

October 27, 2015

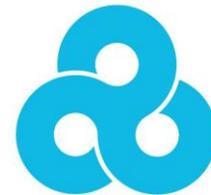
Contacts: **Mike Valentine, 715-577-3460, [Michael.valentine@co.eau-claire.wi.us](mailto:Michael.valentine@co.eau-claire.wi.us)**  
**Jennifer Eddy, 715-835-6079, [jjemdg@sbcglobal.net](mailto:jjemdg@sbcglobal.net)**

## **Hello Sunday Morning: A movement to change Eau Claire's relationship with alcohol.**

Eau Claire Healthy Communities is supporting an initiative to decrease high-risk drinking in Eau Claire County. According to the Burden of Excessive Alcohol Use in Wisconsin, Eau Claire County's rate of binge drinking among adults ages 18+ is 30%. This is higher than the state-wide rate of 23% and national rate of 16% and costs each Eau Claire citizen \$1,600 each year. 'Hello Sunday Morning' is one of many initiatives aimed at addressing the cost of high-risk drinking in Eau Claire County. These efforts are part of the Security Health Plan of Wisconsin grant to create community change around high-risk drinking in Eau Claire County.

'Hello Sunday Morning' is an online program that encourages participants to evaluate their relationship with alcohol. This can be accomplished by downloading the free iPhone app, joining the online community at [www.hellosundaymorning.org](http://www.hellosundaymorning.org) and following Hello Sunday Mornings' Facebook, Instagram, and Twitter profiles. Each Sunday morning participants are prompted by the app to 'check-in' on their weekly progress and complete different challenges, based on best practice evidence.

After downloading the 'Hello Sunday Morning' iPhone app, participants complete the 10 questions from the Alcohol Use Disorders Identification Test (AUDIT), developed by the World Health Organization. From here they complete a three question version of the AUDIT every Sunday morning. That progress is charted and participants can see how their relationship with alcohol has changed over time. Jennifer Eddy, Eau Claire Family Physician and chair of the High Risk Drinking Prevention Action Team, says "the survey, created by the World Health Organization, is effective in tracking each person's progress and providing messages to encourage them to improve their relationship with alcohol."



**HELLOSUNDAYMORNING**

'Hello Sunday Morning' inspires people to understand how and why they drink. Over 70,000 people worldwide have joined the online community, or downloaded the app with the goal of improving their health and relationship with alcohol. Mike Valentine, who is helping to coordinate the Security Health Plan grant, says "Hello Sunday Morning is a tool that challenges you to not only evaluate your relationship with alcohol but question how the local drinking culture is affecting your life." In the coming months, Healthy Communities will be talking at local events and offering a fun Sunday morning activity to share Hello Sunday Morning with the community.

### Additional Resources:

The Hello Sunday Morning website can be viewed here: [www.hellosundaymorning.org](http://www.hellosundaymorning.org)

The Hello Sunday Morning iPhone app can be viewed here: <https://itunes.apple.com/au/app/hsm/id961582035?mt=8>

Hello Sunday Morning CEO & Founder, Chris Raine is available for interview: [chris@hellosundaymorning.org](mailto:chris@hellosundaymorning.org)

Hello Sunday Morning GM, Jamie Moore is available for interview: [jamie@hellosundaymorning.org](mailto:jamie@hellosundaymorning.org)

Hello Sunday Morning's lead researcher, Dr. Nicholas Carah from the University of Queensland in Australia is available for interview: [n.carah@uq.edu.au](mailto:n.carah@uq.edu.au)