

BODYWHYS

The Eating Disorders Association of Ireland

Annual Report

2017

Our Vision

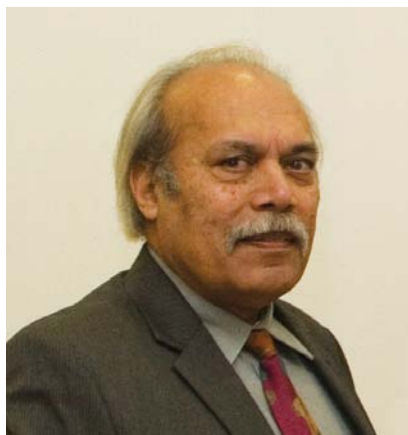
“our vision is that people affected by eating disorders will have their needs met through the provision of appropriate integrated, quality service being delivered by a range of statutory, private and voluntary agencies”

Contents

Page No.

Chairman & CEO's Report	2
Overview of Services.....	4
Helpline	5
Support Groups	7
Online Groups	9
Email Support.....	10
Peer Led Resilience Programme (PiLaR).....	12
SeeMySelf Psychoeducation Programme	16
Communications.....	17
Youth Development	20
Other Activities	22
Partnership Projects.....	24
References	25
Statement of Financial Activities.....	26
Balance Sheet.....	27
Acknowledgements.....	28
Company Information.....	29
Mission Statement.....	30
Organisation Chart	31

Chairman & CEO's Report



Parvez Butt
Chairman

2017 was a particularly busy year for Bodywhys and this foreword represents a snapshot of strategic activities across our support services; outreach developments; community and educational programmes; and external engagements, as well as an internal reflection on future needs and governance practices.

During the year, Bodywhys continued to meet its aims and objectives to support people affected by eating disorders, including family and friends. As you will see from this Annual Report, the services are consistently busy and expanding, as we aim to work collaboratively and build consensus with a broad range of stakeholders.

As in previous years, Bodywhys co-ordinated a range of activities to mark *Eating Disorders Awareness Week* in February. 2017 focussed, in the main, on a media and social media campaign, in conjunction with our partners Headline and SeeChange, generating considerable activity on-line and

also in media outlets. The 2nd Irish National Eating Disorder Conference, organised by Gerry Butcher of Conference Networking, was held on Friday 24th February. The Keynote speakers included Prof. Hubert Lacey and Prof. Glenn Waller, as well as Harriet Parsons from Bodywhys. This important event again provided a platform for international experts to share their knowledge and innovative approaches to eating disorder treatment.

World Eating Disorders Day, an international initiative, was held in June and was supported by our Communications Strategy via social media.

The HSE's National Clinical Programme Model of Care for Eating Disorder Services, is nearing completion with a proposed launch date for January, 2018. The stepped-care multi-disciplinary model will provide clinical expertise for children and adolescents and adults within the public system. As the voluntary support partners to the programme, Bodywhys has been represented on the Working Group by the CEO and Harriet Parsons. A formal and ongoing collaborative relationship with Bodywhys is progressing productively with the appointment of a dedicated post of Training and Development Manager to support the programme. The role involves developing, from a service user perspective, promotional and informational materials on a range of aspects including, the new treatment pathway; Family Based Therapy (FBT); Cognitive Behavioural Therapy Enhanced (CBT-E); as well as inputting into staff training and

expanding the delivery of the Peer Led Resilience (PiLaR) programmes.

The expansion of the PiLaR programmes, supported by the National Office for Suicide Prevention (NOSP), and in conjunction with the HSE's Mental Health teams, is of huge benefit to carers who are supporting a person with an eating disorder. The programme will be formally evaluated during 2018 to provide evidence-based data for future needs analysis.

During the year, the Department of Health established a National Cross-Sectoral Steering Group to agree actions and responsibilities of departments, national agencies and non-statutory partners of the new suicide prevention Strategy 'Connecting for Life'. From a Bodywhys perspective, the PiLaR programme is one such initiative, which meets these strategic needs. Bodywhys also attended the NOSP 'Connecting for Life' symposium on Internet Safety and Suicidal Behaviour. As an organisation, we have for some considerable time, expressed concerns about the potential negative impacts of the online environment. We recognise the need to have a greater understanding and research, for example, on the impact of social media on body image and self esteem in order to support the development of new resources on media literacy. In this regard, developments continued on a Primary School Programme 'Happy to be Me' with the pilot and evaluation of the intervention scheduled for early 2018, conducted under the guidance and supervision of NUI Maynooth.

Chairman & CEO's Report *(cont.)*

As an organisation Bodywhys welcomes the opportunity to contribute to staff and volunteer development, motivation and retention. In that regard, a number of initiatives were supported during 2017. In September, Marie Devine, Board member and the CEO represented Bodywhys at the bi-annual conference of the European Council on Eating Disorders which was held in Vilnius, Lithuania. The meeting brought together specialists from all over Europe and beyond to share knowledge, to discuss and debate new approaches to eating disorder treatments.

Bodywhys also participated as a partner in an EU funded Erasmus Project *Brighter Side of Exercise*. While the CEO was part of the initial consultation process, a team of eleven volunteers, staff and researchers, travelled to Pula, Croatia to participate in the concluding congress of the Project. Organised by the Croatian Fitness Academy, the congress aimed to explore and discuss standards, attitudes and guidelines when working with people with eating disorders. The focus of the project was to understand the relationship between eating disorders and physical activity, including where concerns may arise in a fitness context and to develop guidelines for those in the fitness industry, on how to manage and what is appropriate exercise for those with an eating disorder, and those recovering from an eating disorder.

As the fitness industry in Ireland is unregulated, this has been an area of concern for Bodywhys for some time and appropriate protocols will be developed commencing in 2018.

During the year a number of consultations were progressed with the Irish Dental Association and the Pharmaceutical Society of Ireland in relation to developing resources and guidelines for their respective areas of expertise.

Bodywhys continued ongoing engagement with Approved Recovery Ireland (ARI) at a number of consultations and also by attending the Recovery Fair titled 'Collaboration, Partnership and Co-Production'.

As members, Bodywhys regularly attends Mental Health Reform (MHR) events. During the year MHR continued to provide critical comment on a number of issues including the progress of 'A Vision for Change' (2006) mental health policy.

At the request of Minister Helen McEntee, T.D., the CEO supported students from Eureka Secondary School, Kells who were finalists in the Young Social Innovators event. Their project on eating disorders proposed a number of actions for an all-school approach to prevention.

The very nature of our work means that our organisation is constantly evolving with the inevitable personnel changes. Over the year, we welcomed our newly trained volunteers as well as Kathy Downes to the staff team, while we said goodbye to Breda Naddy, former Chairman, along with Jane O'Riordan and Kirsty Kirkwood as Directors. We thank them sincerely for their commitment to the board and to the organisation during their term of office and wish them well in the future.



Jacinta Hastings
CEO

We also welcomed Tiggy Hudson as a newly appointed Board Director. Board recruitment will be a major focus for 2018 as we continue our development process of strong and appropriate governance procedures.

Throughout 2017, we continued our ongoing commitment to reviewing our participation in the Governance Code. This engagement will ensure that the highest attainable quality standards are maintained across every aspect of the organisation as we prepare in advance for the introduction of General Data Protection Regulation (GDPR), an EU wide data protection law which comes into force in May, 2018.

At this point it just remains to extend a sincere thanks to everyone involved in ensuring that Bodywhys continues to meet its aims and objectives in supporting people affected by eating disorders.

Overview of Services



Kathy Downes

2017 has been a very productive year for Bodywhys with an increase in numbers of people using our services for support. It is apparent that, despite the wide ranging needs of people using our services, there is the common need for understanding amongst everyone. Each person needs to feel understood in their own unique experience of an eating disorder. In 2017, our volunteers continued to provide support in a way that respects, and meets the person where they are at whether that is a person who has lived with an eating disorder for 20 years and needs ongoing support through treatment, or is a parent encountering this illness anew in their child, and grasping for a next step.

Volunteers really are both the face and the backbone of all the services. During the year, new volunteers were trained to deliver support across all of our services. These new volunteers joined our already dedicated team. It is with much gratitude that Bodywhys

recognises the immense work and commitment that our volunteers provide on our support services and we would like to thank each and every one of them for the support they have given the organisation in 2017.

A support service needs to be a place a person feels comfortable contacting. Bodywhys endeavours to provide a place that can relieve anxiety and also a place where a person can receive information and tools to perhaps take a tentative next step. It requires bravery and trust on the part of the user to ask for help. This can be difficult for a person when it comes to eating disorders, where secrecy and fear can keep things unsaid. We are challenged with providing a service that feels safe, non-judgmental and informative to the user: a place that they feel they can return to whenever and as often as they wish. Reflecting on 2017, we can see this is happening across our services, where repeat contacts are growing across all services and on different platforms.

Central to our work is supporting families. 2017 has seen growth around this work centred on our 4-week family programme – Peer Led Resilience (PiLaR). This programme has also allowed us to learn from parents and families. It has informed our services through enabling us to see how an eating disorder can affect so deeply, not just the person themselves, but the whole family. Support for families through our services in turn fosters recovery for the person themselves. 2017 has shown an increase in parents and families engaging in our support services overall.

All of our support services are based on the ethos that we recognise an eating disorder is not about food or weight, but underlying issues and feelings. Taking a look at the overall numbers using our support services in 2017, we can see there has been a 15% increase in people using our support services compared to 2016.

Figure 1: Breakdown of how people contacted Bodywhys for support

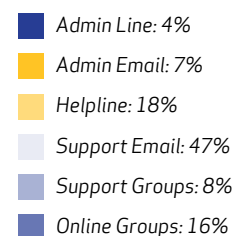


Figure 1 shows a shift from the traditional telephone helpline to using online services (email and online support groups) for support. When we look at where service use has increased, we see a 40% increase in support emails, this follows a trend of growth in this service by similar increments over the last three years. Looking at the divide between the uptake of services, 70% of contacts came via an online contact and 30% were 'in person' contacts.

Helpline – 1890 200 444

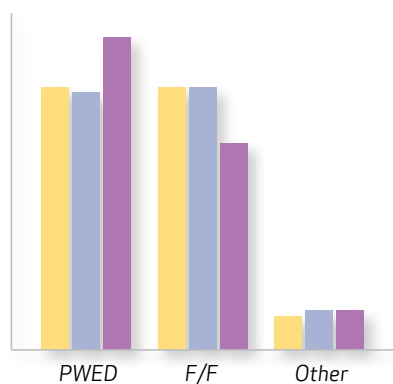
Helpline – 1890 200 444

The Bodywhys helpline is a 'listening ear' service and all our volunteers are trained to deliver a safe, non-judgemental, non-directive, listening, support and information service to people affected by eating disorders. During 2017, our helpline operated for 2 hours per day, 6 days per week. In 2017, 51 % of callers were calling for the first time, and 49% were repeat callers, this sees an increase on 2016 where just 31% were repeat callers.

In 2017, we can see (Figure 2) that numbers of people with an eating disorder contacting the helpline, are higher than family/ friends which is a shift from the previous 2 years.

Figure 2: Who contacted the helpline?

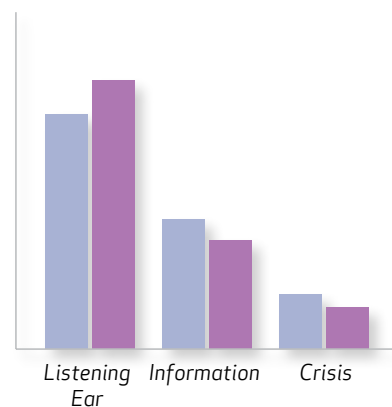
	2015	2016	2017
PWED:	47%	46%	56%
Family / Friend:	47%	47%	37%
Other:	6%	7%	7%



We have noticed a trend on our helpline in the past couple of years of an increase in 'listening ear' type calls and a decrease in 'information' type calls. This means that increasingly service users are not calling the helpline for just information, which can be accessed through either our email services or our website. Rather people are calling the helpline to talk, and to be listened to. Providing a safe, supportive and non-judgmental space for people, tends to mean the person will call back. These calls are called 'listening ear' and Figure 3 shows this breakdown.

Figure 3: Why did people call?

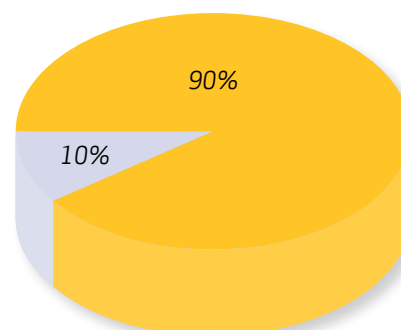
	2016	2017
Listening Ear:	56%	64%
Information:	31%	26%
Crisis:	13%	10%



Eating disorders are not just a female issue, and continuing the general trend from previous years the breakdown in gender of people with an eating disorder calling the helpline reflects what is generally accepted as the male to female ratio of 1:10.

Figure 4: Gender of person with an eating disorder

- Gender of PWED (Male): 10%
- Gender of PWED (Female): 90%



Helpline (continued)

Figure 5 shows the age of the person with an eating disorder, where we know it, of those who have contacted through the helpline from 2015-2017.

We do not diagnose anyone who makes contact with us, and people do not need to have a diagnosis to use our support services. Where we know the type of eating disorder a person has Figure 6 shows the breakdown in percentages.

As in 2015 and 2016, the majority of callers (where we know the duration of the eating disorder) have had an eating disorder for over 10 years, see Figure 7.

We do not always know from callers whether they are in treatment at the time of their call, but where we do know this, 21% are not in any form of treatment. This is a decrease on 2016's figure of 51%. There may be many reasons for this, but it indicates that in 2017 just over half of the people who use our helpline have already taken that first step to recovery. In terms of the treatment breakdown that we know of 14% of callers have been to their GP, 7% are attending a psychotherapist/counsellor privately, and 54% are under the care of a psychiatrist and/or attending a hospital for treatment, or public mental health services. (See Figure 8). This is an increase of 22% since 2016 of people engaged with public services.

* CAMHS – Child and Adolescent Mental Health Services (Public HSE Service)

* AMHS – Adult Mental Health Services (Public HSE Service)

Figure 5: What age is the person with the eating disorder?

	2015	2016	2017
Under 10 years	2%	4%	1%
10-14 years	11%	10%	9%
15-18 years	23%	24%	20%
19-24 years	14%	21%	14%
25-35 years	16%	19%	10%
36-55 years	22%	17%	43%
56+ years	12%	5%	3%

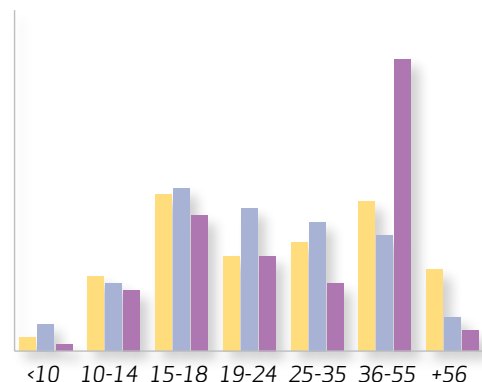


Figure 6: What type of eating disorder?

Anorexia: 72%
Bulimia: 19%
Binge Eating Disorder (BED): 8%
EDNOS/OSFED: 1%

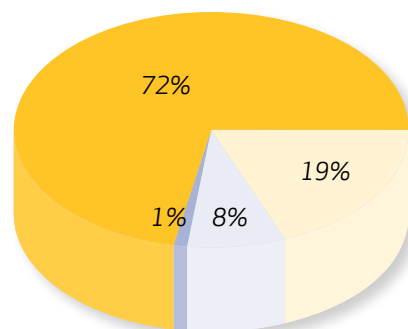


Figure 7: How long has the person had an eating disorder?

	2015	2016	2017
0-6 months	6%	8%	7%
7-12 months	14%	11%	13%
1-2 years	14%	19%	11%
2-5 years	13%	18%	12%
5-10 years	7%	9%	8%
10+ years	46%	35%	49%

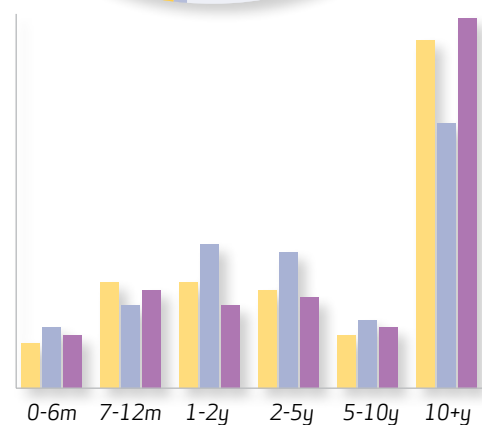
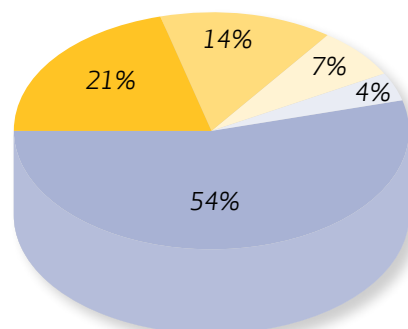


Figure 8: Type of current treatment?

None: 21%
GP only: 14%
Psychotherapy: 7%
GP + Psychotherapy: 4%
Psychiatrist / hospital/ CAMHS/AMHS*: 54%

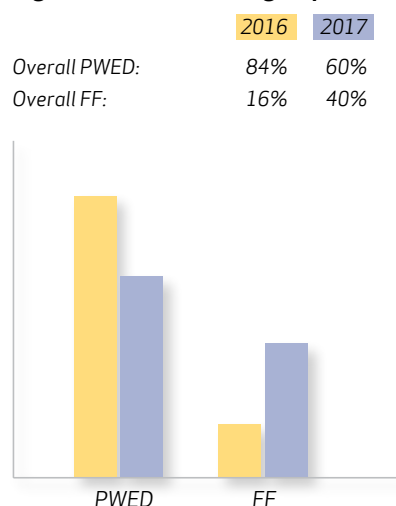


Support Groups

Bodywhys offers two types of 'face-to-face' support groups, one for people with eating disorders, and one for family and friends. In 2017, these groups ran in Dublin. Our support group in Trinity College Dublin ran until the Summer 2017 and then, in conjunction with the college, a decision was made to stop running the group on campus due to low numbers. It was felt that directing those who had attended to the Dublin group would be more beneficial to the user.

Looking at who attends our groups *Figure 9* shows that in 2017, the number of people attending family and friends group is up by 108% on 2016. This may reflect the success of PiLaR, our 4-week programme for families, which creates a greater awareness country wide about these supports.

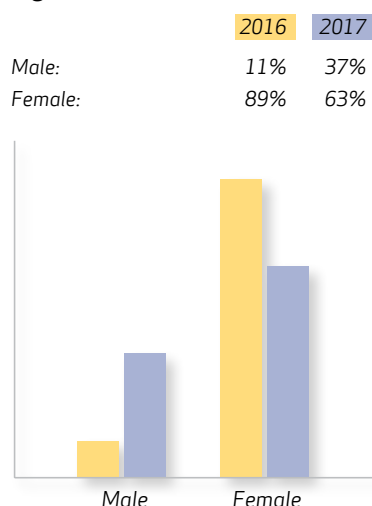
Figure 9: Who attended groups?



When we look at the gender breakdown of those attending groups, we see that in 2017, 37% of people going to the support groups were male (*Figure 10.1*). When we break this down further, looking at the gender for each type of support group, we can see in *Figure 10.2* that 35% of people attending our PWED support groups were male, and 65% were female. This is an increase of 128% on males in the eating disorder group.

This increase in males with an eating disorder may indicate that men are beginning to feel more comfortable acknowledging eating disorders, and also how the 'face-to-face' groups focus on inclusivity based on feeling and experience. For those attending our family and friends group, in *Figure 10.3* 40% were male, and 60% were

Figure 10.1: Overall Gender Breakdown



female, and reflect a similar break down to 2016.

Figure 10.2: Eating Disorder Group

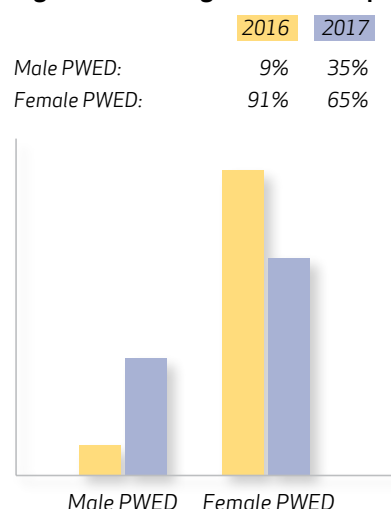
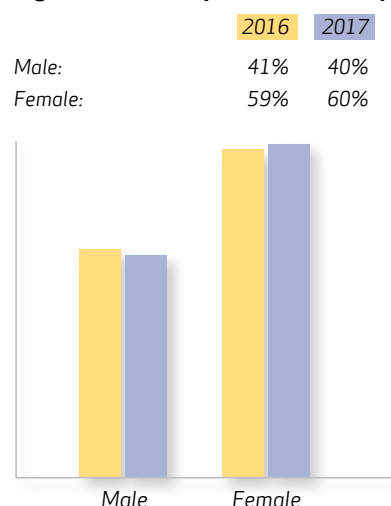


Figure 10.3: Family & Friends Group



Support Groups *(continued)*

Figure 11 shows us that 33% of people attending our support groups were there for the first time, and 67% were returning or regular attendees, which once again shows us how that for some people, attending the support group is a source of on-going support.

Where we know the type of eating disorder Figure 12 shows us the breakdown according to eating disorder type of the people attending our groups. Breaking down diversity

of behaviour within the groups also reflects our underlying message that although an eating disorder may differ in behaviour underneath people come together in their 'feeling' experience of having an eating disorder. This is also important to show because often a person may fear attending a support group because they feel they do not 'fit in' to a specific weight category. Following the group people often express relief at having come and been accepted by the group.

Our face-to-face support groups are for people over 18. We do not ask people's ages in the group, but rather note whether a person is over or under 25 yrs old. Continuing the trend we have seen in the helpline, in Figure 13 we can see that the majority of people attending our support groups have been over 25 yrs old.

Figure 11: First time or return?

First Time: 33%
Return: 67%

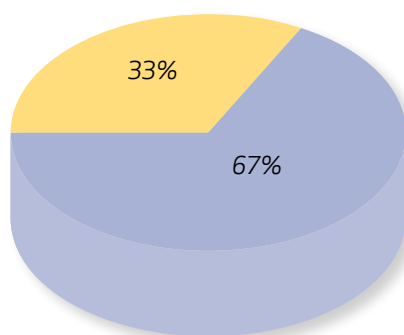


Figure 12: What type of eating disorder?

Anorexia: 49%
Bulimia: 19%
BED: 10%
Other: 22%

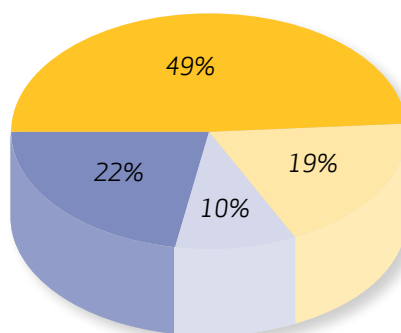
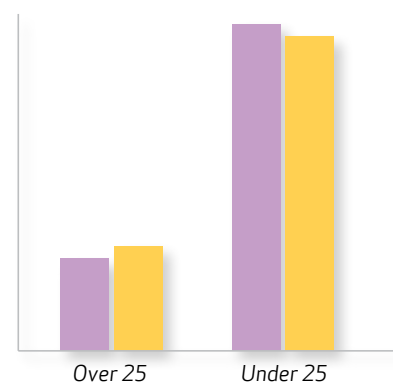


Figure 13: What age are those attending support groups?

	2016	2017
Over 25:	65%	66%
Under 25:	35%	34%



Online Groups

Online Support Groups

Bodywhys offers an online support group for adults and for teens. Both groups run once a week. In 2017, the overall attendance for our online support group increased by 2% compared with 2016.

Figure 14 shows the breakdown in those attending for the first time and those who are returning to the group. Both in our adult group and our teen group we saw an increase of people coming back, with an increase in of 4% in the adult group and 1% in the teen group.

Figure 14: First time or return?

	Adult	Teen
First time:	22%	25%
Return:	78%	75%



Figure 15: What age are the adult users?

- Age 18-25: 55%
- Age 25+: 45%

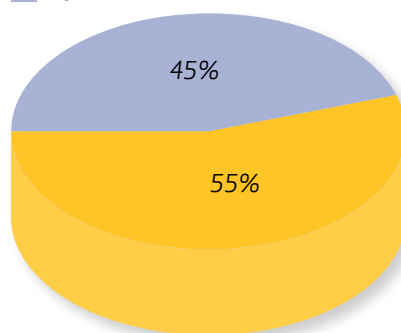


Figure 16: What age are the teen users?

- Age 13-15: 44%
- Age 16-18: 56%

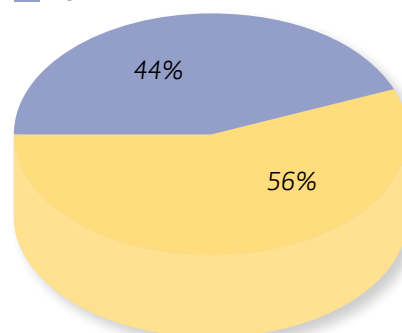


Figure 16 shows the breakdown in age on our teen group. The 13-15 age group has seen a 21% increase in attendance when compared with 2016.

Email Support

Email Support Service

'Alex' is a group of volunteers who respond to our support emails. "Like a helpline call in an email", is one way of describing our email support service. All replies are reflective, non-directive, and written specifically for the person who has emailed. In 2017, our email service received 41% more emails when compared with 2016.

Figure 17 demonstrates that the majority of contacts are from people themselves who have an eating disorder which is in line with previous years.

As with our helpline, the majority of people who email are not looking for specific information, rather they are looking for a way to be able to voice their inner struggles. Figure 18 shows

that 73% of emails we received reflect this need.

The gender breakdown for our email service was 3% male and 97% female, shown in Figure 19.

Figure 17: Who contacted the email service?

	2015	2016	2017
Self:	81%	82%	80%
Family / Friend:	16%	15%	17%
Other:	3%	3%	3%

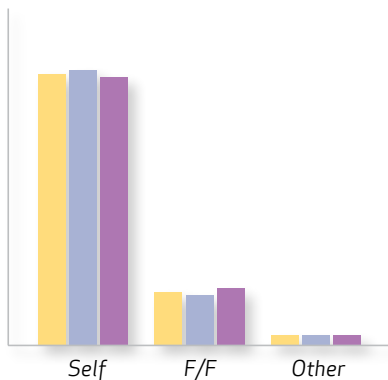


Figure 18: Why did people email Bodywhys?

	2015	2016	2017
Listening Ear:	58%	69%	73%
Information:	28%	22%	22%
Crisis:	14%	9%	5%

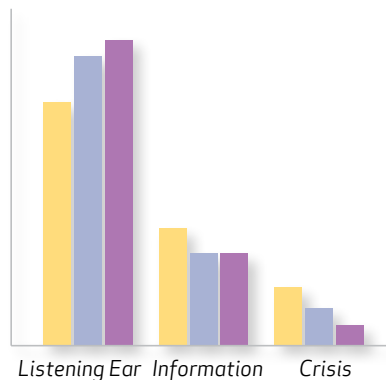
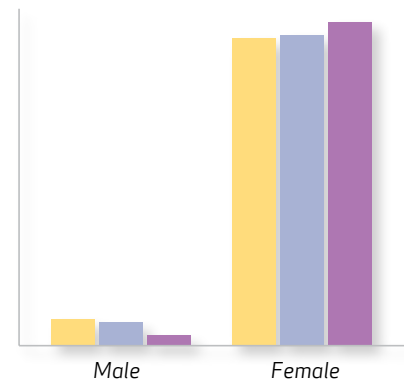


Figure 19: Gender of person with an eating disorder

	2015	2016	2017
Male:	8%	7%	3%
Female:	92%	93%	97%



Email Support *(continued)*

Looking at the age of those with an eating disorder that emailed Bodywhys in 2017, *Figure 20* shows us that 54% were aged in the 15-24yrs bracket, and 32% were aged 36-55 yrs old.

Where we know the type of eating disorder a person has *Figure 21* shows the breakdown in percentages for those who emailed us.

Figure 22 shows that the majority of people who emailed in 2017 have had an eating disorder for over 10 years which mirrors the statistics relating to our helpline. This highlights the sometimes long term nature of an eating disorder, and also how a person needs ongoing support.

We do not always know from those who email whether or not they are in treatment, but where we do know this, 25% are not in any form of treatment. Of those who were in treatment, 5% of those who emailed had been to their GP, 4% are attending a psychotherapist/ counsellor privately, and 34% were under the care of a psychiatrist and/ or attending a hospital for treatment, or public mental health services. (See *Figure 23*).

It is important to note that of those who are not engaged in any form of treatment, 26% of those using the email support service are using Bodywhys services as an ongoing support, and 74% of those in treatment were also using Bodywhys support services for support. This indicates that Bodywhys provides an ongoing support to people around their treatment.

Figure 20: What age is the person with the eating disorder?

	2015	2016	2017
Under 10	3%	2%	0.2%
10-14	7%	3%	3.2%
15-18	29%	28%	22%
19-24	17%	10%	32%
25-35	16%	12%	10%
36-55	25%	44%	32%
56+	3%	1%	0.6%

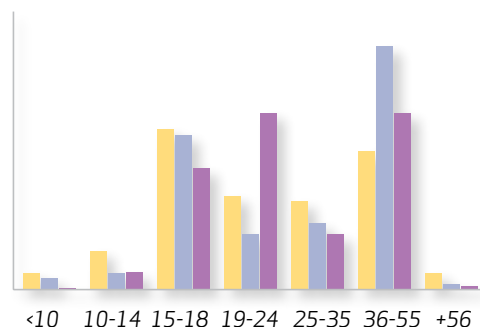


Figure 21: What type of eating disorder?

	2015	2016	2017
Anorexia	60%	64%	64%
Bulimia	10%	11%	15%
BED	11%	10%	8.5%
EDNOS/OSFED	4%	1%	2.5%
Unknown	15%	14%	10%

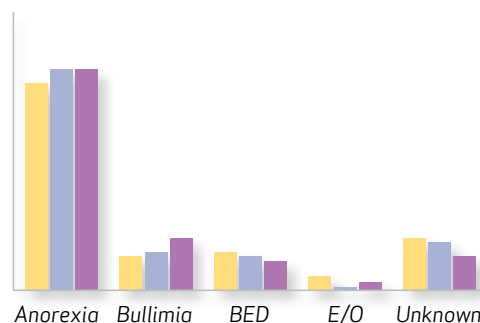


Figure 22: How long has the person had an eating disorder?

	2015	2016	2017
0-6 months	8%	1%	3%
7-12 months	11%	2%	3%
1-2 years	18%	19%	15%
2-5 years	13%	15%	28%
5-10 years	6%	6%	11%
10+ years	44%	57%	40%

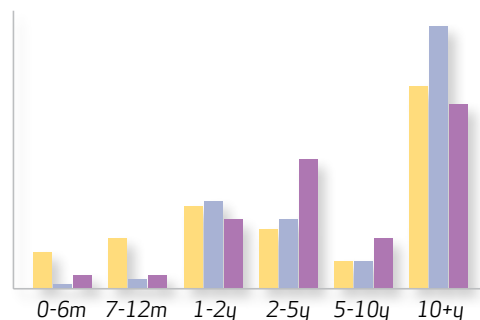
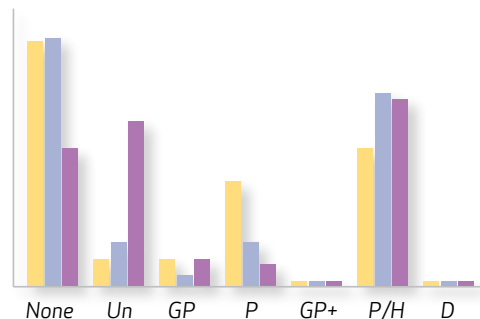


Figure 23: Type of treatment?

	2015	2016	2017
None	44%	45%	25%
Unknown	5%	8%	30%
GP only	5%	2%	5%
Psychotherapy	19%	8%	4%
GP + Psychotherapy	1%	1%	1%
Psychiatrist/	25%	35%	34%
Hospital/CAMHS/AMHS			
Dietician	1%	1%	1%



PiLaR Programme



Harriet Parsons
Training and Development Manager

Bodywhys is dedicated to providing those affected by eating disorders in Ireland (both those people with an eating disorder, as well as family, friends, professionals, general public) with support, expansive information, education and resilience development, as well as increasing understanding of eating disorders amongst the general population. Bodywhys is also dedicated to advocating for the rights and healthcare needs of people affected by eating disorders in Ireland. In line with our remit and vision, that people affected by eating disorders will have their needs met through the provision of appropriate, integrated, quality services, Bodywhys has been working with the HSE National Clinical Programme for Eating Disorders (NCP-ED), for a number of years, providing the patient's perspective for the working group while they plan

services nationally. Bodywhys is the support partner to the HSE NCP-ED, providing support at all levels of the proposed model of care (to be launched in early 2018), not only to service users and their families, but to the eating disorder treatment teams, and the wider eating disorder hubs as they are established.

The proposed stepped care model for treatment has four levels, and Bodywhys will provide support at all levels of the model of care as outlined below.

Level 1: Support / self help / education:

Bodywhys provides timely support and information to the person and their family. Bodywhys also, in partnership with the ICGPs has developed a resource for GPs to enhance their knowledge, understanding and approach when seeing people for the first time. Bodywhys can provide support in the education of professionals, and the general public in the area of eating disorders. Bodywhys works in schools, both primary and secondary, and at third level where requested. For the person with an eating disorder, Bodywhys can be both a confidential listening ear supporting the person in their initial steps towards seeing a professional, encouraging engagement with services, and providing accurate information about treatment pathways.

Level 2a and 2b: Outpatient care:

Bodywhys provides support to those engaged in the service, and their family. The Peer Led Resilience Programme (PiLaR) is one such initiative where Bodywhys works with parents for 4 weeks to provide them with understanding of eating disorders, as well as tools and skills for supporting their loved one through the treatment process. Support in between appointments is sometimes essential to ensure that the person engages fully and is encouraged and motivated to see this part through.

Level 3: Intensive Treatment Programmes:

At this level, it is more often the family that requires support, as the person is fully engaged with the service. The family, for the most part, play a huge role in the recovery process, and depending on the age of the person with the eating disorder, this can be more formal or not. Families need support to ensure that they take care of themselves, and also that they understand the intricacies of recovery from an eating disorder. This can be a slow process and families need to be supported so that they can see it through as the person steps down from Level 3, to Level 2 and 1. Bodywhys can also provide support as the person descends from level 3 to level 2 and level 1, where they often look for 'aftercare' type support which is frequent and safe.

PiLaR Programme *(continued)*

Level 4: Inpatient care: Psychiatric or medical:

This can be an extremely distressing and difficult time for families. When a person requires this level of care, they are often reluctant and too unwell to engage in support themselves, but rather rely on the care of clinicians and family. It is crucial that families receive support for themselves at this level. Recovery from this point will take a significant amount of time, and for the families to be able to sustain a quality of care, they must also be supported. Here, Bodywhys again can play a hugely supportive role.

As part of this new work and new role for the organisation, in February 2017, Bodywhys appointed a Training and Development Manager with specific focus on planning and implementing Bodywhys role within the model of care for eating disorders nationally. The focus has been on building networks and relationships with the clinicians and teams around the country to support them and their work in any way we can. Thus far, this has been a positive process, and together with the NCP-ED, the focus for 2017 has been to deliver our PiLaR family programme in as many sites as we can manage, and in locations that provide access to people around the country.

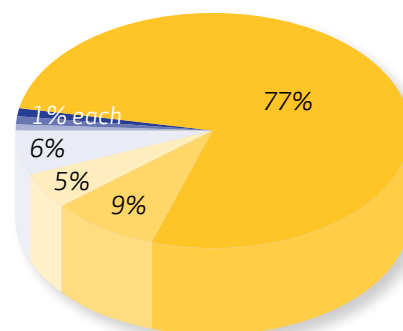
The table below gives a breakdown of the locations and numbers of those who attended our PiLaR programme in 2017:

Location	No. attended
Athlone	15
Cork	32
Dublin (Linn Dara)	27
Dublin (Swords)	23
Kerry	28
Mayo	17
Sligo	8
Waterford	28
Total	178

Feedback from the PiLaR programmes has been consistently positive. Family members have told us how they have gained understanding, insight, and continued resolve in their support for the recovery of their loved one with an eating disorder. Our aim with the programme is to help provide a framework for understanding what is happening to their loved one, strategies for dealing with the day to day issues and the bigger issues, and an understanding of the recovery process and the part they can play in that.

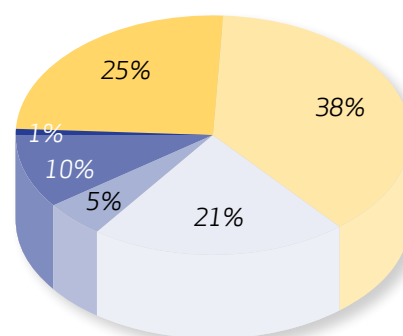
Who have attended PiLaR?

- Parents of daughter: 77%
- Parents of son: 9%
- Husband/boyfriend: 5%
- Siblings: 6%
- Grandparents: 1%
- Aunt (niece): 1%
- Aunt (nephew): 1%



Age of PWED

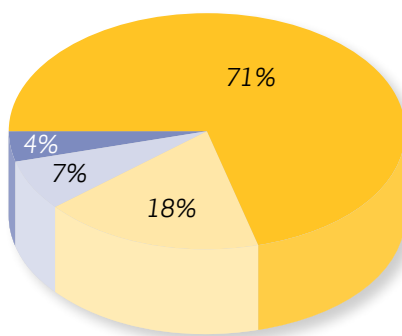
- Under 10 years: 1%
- 11-15 years: 25%
- 16-19 years: 38%
- 20-25 years: 21%
- 26-30 years: 5%
- 30+ years: 10%



PiLaR Programme (continued)

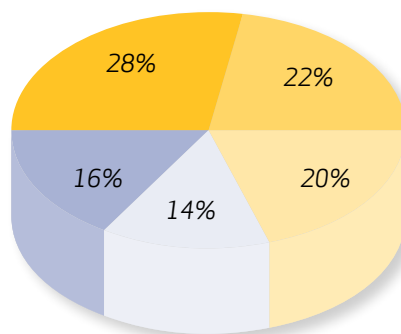
Types of eating disorder

- Anorexia: 71%
- Bulimia: 18%
- BED: 7%
- OSFED: 4%



Duration of Eating Disorder

- Under 1 year: 28%
- 1-2 years: 22%
- 3-5 years: 20%
- 6-10 years: 14%
- 10+ years: 16%



82% of people attending PiLaR were supporting a person in treatment, which means that 18% of those attending had a person who was not in treatment.

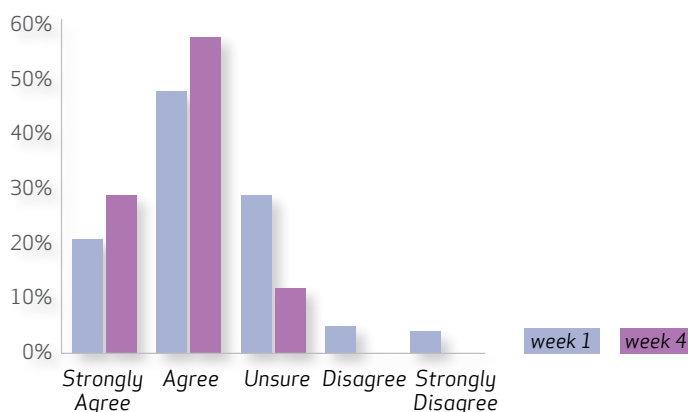
Of that 82% who were in treatment, approximately 24% were attending CAMHS, 15% were inpatient, and the remainder were in another form of treatment.

There are four statements which we ask people attending PiLaR to rate on week 1 and again on Week 4.

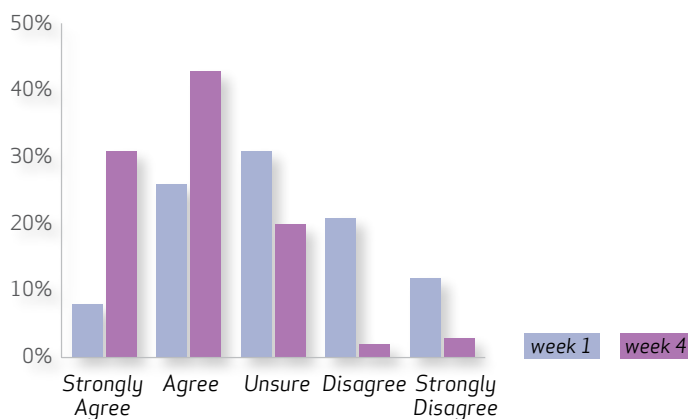
People are asked to rate these statements from *strongly agree*, *agree*, *unsure*, *disagree*, *strongly disagree*.

These statements are:

"I feel confident to support my loved one through this"

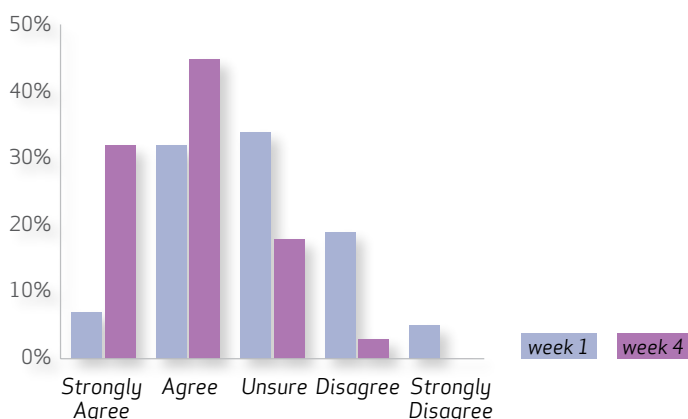


"I feel supported as a parent /carer of a person with an ED"

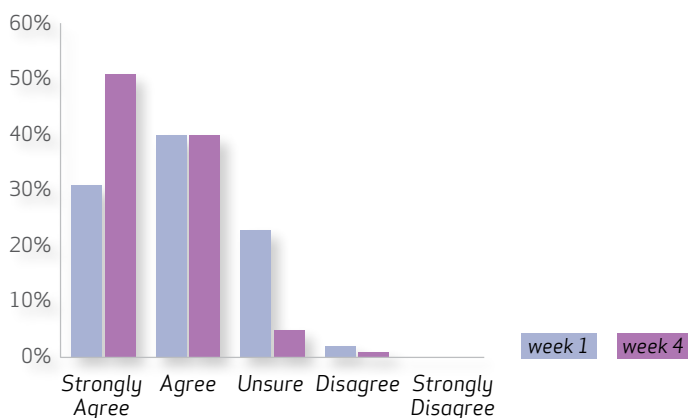


PiLaR Programme (continued)

"I feel confident to support my loved one through this"



"I feel supported as a parent /carer of a person with an ED"



What we can see from the four graphs is that on week 4 there is more certainty about the statements, and that more people strongly agree and agree with the statements.

Professional Training

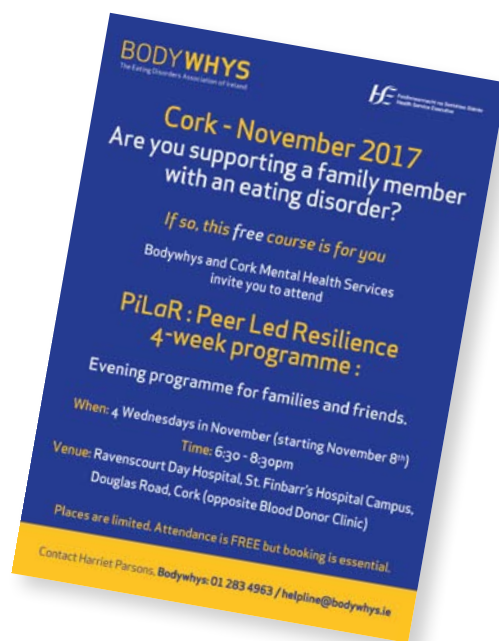
Bodywhys continues to deliver training on understanding eating disorders, and supporting people with

eating disorders. These training talks have always had a wide audience, and it was the focus of the Training and Development Manager to deliver training to health care professionals allied to and part of the National Clinical Programme. In 2017, training talks were delivered to the following groups:

- TCD nurses and social care workers undertaking a Postgraduate Diploma in CAMHS.
- Trim Primary Care Centre Team
- Psychiatrists in training in St. James' Hospital Dublin
- GPs in training in Galway
- Limerick CAMHS

Further, part of the new role was to establish links with the eating disorder (CAMHS and AMHS) teams nationally. This process began late in 2017, with links being made with Limerick CAMHS, Linn Dara CAMHS, CORK C/AMHS, Carlow/Kilkenny/South Tipperary ED programme meetings.

The Training and Development Manager also attended the National Clinical Programme training days for CBT-E, FBT, and Management of Really Sick Patients with Anorexia Nervosa (MARSIPAN) Guidelines.



SeeMySelf Psychoeducation Programme

Free online psychoeducation programme for people aged 15-24.



SeeMySelf is an online psycho-education programme designed for young people aged 15-24 focusing on self-esteem, body image and media, cultural effects on self image.

2017 has seen Bodywhys SeeMySelf 8 week programme running alongside its other online supports. As well as providing education and background to these topics, it asks the young person to think about how they themselves view the topics outlined above. The programme is not specifically aimed at people who have an eating disorder but rather at young people who may face challenges to their body image and self worth.

It is a guided programme with those participating being supported by a trained volunteer. Popular expectations were to 'feel better about my body' to be 'healthy' and 'to not judge the way I look so much'. And in this area the programme offers much in terms of practicalities.

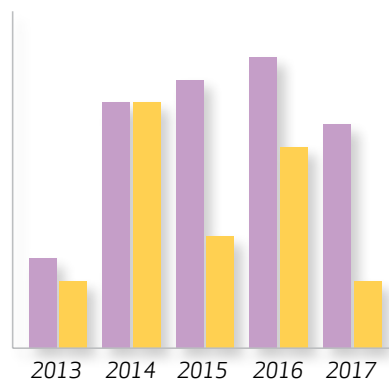
Bodywhys has offered the programme for four years, since 2013 and over this time 60 people have participated in the programme.

The statistics show over all the programme has consistently on average 12-13 sign ups a year, and is growing slowly.

Importantly the stats show that of the 60 people who have signed up, 36 of those have completed the eight weeks. This is a high number of completions and those that did not complete, in general engaged consistently, logging in a few times each week, and also actively participating in practical exercises.

Programme Participants

	Participants	Completed
2013	4	3
2014	11	11
2015	12	5
2016	13	9
2017	10	3



Communications

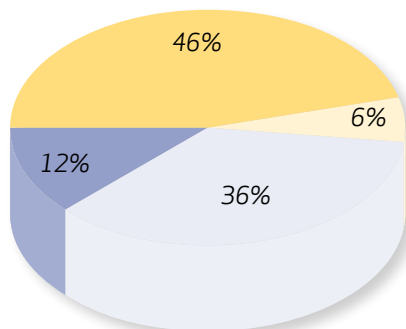
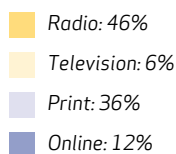


Barry Murphy

MAINSTREAM MEDIA ACTIVITIES

February, July, August and November were the busiest periods for media queries. In keeping with previous years, print and radio were the most common form of request.

Media Queries for 2017



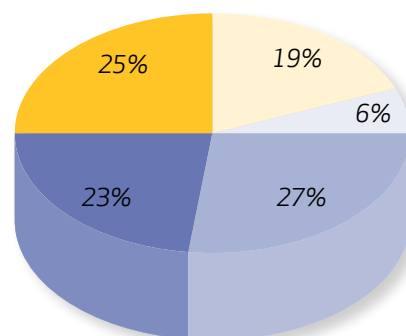
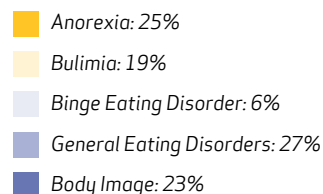
The focus of the requests included topics such as: diets and children, plastic surgery, orthorexia, clean eating, new year diets, body image, eating disorders amongst older adults, supporting someone, statistics, men and eating disorders, youth mental health, hospital admission figures, diabulimia, the use of social media, fitspiration, exam stress, families and eating disorders, eating disorder services in Ireland, and eating disorders in athletes.

A number of journalists requested input from individuals with personal experience of an eating disorder. Bodywhys remains grateful to the members of the organisation's Media Panel for their willingness to engage with the media.

Media Coverage

In January and February, the print media reported on the role of electrical brain stimulation in eating disorders, how to support someone, clean eating, and Eating Disorders Awareness Week. In March and April, the media focused on body image, anorexia and concerns about thin models. Over the Summer, coverage was given to issues such as bigorexia, men, fitspiration, resources for eating disorders, personal stories, the health impact of eating disorders, reaching out and the film, *To The Bone*. Through the Autumn and Winter months, the media published articles about size zero, body dysmorphia, body positivity, serial dieting, hitting an emotional low point, the forthcoming model of care for eating disorders, recovery, steroid abuse and suicide.

Print Media Articles



The *Irish Independent*, Ireland edition of *The Times*, *Irish Daily Mail* and *Irish Examiner* generated most of the eating disorders related articles throughout the year. Bodywhys was most frequently mentioned in the *Sligo Weekender*, *Irish Independent*, *Irish Times* and *Irish Sun*. In terms of online content, Bodywhys was mostly commonly referenced in *TheJournal.ie*, *Irish Examiner*, *Irish Independent*, *Irish Times*, *Evening Echo* and *BreakingNews.ie*. The references ranged from a mention of the Bodywhys website, support services, or an interview with a staff member.

Communications (continued)

Eating Disorders Awareness Week 2017

The media coverage of EDAW 2017 was driven by a press release that focused on how breaking stereotypes was key to combating eating disorders. In particular, the increased usage of the Bodywhys email support service, Alex, and the attendance of men at support groups. Bodywhys received media requests from: *Athlone Community Radio, Clare FM, Connemara Community Radio, C103 Cork, CRY104FM Cork, DonegalWoman.ie, Dublin City FM, Dublin South FM, Radio Kerry, KFM, KLCR, the Irish Examiner, Irish Independent, Independent.ie, Irish Times, Near FM, Phoenix FM, Spin 1038, Tipp Today, Sunday World, Wired FM and WLR FM.*

To The Bone – Response

In July, Netflix released a feature film titled *To The Bone*. Two people involved in the making of the film had prior experience of eating disorders. Centred on Ellen, a young woman experiencing anorexia, *To The Bone* explored the lead character's crisis situation and treatment and how this impacted on her and her family. The initial marketing and subsequent release of the film prompted much discussion on social media, by people affected by disorders. Bodywhys secured advance access to the film and was able to offer guidance for those who intended to view it. Bodywhys responded to approximately 12 media requests about the film.

ONLINE

Bodywhys Website

This year, a central task for Bodywhys involved completely upgrading the organisation's website, **www.bodywhys.ie** to improve user navigation, offer new resources and information such as an updated treatment guide and to ensure that the website was compatible for mobile users. As a part of the upgrade, the software which underpins the organisation's two online support groups, **BodywhysConnect** and **YouthConnect**, was also redesigned to integrate new features and enhance the ease of use on mobile devices.

Following extensive testing and development, the new website and online groups were launched in the Autumn.

The Bodywhys website

www.bodywhys.ie continued as a vital resource with traffic steady throughout 2017. 66% of all visitors accessed the site from Ireland. January – May were the busiest months of activity on the website. There were over 219,000 page views, reflecting a 4.5% increase compared to 2016. 49% of traffic to the website came through mobile devices, 44% through desktop computers and 7% through tablets. The most accessed sections of the site were: getting help, about eating disorders, resources, understanding eating disorders, treatment, support services, media and supporting someone. The website also hosted calls for research studies focusing on issues such as:

- Attitudes towards treatment, the media and stigma
- The role of social media in self-harm amongst adolescents and young adults



Communications *(continued)*

Social Media

The most viewed post on Facebook was the poster for the Bodywhys PiLaR programme held in Mayo – this image reached over 24,000 people. Other popular items included:

- 15 ways to support a loved one with an eating disorder - *Irish Independent*
- Binge eating personal story, *TheJournal.ie*
- Personal story radio interview, *RTE Radio 1*
- Bodywhys radio interview with *Global Village, Newstalk*
- Nine Truths About Eating Disorders: Academy for Eating Disorders
- Life with an eating disorder, video by NUI Maynooth Students' Union
- Volunteers wanted, Bodywhys recruitment poster

On Twitter, Bodywhys generated over 213,000 impressions through the year. Bodywhys used Twitter actively at events such as the eating disorders conference, at the Brighter Side of Exercise project in Croatia and at the National Office for Suicide Prevention's inaugural **#connectingforlife** symposium about internet safety, self-harm and suicide.

In addition, Bodywhys supported the Green Ribbon campaign, the Health Service Executive's (HSE) **#littlethings** campaign and Mental Health Reform's activities.

World Eating Disorders Action Day 2017

On June 2nd, Bodywhys participated in the second World Eating Disorders Action Day. The goal of the day was to increase access to accurate information, eradicate myths and collectively advocate for resources and policy change.

Bodywhys took part in a live tweetchat **#WeDoAct** - the focus of which was eating disorders and relationships. Bodywhys is grateful to PhD student Stephanie McAlinden for her assistance in running this chat.



Youth Development



Fiona Flynn

In 2017, the Bodywhys Youth Development Officer continued to work with young people to promote awareness of eating disorders and to improve body image and self-esteem. In this capacity, 7,430 students in schools nationwide and over 13,500 young people at youth mental health events nationwide received a presentation from Bodywhys.

The below table gives a monthly breakdown of the no. of students reached.

In line with best practice, Bodywhys maintained a focus on collaborating with young people in the development of new resources to promote positive mental health. In 2017, the Bodywhys Youth Development Officer worked with two separate teams of young people in the development of a series of lesson plans. The youth advisory teams included young people aged 16-22, male and female from both rural and urban areas. The consultation process resulted in the development of an online resource for teachers to use with first year students in secondary school. All new resources were reviewed by the Bodywhys Youth Panel who met regularly during Summer 2017 and generously volunteered their time. Their advice extended to the overall design of the programme including sourcing images and suggestions on graphic design. In September 2017,

the **#MoreThanASelfie** programme was included on a new section of the Bodywhys website for teachers. The teachers section has also been designed to collate demographics on age, gender, location and number of students in classes receiving the programme.

The subsequent *"More than a Selfie"* programme is designed to:

- (1)** promote open discussion on body image and self-esteem;
- (2)** to challenge current pressures to body image such as social media and media ideals by improving media literacy and promoting healthy online behaviours; and
- (3)** to promote a positive peer supportive environment to promote and maintain positive body image.

The lessons are designed for use by teachers during the allocated Social Personal & Health Education (SPHE) class period to First Year students in secondary schools, weekly over 4 consecutive weeks. The lessons include a range of videos and group and individual exercises which are provided in an easy-to-use pack for teachers, requiring minimal preparation. Each session has an accompanying Teacher's Guide to facilitate delivery of the session as well as student notes pages for working on group and individual exercises; these serve as a 'take home' leaflet for students.

Three schools agreed to participate in piloting the new resource. This includes one single sex male, one single sex female and one co-educational

Month	No. of Schools/Youth Events	No. of Students
January	10	6,760
February	5	600
March	15	1,760
April	5	2,820
May	14	1,330
June	5	305
July	4	35
August	3	128
September	3	308
October	11	5,730
November	8	654
December	5	540
		Total 20,970

Youth Development *(continued)*

school with a total number of 300 participating students in all 3 schools. The pilot phase, which will commence in January 2018, will be evaluated to determine its effectiveness in terms of its impact on body image, self-esteem and media literacy and also its feasibility for use in the classroom setting. This research will be carried out in collaboration with the *Centre for Mental Health & Community Research* at Maynooth University and with ethical approval from the Maynooth University Social Research Ethics Committee.

The *Centre for Mental Health & Community Research* at Maynooth University is an interdisciplinary research community at the cutting edge of applied and collaborative mental health and community-based research. In October 2017, the Bodywhys Youth Development officer commenced research in collaboration with the *Centre for Mental Health & Community Research* at Maynooth University to investigate the impact of social media on body image and self-esteem in secondary school children. Research indicates that widespread use of social media presents new challenges to youth mental health and to society more generally (Fardouly & Vartanian, 2016¹). The age at which children go online is getting younger. Despite age restrictions of 13 in Ireland for digital consent, 52% of 11-12 year olds and one in five 9-10 year olds have a social media profile and 19% of 8-12 year olds spend over 4 hours per day online (Cybersafe Ireland, 2017²). A growing body of research indicates a link between social media and body image

(Fardouly & Vartanian, 2016, Tiggeman & Slater, 2013³) A recent report on youth mental health in Ireland indicated that of over 2,500 young people surveyed, 72% indicated that body image issues were causing them difficulties in their lives (Chambers et al, 2017⁴). Research indicates that body image concerns are linked to the development of eating disorders and also to higher levels of depression, anxiety, alcohol and substance misuse, self-harm and suicide (Dooley et al, 2013⁵).

The focus on understanding the nature and experience of social media use in young adolescents in this new Bodywhys research will inform the development of additional resources for schools aimed at addressing issues related to social media in young people. The findings will also be used to provide information and guidance for parents on this area which will be included in Bodywhys presentations to parents and included in a section for parents on the Bodywhys website with

advice on promoting positive body image in children and young people.

In 2017, the Youth Development Officer continued to offer talks to parents on improving body image in children and to provide input on this topic in the media, through newspaper articles and in podcasts.

At third level Bodywhys provided ongoing support to welfare teams in promoting awareness of eating disorders through talks, information stands and during panel discussions at mental health events. The table below gives a breakdown of events at which Bodywhys delivered talks and provided information stands.

Bodywhys continued to input at large youth events such as the Cycle Against Suicide students congress in January and Zeminar, which took place in October. Other smaller youth related events nationwide such as mental health events in schools or at local community events nationwide such as local *Comhairle na n'Og* or *Youthreach* events.

Event	Name of College
Positive Mental Health Week	Waterford IT
Body & Soul Week.	DCU
Love Your Body Campaign	Maynooth
Love Your Body Week	Carlow
Mental Health Awareness Week	DIT
Mental Health Awareness Week	Athlone IT
Mental Health Awareness Week	GMIT
Mental Health Awareness Week	UL
IGC Conference	UCC
Please Talk Campaign	UCD
Mental Health Awareness Week	National Learning Network, Middleton
Mental Health Event	UCD
Mental Health Awareness Week	Blanchardstown IT

Other Activities



Mary Crean

Bodywhys Literature

Written in conjunction with the Pharmaceutical Society of Ireland, and Dolores Keating, Pharmacy Department, St John of God Hospital, in 2017 Bodywhys developed *Eating Disorders Guidelines for pharmacists*. The guidelines address the role pharmacists can play in supporting people affected by eating disorders, the role of medication and how pharmacists can be aware of issues such as the misuse of laxatives. This free resource can be accessed via the Bodywhys website and hard copies are available through the office.

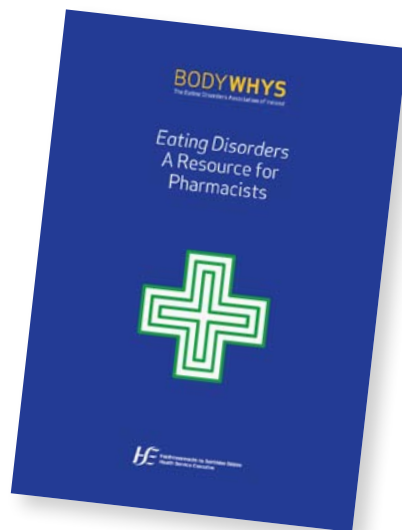


Helen McSherry

Training, Education & Talks

During 2017 Bodywhys provided training and educational talks to various organizations and groups which included: trainee psychiatrists from St. James Hospital, Dublin; the staff of the Positive Care Home; gym instructors from the Guinness Gym in Dublin; trainee nurses based in Dublin and Sligo, and a group of male inmates in Mount Joy prison. Bodywhys continued to be part of the annual public lecture series run by St. Patrick's Hospital and UCD and provided talks as part of both during the year. Bodywhys 'Undertsanding Eating Disorders' talk was delivered to the general public in a number of libraries across the country including Celbridge & Leixlip. In addition, group facilitation training was provided in Belfast for the staff and volunteers of Eating Disorders Northern Ireland and the Northern Trust.

During 2017, Bodywhys distributed over 35,000 information packs, leaflets, and resources via our support services, talks, training and information stands and through Inform Ireland who provide GPs and healthcare professionals with waiting room literature.



Fundraising Activities

A number of volunteers took part in the VHI Women's Mini-Marathon on Monday 5th June. Bodywhys would like to thank everyone for their support and generosity.



Other Activities *(continued)*

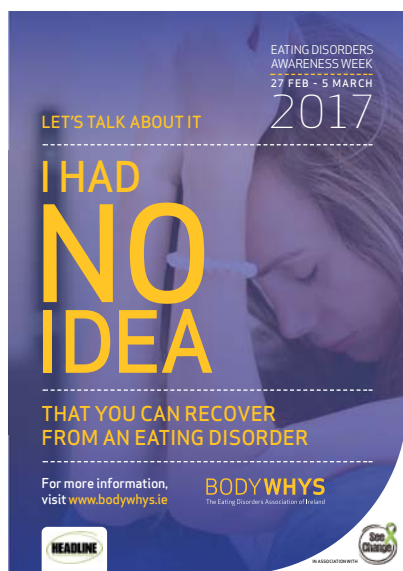
Annual Awareness Campaign



Eating Disorders Awareness Week (EDAW) ran from 27th February – 5th March 2017.

Throughout awareness week, a variety of information and awareness events took place across the country including:

- Information stands in St Angela's College Sligo and Sligo University Hospital.
- A Bodywhys PiLaR programme took place in Markievicz House, Sligo.
- A myth busting and awareness campaign which was run through our Facebook page.



2017 National Eating Disorders Conference - #ed17

Supported by Bodywhys, held in Trinity College Dublin's School of Nursing and Midwifery, organised by Gerard Butcher, the Second National Irish Eating Disorders Conference, took place on February 24th.

Approximately 150 people attended the conference. Topics discussed included:

Optimism about treating severe and enduring anorexia

Hubert Lacey, Professor of Psychiatry, University of London

Eating Disorders: Taking perspective on the 'secret' challenges that treatment and support encounter

Harriet Parsons, Bodywhys

Tummy Tales: A body image perspective on the views of women about their stomach

Gerard Butcher, Cognitive Behavioural Psychotherapist

CBT Masterclass: Evidence based cognitive behavioural therapy for eating disorders

Glenn Waller, Clinical Psychologist, Professor of Psychology, University of Sheffield



Hubert Lacey, Professor of Psychiatry



Glenn Waller, Clinical Psychologist, Professor of Psychology, University of Sheffield

Partnership Projects

Green Ribbon Campaign

In May, Bodywhys supported See Change's Green Ribbon Campaign, which promotes mental health awareness and stigma reduction.



Cycle Against Suicide

Bodywhys was present at a number of locations along the Cycle Against Suicide event, including Dublin, Louth, Limerick, Kilkenny, Tipperary, Monaghan and Longford.



The Cycle Against Suicide Student Congress, Limerick, January 2017 – Fiona and The Strypes

Brighter Side of Exercise Project

In 2017, Bodywhys collaborated in the *Brighter Side of Exercise* (BSOE) project which was funded under the EU Erasmus programme. The main goal of the "*Brighter Side Of Exercise*" Project was to raise awareness about the importance of health-enhancing physical activity in the recovery from eating disorders. In September, a team of 11 researchers, staff and volunteers from Bodywhys were funded to travel to Croatia to participate in the *Brighter Side of Exercise* (BSOE) congress.

The focus of the BSOE congress was to understand the relationship between eating disorders and physical activity, including where concerns may arise in a fitness, gym or athletic context.

Presentations were delivered by a range of speakers from Estonia, Germany, Greece, Ireland, Italy and Lithuania and Slovenia. Topics included body image problems in the health and fitness sector, integrating exercise into recovery, physiotherapy for eating disorders in hospital treatment and psychopharmacology. A number of people with personal experience of eating disorders shared their stories.



Partnership Projects *(continued)*

In terms of the Irish perspective, Harriet Parsons discussed the work of Bodywhys as a support organisation. Researcher and social psychologist, Dr. Niamh McNamara, Nottingham Trent University, presented research based on data collected in collaboration with Bodywhys. Niamh spoke about the stigma associated with eating disorders, the impact of

worrying about what others think and how this affects support seeking. Niamh also described how a shared identity with others can foster positive support experiences and how this can help people affected by eating disorders to re-imagine recovery as challenging, but possible and achievable with the right support.



Team Bodywhys

References

(see page 21)

1. Fardouly, J, Vartanian, LR (2016) *Social media and body image concerns: current research and future directions. Current Opinion in Psychology* 9: 1–5.
2. Cybersafe Ireland Annual Report, (2017): <http://cybersafeireland.org/wp-content/uploads/2017/09/CyberSafeIreland-Annual-Report-2017.pdf>
3. Tigemann, M. Slater, A (2013). *NetGirls: The Internet, Facebook, and body image concern in adolescent girls. International Journal of Eating Disorders. Volume 46, Issue 6. 630 – 633.*
4. Chambers D, Ryan F, Doolan R, Kavanagh N and Healy C. 'What's wrecking your head? – A report on teenage mental health', ReachOut Ireland, 2017
5. Dooley, Barbara A., Fitzgerald, Amanda : *My World Survey: National Study of Youth Mental Health in Ireland. Headstrong and UCD School of Psychology, 2012-05.*

Statement of Financial Activities

for the year ended 31 December 2017

	Notes	Unrestricted Funds 2017 €	Restricted Funds 2017 €	Total 2017 €	Total 2016 €
INCOMING RESOURCES					
Generated Funds:					
Activities for generating funds					
Unrestricted Grants		368,627	-	368,627	256,643
Restricted Income Grants		4,000	-	4,000	34,846
Income from Investments	3	48	-	48	35
Charitable Activities:					
Donations and Other Voluntary Income		13,178	-	13,178	2,353
Total Incoming Resources	2	385,853	-	385,853	293,877
Resources Expended					
Governance Costs		4,222	-	4,222	3,936
Net Incoming Resources available for charitable application		381,631	-	381,631	289,941
Expenditure on Charitable Activities					
Cost of Charitable Activity		313,310	-	313,310	243,950
Restricted Grant Expenditure		-	-	-	39,835
Operational Costs		30,671	-	30,671	11,914
		343,981	-	343,981	295,699
Total Resources Expended	4	259,800	-	348,203	299,635
Gross transfers between funds		-	-	-	-
Surplus/(deficit) for the year		37,650	-	37,650	(5,758)
Net movement in funds for the year		37,650	-	37,650	(5,758)
Reconciliation of funds					
Balances brought forward at 1 January 2017		287,926	17,104	305,030	311,153
Balances carried forward at 31 December 2017		325,576	17,104	342,680	305,395

The financial statements were approved by the Board of Directors on 23rd May 2018 and signed on its behalf by:

PARVEZ BUTT **HENRY BLAKE**
Director Director

Balance Sheet

as at 31 December 2017

	Notes	2017 €	2016 €
CURRENT ASSETS			
Cash and cash equivalents		449,578	323,929
Creditors: Amounts falling due within one year	6	<u>(106,898)</u>	<u>(18,863)</u>
Net Current Assets		<u>342,680</u>	<u>305,066</u>
Total Assets less Current Liabilities		<u>342,680</u>	<u>305,066</u>
FUNDS			
Restricted Trust Funds		17,104	17,104
Unrestricted Designated Funds		226,730	226,730
General Fund (unrestricted)	9	<u>98,846</u>	<u>61,232</u>
TOTAL FUNDS		<u>342,680</u>	<u>305,066</u>

The financial statements were approved by the Board of Directors on 23rd May 2018 and signed on its behalf by:

PARVEZ BUTT **HENRY BLAKE**
Director Director

Acknowledgements

The Chairman, Board of Directors and Staff wish to record their sincere thanks to all those who volunteered or donated to Bodywhys in 2017. Your interest in and support of our work is much appreciated.

Alan Coyne, Western Webs

Department of Health and Children

Dr. Sara McDevitt, National Clinical Lead for Eating Disorders

Dolores Keating, Pharmacy Department, St John of God Hospital

Double Dutch Design – Gabie Devaney

Health Service Executive and Staff

Irish Pharmacy Union

National Office for Suicide Prevention & Staff

Niamh McNamara PhD

Pharmaceutical Society of Ireland

Rhona Jennings, Programme Manager, National Clinical Programme for Eating Disorders

St. John of God Brothers - Management Team & Order

Company Information

Company Information as of
31st December 2017

Directors

Henry Blake
Parvez Butt
Marie Devine
Tiggy Hudson

Auditors

Dillon Kelly Cregan & Co
18 Upper Mount Street
Dublin 2

Company Secretary

Henry Blake

Registered Charity No

11961

Registered office

18 Upper Mount Street
Dublin 2

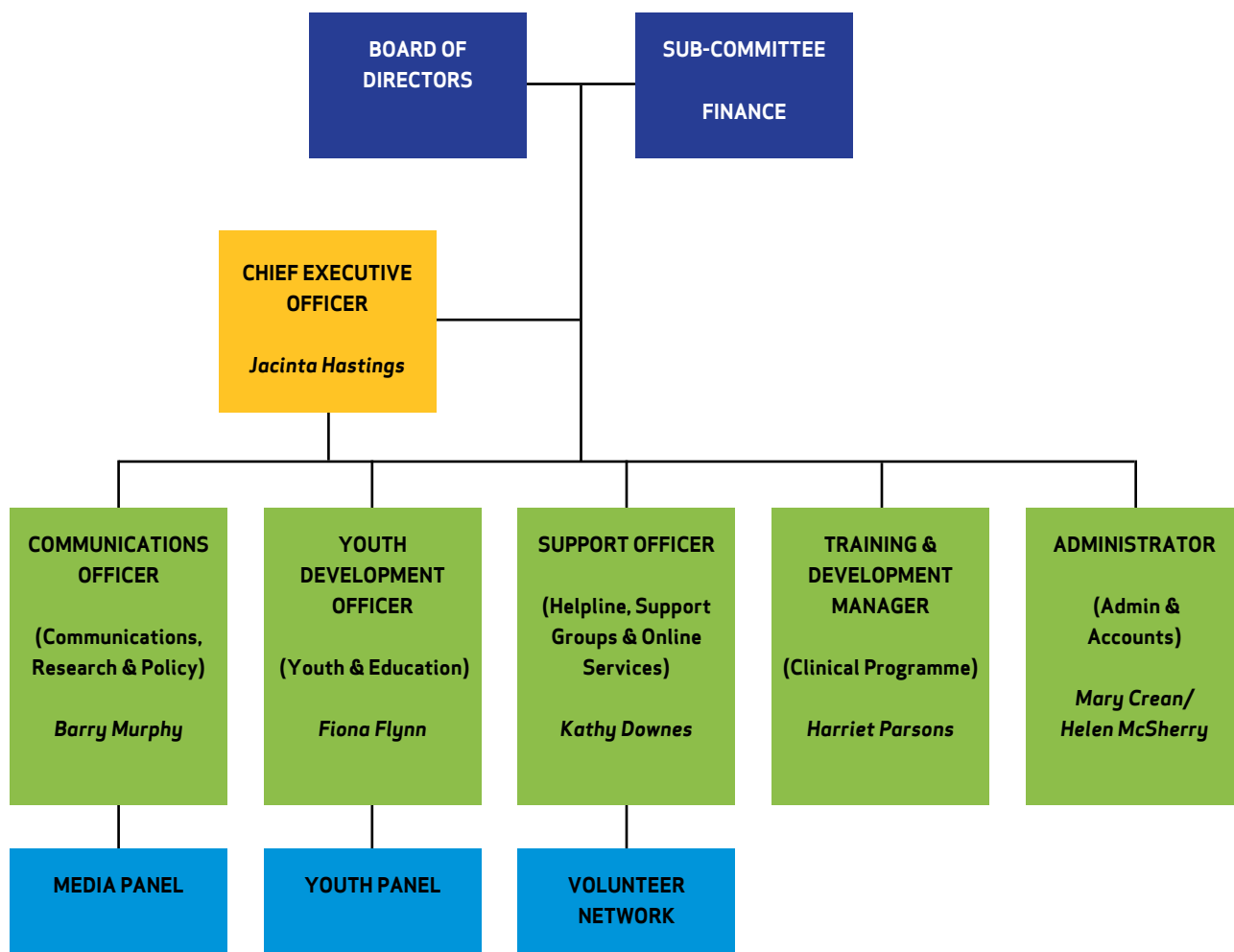
Bodywhys Team (2017)

Jacinta Hastings, Chief Executive Officer
Harriet Parsons, Training & Development Manager
Mary Crean, Administrator
Helen McSherry, Acting Administrator (part-time)
Fiona Flynn, Youth Development Officer
Barry Murphy, Communications Officer
Kathy Downes, Support Officer

Mission Statement

“our mission is to ensure support, awareness and understanding of eating disorders amongst the wider community as well as advocating for the rights and and healthcare needs of people affected by eating disorders”

Organisation Chart



Notes

BODYWHYS

The Eating Disorders Association of Ireland

P.O. Box 105, Blackrock, Co. Dublin

T +353 1 283 4963

E info@bodywhys.ie

www.bodywhys.ie

LoCall Helpline: 1890 200 444

Support Email: alex@bodywhys.ie