



Media Release

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Sun rising on new initiative to reduce alcohol consumption

With excessive alcohol consumption affecting over 132,000 people across western Sydney, the launch of a new alcohol initiative – *Daybreak* comes at an opportune time to support individuals concerned with their alcohol consumption.

Commissioned by the Western Sydney Primary Health Network (WSPHN) to increase treatment options for those experiencing mild to moderate alcohol issues, *Daybreak*, developed by Hello Sunday Morning, is a smartphone app that enables patients to access a support network and trained coaches to help them reduce their alcohol intake.

WSPHN CEO, Walter Kmet said, “We are pleased to be the first Primary Health Network introducing the initiative to our people and look forward to seeing the results”.

Currently, demand for mild to moderate alcohol treatment is two to three times the available supply. As an online solution, *Daybreak* has no waitlists and people can begin receiving support as soon as the app is downloaded.

Hello Sunday Morning CEO, Chris Raine explains, “It’s exciting to be working in the western Sydney region to drop the barriers and support those who want or need help with their alcohol use”.

As *Daybreak* is commissioned by the WSPHN, it’s available at no cost to people who receive a referral code from their local GP.

To learn more about the program, contact the WestWest Helpdesk on (02) 8811 7117 or visit www.daybreakapp.io

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About WentWest

WentWest's focus on providing better health care in the community was strengthened with its appointment as a Tranche 1 Medicare Local in July 2011 to now operating as the Western Sydney Primary Health Network. WentWest has built on its experience as a Division of General Practice in supporting GPs and their practices, connecting health services to meet local needs, and striving for better health outcomes for western Sydney.

The population living in western Sydney is culturally, linguistically and socio-economically diverse, and we also have the largest urban Aboriginal community in Australia. WentWest works closely with doctors, allied health professionals, the Local Health District and many others to improve the coordination of local health and human services for these patients and their families.