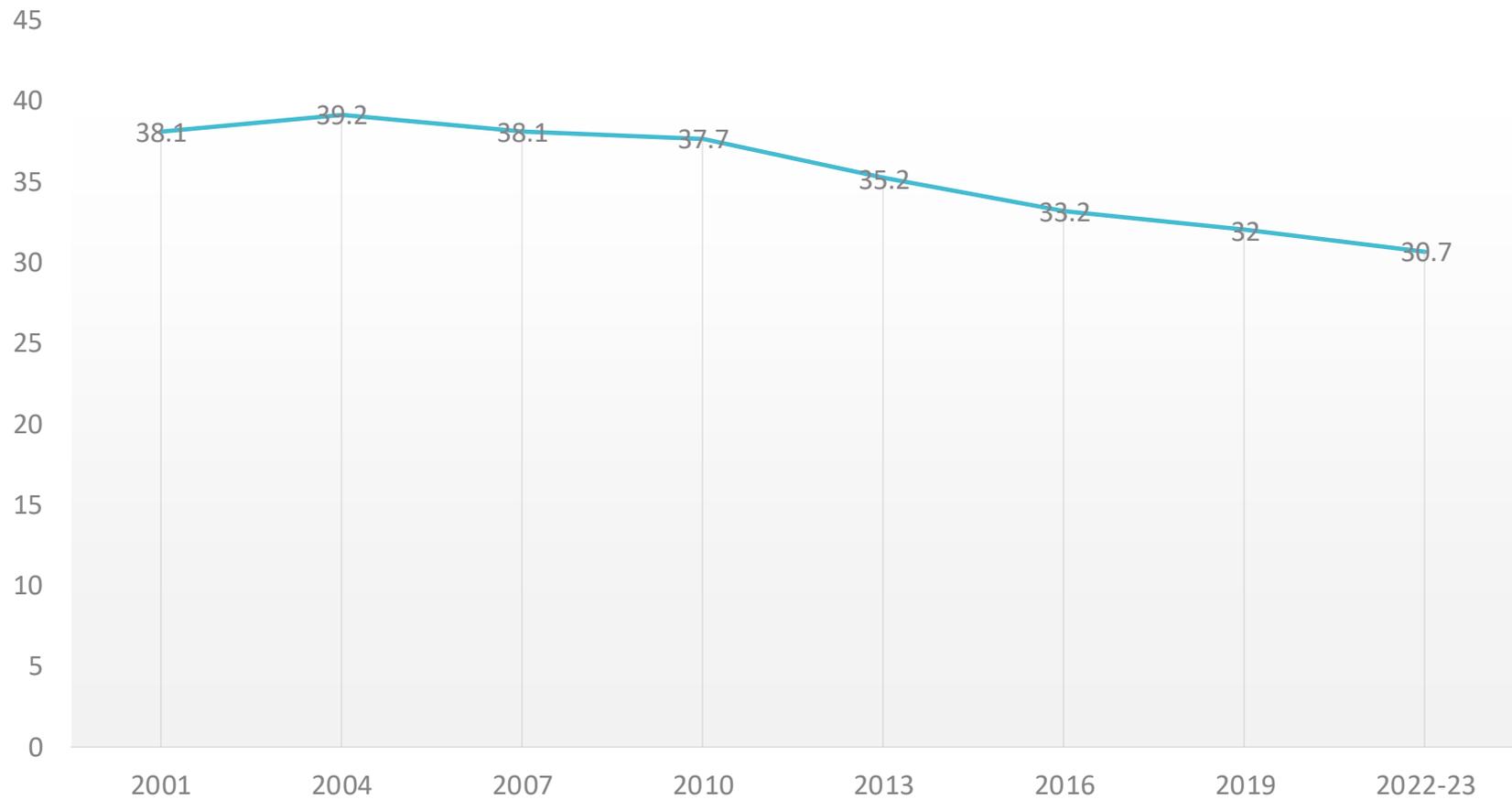
We're changing Australia's relationship with alcohol.  
**One Sunday at a time.**

 Hello Sunday Morning









Top 10% of drinkers  
drink 54% of all alcohol

FARE, 2022



1 in 4 seek professional help

# Earlier intervention

# The odyssey begins

A year without alcohol.

Posted by: Hello Sunday Morning | January 11, 2009



The first day..

This is a blog about why it is Sunday morning and I am actually sitting at my desk, typing in a mildly coherent fashion on my laptop...as opposed to being completely hungover, bedridden and dreading doing absolutely anything except lay in my bed and eat KFC.

This is a blog about what crazy things can happen to a normal, social, 22 year-old when they don't drink alcohol for an entire year. It is a real-time look into the wonderful Australian pastime of drinking through the eyes of someone who, isn't.

*Why?* Well this project all came about because I work for the Brisbane based youth advertising agency called **FRESH**. About two months ago, my boss and I were at the pub reviewing a tender submission for a binge drinking campaign, and it was then the thought occurred to us - what would it be like to go without alcohol for a substantial period?

Either of us had no idea. In fact, we don't even have mates had spent any longer than a month, tops, in that vast unknown land of sobriety.

So, if we were going to have a good crack at binge drinking in Australia, at least one of us would need to know what it means to actually not drink.

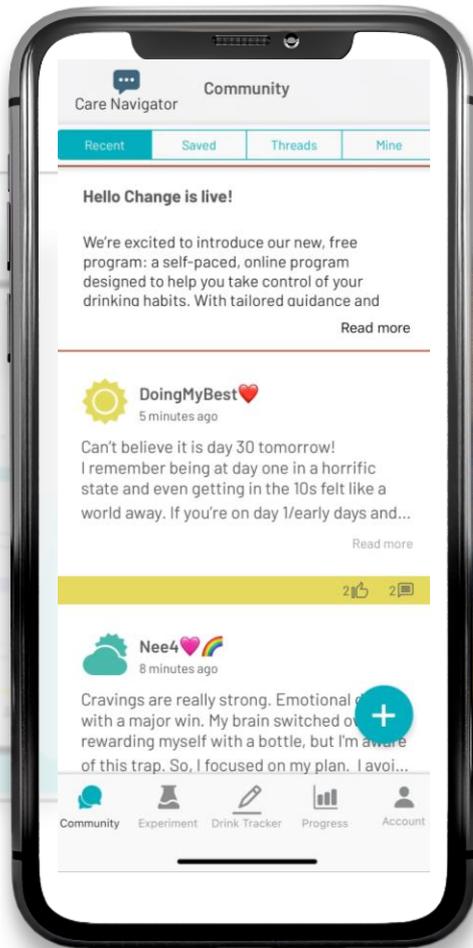
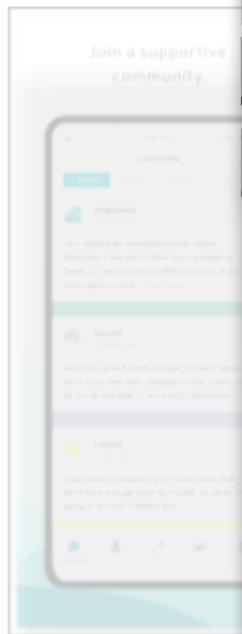
...I guess you could call it 'taking one for the team'.

I'm looking forward to seeing what happens and if you know me at all, you would know that it's a massive challenge that I'm up against.

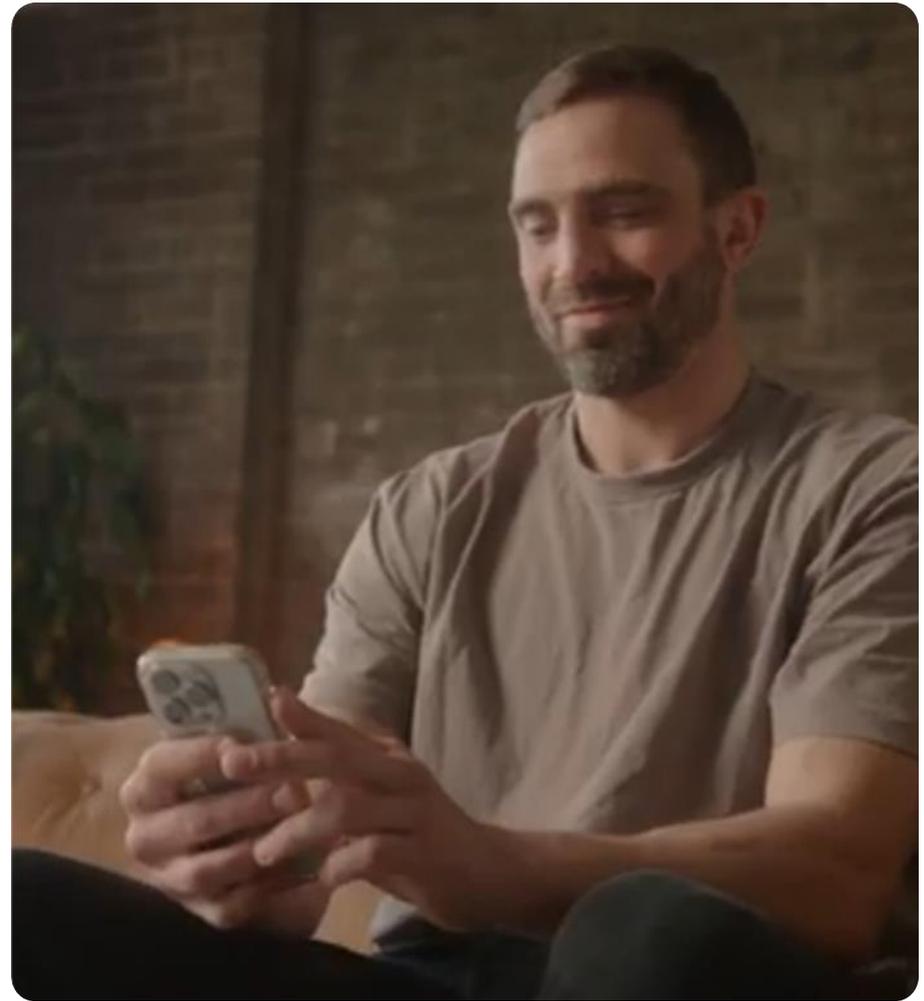
At the agency this year, we will be doing everything we can to identify the key psychological drivers as to why young people feel the necessity to get plastered week in, week out. If you have any ideas, we'd be stoked to get some community interaction on this one.



Relaxing at work



Community moderators  
keep the community  
safe





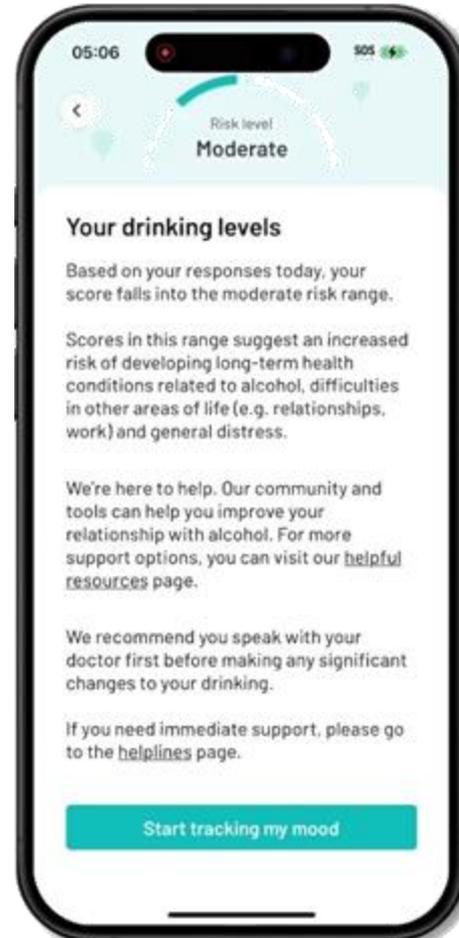
83% reduction  
in drinking risk



23% reduction  
in psychological  
distress

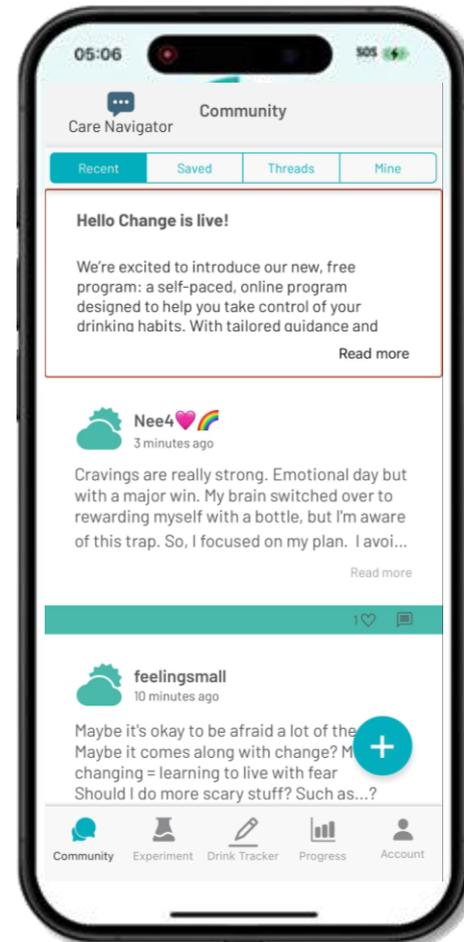


# MyDrinkCheck



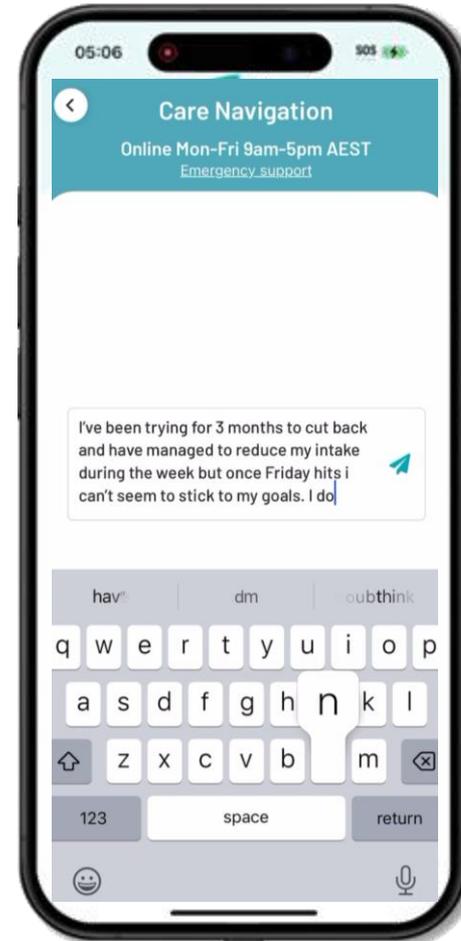


# DrinkTracker

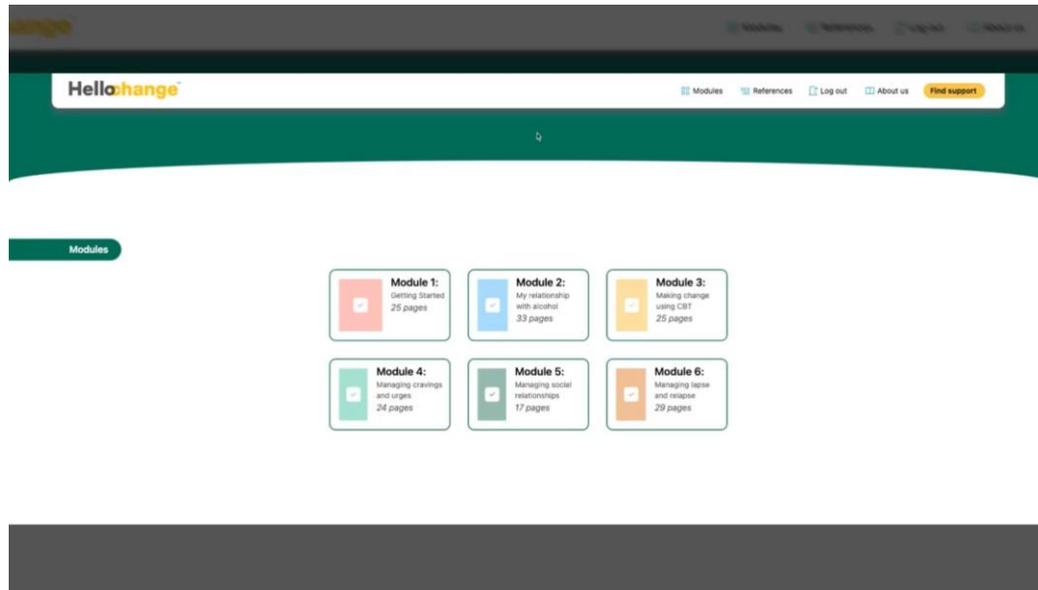




# CareNavigator



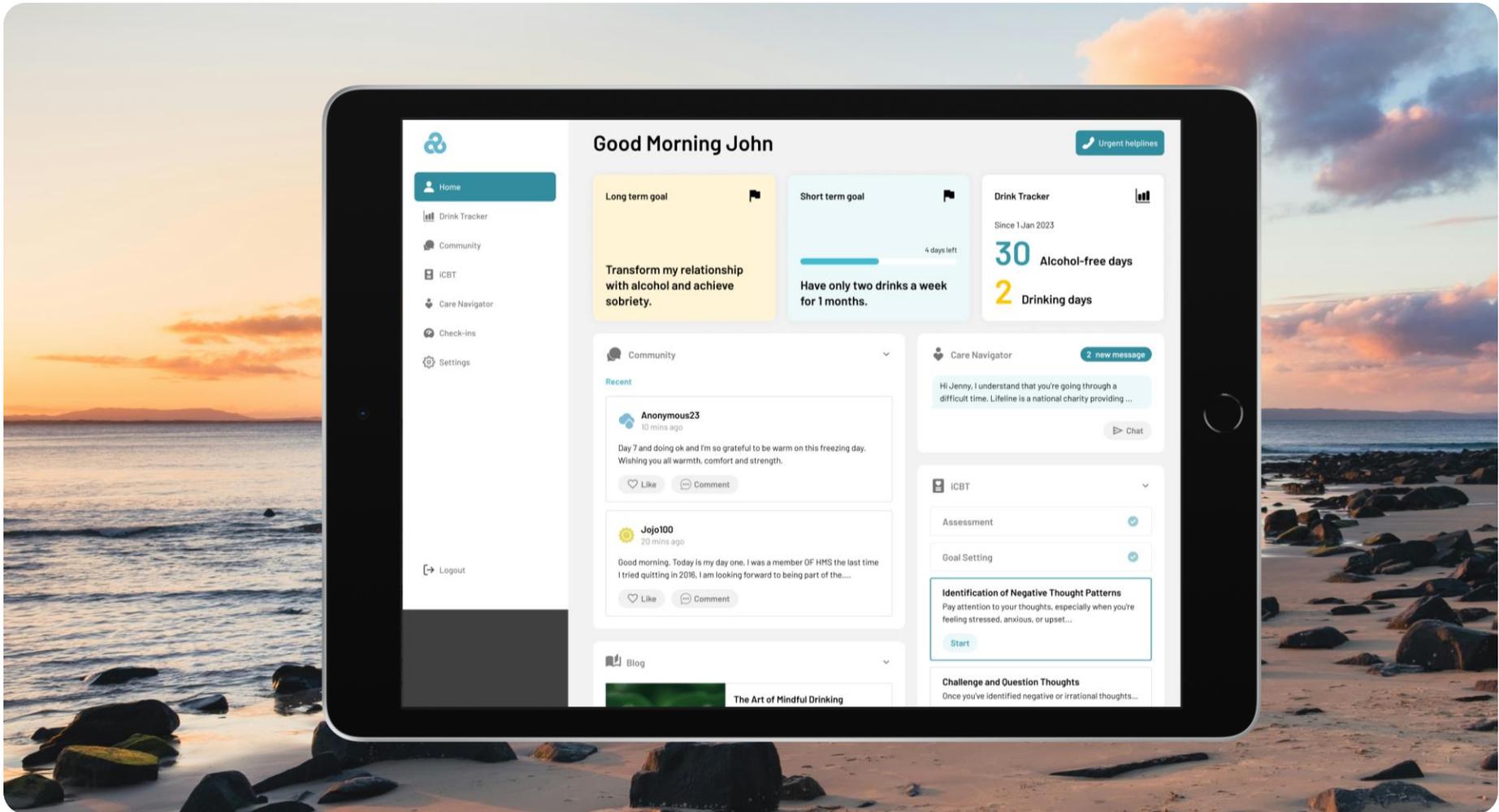
# HelloChange



The screenshot displays the HelloChange website interface. At the top, there is a dark navigation bar with the HelloChange logo on the left and links for 'Modules', 'References', 'Log out', 'About us', and 'Find support' on the right. Below this is a green header section with the HelloChange logo and a search icon. The main content area features a 'Modules' section with a grid of six module cards, each containing a play button icon, a title, a description, and a page count.

Module	Title	Description	Pages
Module 1	Getting started	Getting started	25 pages
Module 2	My relationship with alcohol	My relationship with alcohol	33 pages
Module 3	Making change using CBT	Making change using CBT	25 pages
Module 4	Managing cravings and urges	Managing cravings and urges	24 pages
Module 5	Managing social relationships	Managing social relationships	17 pages
Module 6	Managing lapse and relapse	Managing lapse and relapse	29 pages





# Good Morning John

[Urgent helplines](#)

Home

Drink Tracker

Community

ICBT

Care Navigator

Check-ins

Settings

Logout

Long term goal

Transform my relationship with alcohol and achieve sobriety.

Short term goal

Have only two drinks a week for 1 months.

Drink Tracker

Since 1 Jan 2023

30 Alcohol-free days  
2 Drinking days

Community

Recent

**Anonymous23**  
10 mins ago

Day 7 and doing ok and I'm so grateful to be warm on this freezing day. Wishing you all warmth, comfort and strength.

Like Comment

**Jojo100**  
20 mins ago

Good morning. Today is my day one. I was a member of HMS the last time I tried quitting in 2016, I am looking forward to being part of the...

Like Comment

Blog

The Art of Mindful Drinking

Care Navigator 2 new message

Hi Jenny, I understand that you're going through a difficult time. Lifeline is a national charity providing ...

Chat

ICBT

Assessment

Goal Setting

**Identification of Negative Thought Patterns**

Pay attention to your thoughts, especially when you're feeling stressed, anxious, or upset...

Start

**Challenge and Question Thoughts**

Once you've identified negative or irrational thoughts...

AI assisted moderation  
AI assisted responses  
After hours AI chat bot





# Hello Sunday Morning

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