

The HSM program

Stage 1 – Initiation

Commitment to no alcohol for 3 months, one of four starting dates.
Commitment to personal life goals for the period

Stage 2 – HSM Process

Weekly blog/vlog posting about your experiences without alcohol
This communication of transformation to peers via social networks
Involvement in HSM activities when applicable

Stage 3 – Post-HSM

Graduation and reflections on learning through the experience
Posts about experiences of being able to drink again



Simon Maher Just said yes to not drinking for 3 months. Crazy I know. Gonna come across so many critics and so many advocates... Ok, here we go Hello Sunday Morning
February 20 at 9:13am · Comment · Unlike

You, Beth Young and 2 others like this.

Stacie Lee Ha ha ha 50 bucks you cant do it..... 3 months simo... ha ha
February 20 at 9:15am

Janaya Kemister Why would u do something silly like that! U r sooo not gonna last haha
February 20 at 9:20am

Dave Thorpe Hahahahahahahahahshahh sahshshshahahhhahahahah homo ha
February 20 at 9:55am

James Trethewie Hahaha. I just threw up a little. That is the biggest lie I've ever heard!!!! If u can do it I will get my balls waxed..
February 20 at 9:56am

James Trethewie Ps. Vibes tonite puggles? Will be sweet. Found 3 sweet houses already!
February 20 at 9:59am

Simon Bridge What would make u say something like that simon?
February 20 at 10:45am

Kylie Crawford You can do it simo! you show them! xxx
February 20 at 12:04pm

Luke Rabone but what about pooj?
February 20 at 3:28pm

Chris Raine haha. this is going to be so good to watch!! 100% behind you my man.
February 20 at 4:28pm · Delete

Terry Irsigler Man I need to do this as well. I lasted six days this week, then someone's like 'hey let's drink' and I went 'sure'. Do ya got the gumption?
February 20 at 4:44pm

William Welsh ma hair... i'm on the bandwagon.
February 20 at 8:27pm

Simon Maher Day 21, who's countin' fools..
ADDIN' SWAGGER TO MY STEP. | Hello Sunday Morning
fbshare.me
This aint so bad, in fact, I'm having an killa time. The first weekend hanging out with the old boy proved an initial challenge. The seasoned drinker
March 21 at 10:47am · Comment · Like · Share

2 people like this.

Lucy Jeffries Hey Simon that's wonderful, good on you buddy. X
March 21 at 11:17am

Hannah Lohman This is awesome - it's funny and interesting, and gets me thinking!
March 21 at 11:44am

William Welsh good work mate.. wish i could say the same, yet again i have managed to spend an entires weeks worth of money in one night and they didn't even let me into stockys.. was bulk classic though..
March 21 at 12:31pm

Ariel Roberts thats fantastic simo :) keep it up man. awsome blog too, very interesting :) i look forward to your future words.
March 21 at 1:19pm

Natalie Taylor nice one Simmo... keep us posted :)
March 21 at 2:32pm

Cristine Green love it!
March 21 at 3:12pm

Simon Maher Thanks guys, you can follow me on the website and i'll post on facey when I do something new. Much love.
March 21 at 6:40pm

Luke Rabone hai's jjus t guh.
March 22 at 11:43am

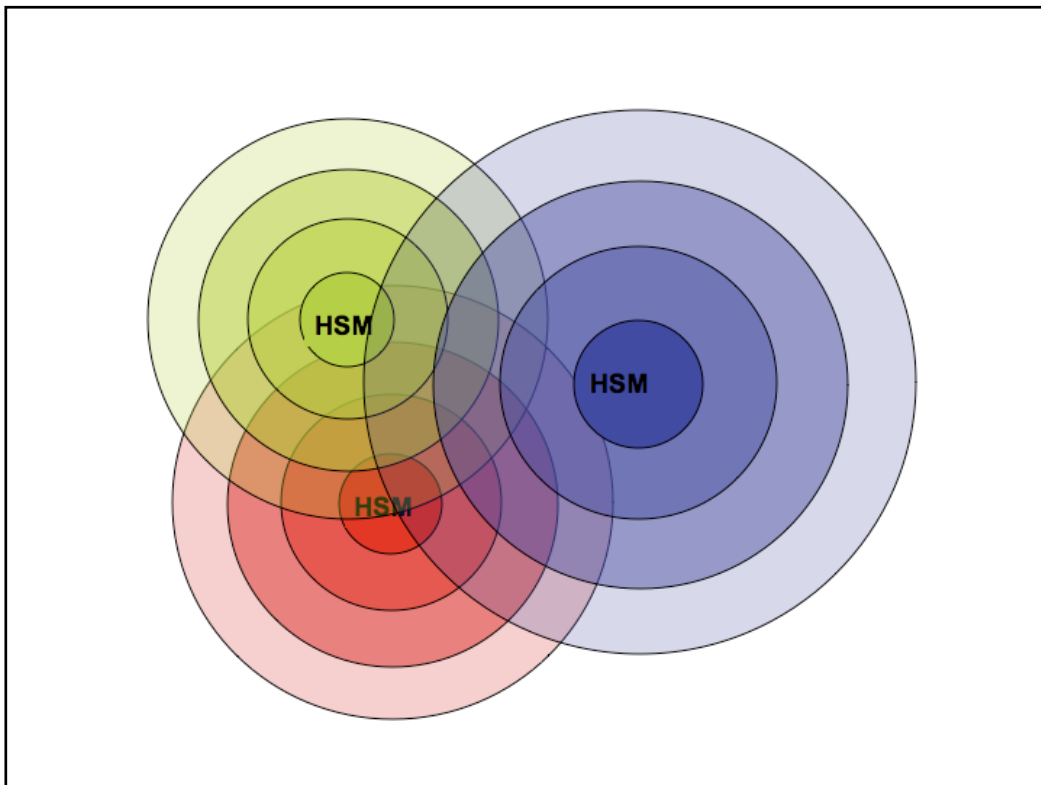
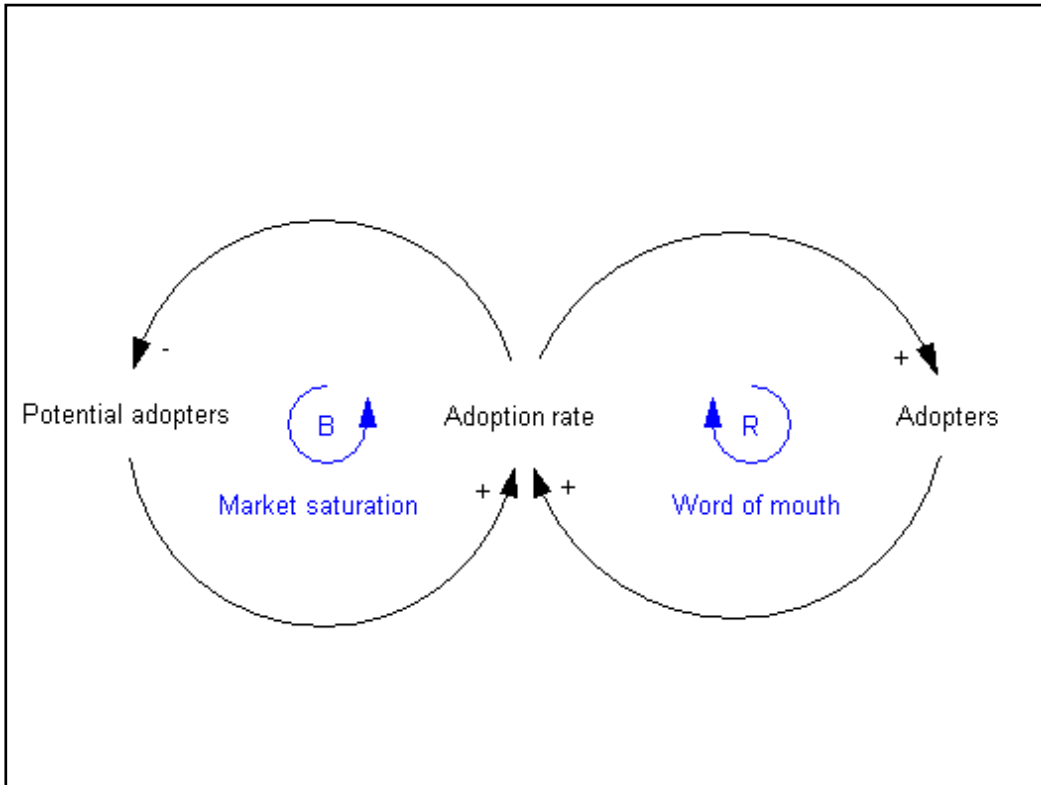
Write a comment...

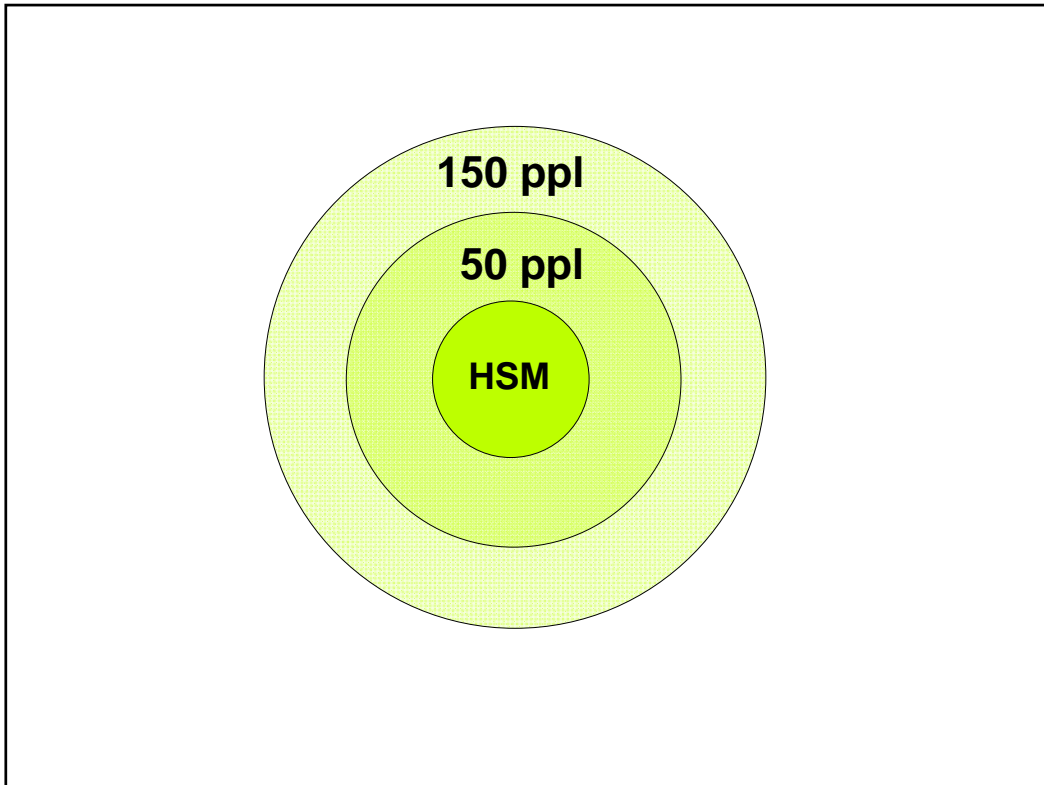


A screenshot of a Facebook post by Jaimee Ireland. The post title is "1 Tequila, 2 Tequila, 3 Tequila... Ok, thats enough now. | Hello Sunday Morning" with the URL hellosundaymorning.com.au. The text says "Im Jaimee and im already in my 5th week of a 6 month Hello Sunday Morning. Like most of the bloggers, my friends/ family are puzzled as to why I would". The post is from "Today at 2:51pm" and has options for "Comment", "Unlike", and "Share". Below the post, it says "You and Katherine Krohn like this." There are three comments: 1. Clint Dunstan: "Great Blog Jaimee!!! I think your doing the right thing for the right reasons. Alot of people can't face up to giving drinking away!! good for you mate and i know you get through 6 months with ease!! x" (Today at 6:08pm). 2. Meagan McCrone: "I'm one of said people but I admire your chutzpah all the same. Good one Puss xxx" (Today at 9:36pm). 3. Wayne Richards: "impressed - good work" (Today at 9:58pm). At the bottom is a comment box with the placeholder text "Write a comment..."



A screenshot of a Facebook post by Nick Crocker. The post title is "I'm not drinking for three months as part of Hello Sunday Morning, an initiative set up by Chris Raine -" with the URL http://nickcrocker.com/2010/05/hello-sunday-morning/. The text says "I'm not drinking alcohol for three months to support Hello Sunday Morning, a program set up by my friend Chris Raine. Chris decided he wasn't going to drink for a year, started blogging about it and soon enough, he was a national news story and 1500 people had joined the cause to start a...". The post is from "9 hours ago" and has options for "Comment", "Unlike", and "Share". Below the post, it says "You, Edward Harran, Andrew McMillen, Ben Johnston and 2 others like this." There are seven comments: 1. Benjamin Patrick Cronin: "Nice work Mate! I am almost 6 months without a drop now, would be 12 if not for one drink (literally) at New Years. Good Luck, I'll be following." (8 hours ago). 2. Nick Crocker: "Are you doing HSM Benny?" (8 hours ago). 3. Ned Dwyer: "Nice one dude, I'm not far off." (6 hours ago). 4. Benjamin Patrick Cronin: "Nah mate, just got over it. Anna and I have pretty much given it away. The bodies been grateful." (5 hours ago). 5. Tom Howard: "Cool idea by Chris, reckon I should get involved. I've also been dry since new year as part of a plan to reset my health and make the most of my opportunities in business and life. Going great so far, I'll get through the rest of the year no probs." (5 hours ago). 6. Andrew Stone: "not a great loss given the state of American beer..." (5 hours ago).





THE RESEARCH *INNER CIRCLE*

91% said government advertising doesn't effect them

90% said they would go without alcohol for 3 months with 64% saying that reading the blog influenced that belief.

59% said that reading the blog had influenced their drinking behaviours

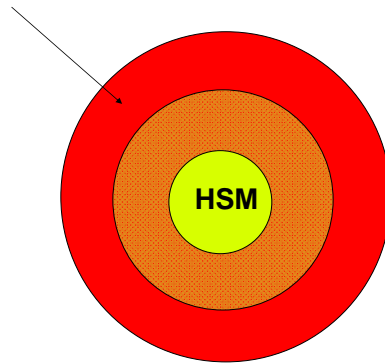
56% said they would like to blog about their experiences

HSM

THE RESEARCH *OUTER CIRCLE*

41.7% said that reading the blog had influenced their drinking behaviours

49.3% said they would like to do a 3 month stint without alcohol



Research

- Data mining of the blog
- Geo-centric issues and solutions
- The real reasons why people drink and real solutions

Communication

- Representing the information across a variety of channels (TVC, Billboard, Short film)
- Development of campaigns and ideas
- Partnership with existing AOD programs as a supporting program

