

# BODYWHYS

The Eating Disorders Association of Ireland

Annual Report

2011

“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”

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# Chairman's Introduction



Siobhan Bereen

Dear friends,

It gives me great pleasure as Chairman to present the Bodywhys Annual Report for 2011. This has been a really challenging and eventful year for Bodywhys and this report sets out the key activities and achievements for the year.

Bodywhys recognised that organisational governance is critical for effective operation in a particularly changing and challenging environment. The Board commenced implementation of PQASSO, a quality assurance system, to strengthen performance and reviewed existing governance arrangements. In addition, work was undertaken to increase awareness of eating disorders amongst decision makers, whether politicians, civil servants, others in the community and voluntary sector or the general public.

On behalf of the Board, I would like to thank the staff of Bodywhys and the CEO, Jacinta Hastings for their energy, commitment and enthusiasm through this year. Personally my job as Chairman has been made much easier by their exceptional support and assistance throughout my first year. This report is a tribute to their work.

I would like to express my sincere appreciation to our funders who are named in this report and without whose support all of the work outlined here would not be possible.

I would like to thank my fellow Board members for their dedication, commitment and unfailing support, apart from Board meetings they also participate in any way to support organisational activities. This work is a significant call on their time. To my predecessor, Dr. Parvez Butt for an incredible term of office and his continuing support to me to ensure a smooth transition into the role of Chairman. Parvez regularly demonstrates his wealth of experience knowledge and wisdom in his trademark quiet and efficient way.

And finally, thank you to our volunteers at Bodywhys who are at the heart of the organisation and who provide us with the inspiration and vision that underlies our work. We look forward to continuing to work in partnership with our funders, friends and allies to ensure that Bodywhys can continue to provide the much needed support to people affected by eating disorders. Together our work and commitment can make the difference.

**Siobhan Bereen**  
Chairman

# CEO Overview



Jacinta Hastings

Dear friends and supporters of Bodywhys,

I am pleased to introduce this Annual Report for the year ended 31<sup>st</sup> December, 2011.

At Bodywhys we are proud of what we do, of what we have achieved and of what we represent. It is our continued commitment, to providing effective support, up-to-date information and a range of online and direct services to people affected by eating disorders, that drives our focus. We listen to the needs of those who contact us and we respond by offering a range of supports in accessible formats.

Bodywhys supports a process of recovery, allowing the individual to develop their own resilience to live a fulfilling life beyond the challenges of an eating disorder. This approach focuses on easy access to a range of support services.

While our helpline and face-to-face groups continue to be the current mainstay of our support structure, the continued expansion of online support services allow us to expand our reach into every community in Ireland thereby overcoming the barriers of distance and stigma.

2011 was a difficult year for Bodywhys, and for all charities and NGOs in Ireland, due to the downturn in the economy and the subsequent reduction in public funding to the sector. I would like to commend the Board and staff at Bodywhys for taking decisive action to ensure the Bodywhys support services did not suffer as a result of this situation. These actions included implementing major savings in core running costs and staff agreeing to take a significant percentage pay reduction. In this context the growth of our support services to people affected by eating disorders in Ireland is all the more remarkable.

During the year we actively used a range of opportunities to progress our strategic agenda in 2011. This included every opportunity to influence political manifestos, meeting new Dail members, engaging in Dail briefings and inputting into Topical Issues on eating disorders. I think this report is a reflection to what is possible when we work in partnership to effect change. Everyone, individually and collectively, plays a key role in enhancing the reputation of the organisation.

Despite an extremely difficult economic environment, 2012 promises to be a year when eating disorders will be considered as development for public service through the pathway programme. There is a real prospect that eating disorders will have a fully developed service.

Finally, it is my pleasure to work with such a truly remarkable and dedicated team of volunteers, staff, Board and supporters. It is an absolute privilege to have the opportunity to work with an organisation which directs its energy to changing the lives of those people who are affected by an eating disorder.

Bodywhys looks forward to the challenges and opportunities that lie ahead.

**Jacinta Hastings**  
Chief Executive Officer

# Overview of Services



Harriet Parsons

## Bodywhys Support Ethos

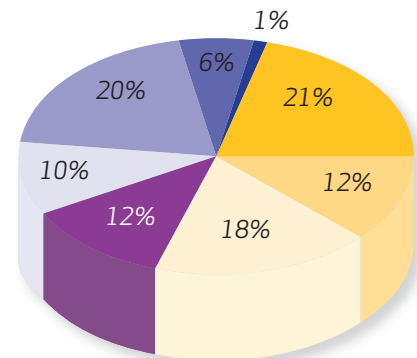
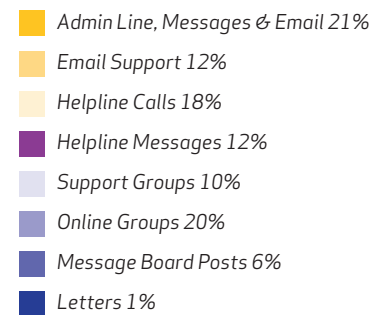
- *We recognise that an eating disorder is not about food or weight but underlying issues and feelings.*
- *We recognise that everyone has a different experience.*
- *To ensure that our support space is safe for everyone we focus on how you are feeling and not what you are doing – our focus is how you are feeling about what you are doing.*

2011 has been another busy year for the support services that Bodywhys run. We organised training events during the year, one for support group facilitators, and one for our telephone helpline. In total we recruited 27 new volunteers.

We would like to thank all of our volunteers, as it is their commitment, and the generosity they show, that ensures we are able to run our services and provide support and information to people affected by eating disorders. We also thank our volunteers for the support they have given the organisation. Our volunteers make a huge contribution to all aspects of our work and we are extremely grateful for that.

Overall our support services have been running smoothly during 2011, and we have been able to expand our support group network with the opening of our support group in Cavan.

## Pie Chart with Breakdown of Services Overview

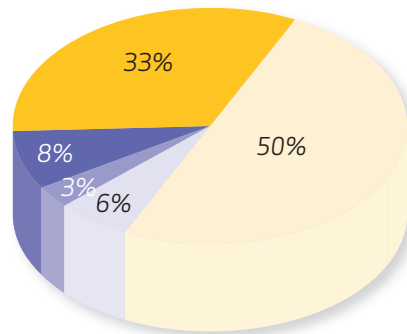
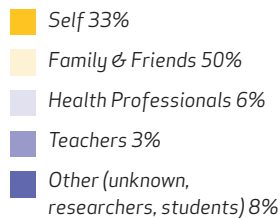


# Helpline – 1890 200 444

The Bodywhys helpline is a 'listening ear' service and all our volunteers are trained to deliver a safe, non-judgemental, non-directive, listening and support service to people affected by eating disorders. During 2011 our helpline has been running for 2 hours per day, 6 days per week.

In 2011, calls to our helpline increased by 39%. 33% of calls were from people with an eating disorder, and 50% of calls were from family and friends. 3% of calls were from teachers, 6% were from health professionals and 8% were from 'others'.

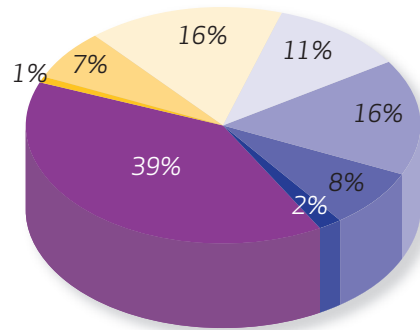
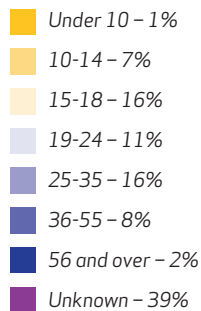
## Type of Contact



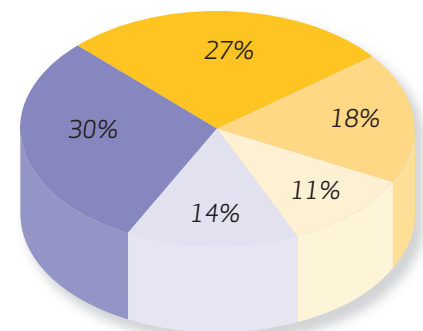
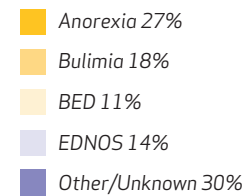
In 2011, 88% of callers contacting the helpline were female and 12% were male. 73% of calls related to a female with an eating disorder, 7% of calls related to a male with an eating disorder and in 20% of the calls it was unknown what the gender was of the person with the eating disorder. When we look at the age of people with eating disorders, we see that 27% were aged between 15-24yrs., 24% were between 25-55yrs.

(Please see pie chart below for a more detailed age breakdown.) While this would reflect the general statistic that the average age of onset for an eating disorder is 15-24yrs., it is also important to recognise that 8% of calls concerned someone aged 14 and younger, and 2% of calls concerned a person aged over 56yrs. It is also important to note, with regard to the education work that BODYWHYS does with second level schools, that the most calls concerned a person aged 15-18 yrs.

## PWED Age



## Eating Disorder Type



When we look at the different eating disorders, when an eating disorder was specified in a call, 27% concerned Anorexia Nervosa, 18% concerned Bulimia Nervosa, 11% concerned Binge Eating Disorder, 14% concerned EDNOS.

# Support Groups



Bodywhys provides two types of support groups, one for people with eating disorders, and one for family and friends. In 2011, 325 people accessed support from our support groups. 83% through our Dublin groups, 7% through our Carlow support groups, 7% through our Galway Group, 2% through our Cavan group and 1% through our Letterkenny group.

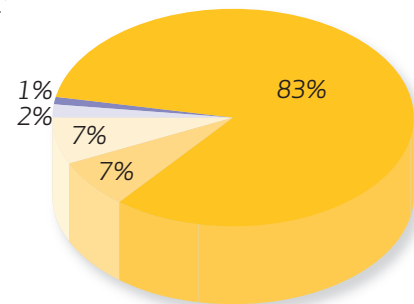
In Dublin, our longest running group in Temple bar has continued to run and be accessed by many people throughout the year. We have also established links with UCD and TCD where we have started groups for people with eating disorders. While uptake at these two new groups has been slow to start, Bodywhys are very encouraged to have established these links with these third level institutions, and our hope is to develop this type of partnership in the future. We were also delighted to open a group in Cavan in 2011.

Our groups in Galway and Carlow have continued to run throughout 2011, and this is in no small part to the group of extremely committed volunteers in both those areas.

Unfortunately it was necessary to take the difficult decision to close the group in Letterkenny with the intention of putting in place a support structure that may be more attractive to people to access.

## Support Groups

- Dublin Groups 83%
- Carlow 7%
- Galway 7%
- Cavan 2%
- Donegal 1%



Carlow, Cavan, Donegal,  
Dublin, Galway



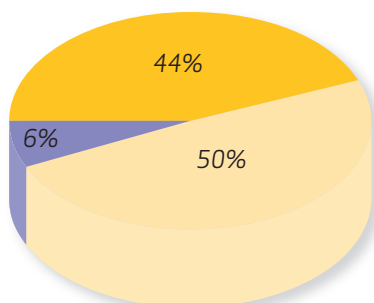
# Online Services

In 2011, we had 321 new registrations for Bodywhysconnect, our online support group for people aged over 18. 399 people accessed support participating in these weekly online support groups. Youthconnect, our weekly online support group for people aged under 18, had 97 new registrations and 73 people accessed support using this online support group. All of these figures have increased since 2010 by an average of 5%, and continue to focus our attention on the importance of using a variety of technology and different ways of providing support for people affected by eating disorders.

*It is also interesting to note that 50% of users are registered from areas outside those counties here we currently have a face-to-face support group, and 50% of users have registered from counties in which we have a support group.*

## B/C User Age

- 16 - 17 (6%)
- 18 - 25 (44%)
- Over 25 (50%)



## Email Support

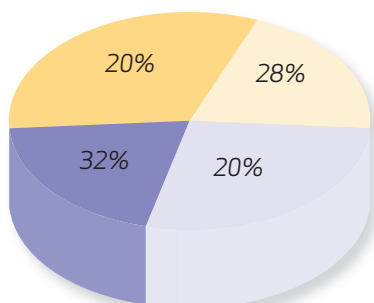
In 2011, our email support service dealt with 639 emails. We would like to thank all of our volunteers who work on our email support service, and in particular Barry Murphy who provides invaluable guidance and support both during the year and with training. In the past couple of years, our email service has developed and grown into a very strong aspect of our overall support service.

## Messageboards

2011 has been a challenging year for our messageboards with 52 new registrations which is down on figures from previous years. We have spent some time reviewing this service, and have introduced a new aspect to the service in the form of a BODYWHYS messageboard moderator, who responds to posts and encourages active engagement through the messageboards. It will take some time to see what impact this has on how people are using the messageboards, but we hope that this will have a positive impact.

## B/C User PWED Type

- Anorexia 20%
- Bulimia 28%
- Anorexia / Bulimia 20%
- Binge Eating Disorder 32%



## Text Service

Our text service has continued during 2011. There are three options on this service.

### Text

**EDINFO** – to receive a full information pack

**PARENTS** – to receive a copy of our parents resource

**BODYWHYS** – to receive a list of our support services

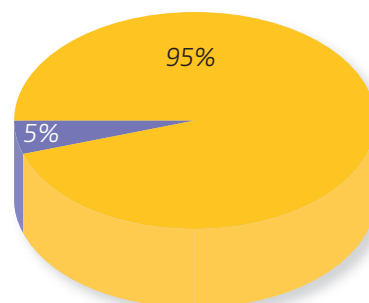
In total we had 175 texts to this service in 2011, which is an increase of 6% on our 2010 figures.

### And finally...

Bodywhys would like to acknowledge that it is only with the generous gift of our volunteer's time, energy and enthusiasm that our support services continue to be the cornerstone of our organisation.

## B/C Gender of User

- Female 95%
- Male 5%



# Communications



Ruth Ni Eithin

## General Communications Work

### Media Work

Media reporting of eating disorders and related issues continued to increase during 2011.

At the beginning of the year, the death of former model Isabelle Caro led to widespread coverage of the very real dangers of anorexia. Across the rest of the year specific topics such as the emergence of eating disorders in very young children and the issue of Orthorexia got a lot of coverage and Bodywhys was active in responding to a large number of media queries on these topics.

In the middle of the year a major debate began around a campaign being run by Safefood looking at the issue of obesity in Ireland. Bodywhys engaged with this issue in response to contact from a number of concerned service users. In challenging the tone and language of the campaign,

Bodywhys was featured in a number of major media outlets including Morning Ireland. This had a positive outcome in terms of raising awareness around the reality that a high percentage of those affected by an eating disorder may be overweight or obese.

### Supporting other publications

During 2011 Bodywhys was engaged with media work around the launch of two different books.

The first, 'The Magnificent Toby Plum' was written by former Bodywhys volunteers Deirdre Cowman and Deirdre Ryan, and is aimed at addressing body image concerns with primary school children.

The second, 'My Secret Life', tells the story of author Leanne Waters who had personal experience of bulimia.

Both publications gained considerable media attention for the issue of eating disorders.

### Annual Awareness Campaign

#### SeeMySelf



As a general election was held during Eating Disorders Awareness Week 2011 we aimed to remind those seeking election – as well as those voting – to keep eating disorders and mental health issues on their agenda for the week.

The focus of awareness week was on new service developments – including the pilot of the SeeMySelf online interactive support tool. We also held a number of information and fundraising events throughout the week alongside youth-focussed events co-ordinated by our Youth Development Officer, Fiona Flynn-Dascalescu.

## Resources



### Bodywhys Literature

The development of Bodywhys resources continued during 2011 with the publication of our new 'Binge Eating Disorder' information leaflet.

Overall during 2011 we distributed over 6,000 information packs, leaflets and resources via our support services along with hundreds of other resources distributed via school talks and information stands.

# Online



## Bodywhys eBulletin

The re-designed Bodywhys eBulletin continued to grow during 2011 – with subscriber numbers up 43% compared to the previous year. Our click-thru rates for the eBulletin are also above average.

A new online archive of eBulletins was created on the Bodywhys website during 2011.

## Bodywhys Website

The main Bodywhys website ([www.bodywhys.ie](http://www.bodywhys.ie)) continues as a vital resource with traffic steady throughout 2011.

## Social Networking

Bodywhys presence on both Facebook and Twitter grew throughout 2011 with nearly 900 followers on each service by the end of 2011. In particular, a call for new supporters on Facebook during Eating Disorders Awareness Week was very effective.

Social networking sites have also proven to be a source of feedback on our services such as the following from late 2011:

*“We have just found Bodywhys, it’s a fantastic ED site – the council [sic] is spot on, and the stories are close to home”*

# Other Areas of Work

In 2011 Bodywhys continued to work with the SeeChange Mental Health Stigma Reduction Partnership, and in particular on the Make a Ripple campaign that ran throughout 2011.

In late 2011 Bodywhys made a submission to the Broadcasting Authority of Ireland regarding the Children’s Commercial Code on advertising of food and drink to children, asking that the experience of those affected by eating disorders and other body image concerns be considered in the drafting of the new code.



# Communications

# Youth Development



Fiona Flynn

## Youth Panel

During 2011 the youth panel met on a regular basis and advised Bodywhys on current youth related issues. They were involved in a range of different activities during the year. In February, as part of Eating Disorders Awareness Week, they hosted a Youth Dance Event in the Exchange, Dublin.

During the summer months they were involved in discussion with the media company filming the Body Image & Size Zero episode of 'Gráinne Seoige's Modern Life' for RTE and really enjoyed the experience.

This generated interest in carrying out their own interviews on the area of body image and resulted in organising interviews with some Irish celebrities about body image and also conducting Vox Pops with the general public. These will be compiled as part of a short piece on body image for the Bodywhys facebook page in 2012.

Some members of the Youth Panel also gained work experience with Bodywhys during their holidays from school/college in 2011.

## Youth Events

During the year Bodywhys was requested to provide talks and information at a range of youth events. Some of the larger events included Comhairle na n'Óg conferences in Offaly and Monaghan, a youth event with Jigsaw Headstrong in Tralee during Eating Disorders Awareness Week in February 2011 and also the Young Social Innovators Exhibition and Dail na n'Óg. As always we received a lot of interest at these events particularly from young people interested in joining our youth panel or obtaining information for school projects.



## Contribution to Education

A continued focus for the Youth Development Officer in 2011 was meeting the requests from schools and youth groups to speak to students nationwide on the area of eating disorders and body image. Overall 6,520 students received a talk from Bodywhys at school in 2011.

Another focus was promoting awareness at events nationwide including a public lecture as part of the St John Of God 'Mind Your Mind' series and a talk and information stand at the Irish Association for Counselling and Psychotherapy (IACP) Open Day in the Mansion House.

Bodywhys continued to provide an input to the training of youth workers, nurses and teachers on various college courses and to provide an input to continued professional development at in-service days and events.

We also provided talks for parents on the area of eating disorders and talks or information stands at other events as requested.

# Other Activities



Mary Crean

During 2011 there were over 6,200 pieces of information distributed. These requests for information came through various channels i.e. our support services, admin line, website and text service. We recognise the importance of providing people with relevant, appropriate and up-to-date information so the development and maintenance of our current literature is an on-going priority for the organisation.

Bodywhys had a presence at a number of national external events during 2011 which included the St. Vincents Hospital, Kilkenny, Arklow & Ballina health fairs along with the Irish Association of Suicidology (IAS) and the Neuroscience and Evidence based practices for Addiction Recovery (NEAR) conferences. These events provide an opportunity to interact with other service providers, health professionals working in the area as well as the general public. They are a great platform for the sharing of information and for raising awareness of the issue.

## Fundraising Activities

Bodywhys organised a Big Band fundraising night in Kielys in Mount Merrion in November. Funds were raised through donations and a raffle and we would like to thank all those who attended and supported us on the night. Much fun was had by all!



Once again Bodywhys participated in the Flora Women's Mini-Marathon in 2011. We had over 50 people who took the streets of Dublin on behalf of Bodywhys and we would like to say a huge thank you to them for their generosity and support.



## Eating Disorders Awareness Week 2011

Bodywhys launched Eating Disorders Awareness Week 2011 with a youth dance event at the Exchange, Dublin.

This event sought to promote positive body image by showing participants how their bodies can function in a positive, healthy way. Members of the Bodywhys "Be Body Positive" Youth Panel, who have worked with Bodywhys for the past twelve months, attended on the day.

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

- An information evening in Donegal Town, in conjunction with the CAWT cross-border eating disorder project
- A Family & Friends support group in Galway
- The launch of Magnificently U's "The Magnificent Toby Plum" – an illustrated children's story which promotes positive body image and an appreciation of diversity
- A talk for parents in association with Wicklow Mental Health Association
- A fundraising comedy night at the Laughter Lounge on Friday 25<sup>th</sup>
- A parents talk by Professor Fiona McNicholas, in association with the Lucena Clinic

# Statement of Financial Activities

for the year ended 31 December 2011

	Notes	Restricted Fund 2011 €	Unrestricted Funds 2011 €	Total Funds 2010 €
<b>Incoming Resources</b>				
Incoming resources from generated funds				
- <i>Voluntary Income</i>		21,467	7,266	28,733
- <i>Activities for generating Funds</i>		-	12,082	12,082
- <i>Deposit Investment Income</i>	3	-	19,435	19,435
Incoming Resources from Charitable Activities				
- <i>Government Grant Income</i>			278,398	290,348
- <i>Other Grant Income</i>			11,950	11,950
Other Incoming Resources		-	-	-
<b>Total Incoming Resources</b>		<u>21,467</u>	<u>329,131</u>	<u>350,598</u>
<b>Resources Expended</b>				
Costs of generating Funds				
- <i>Costs of generating voluntary Income</i>		-	338,474	338,474
- <i>Fundraising Costs</i>		29,710	3,813	33,523
Charitable Activities		13,500	9,222	22,722
Governance Costs		-	3,500	3,500
<b>Total Resources Expended</b>		<u>43,210</u>	<u>355,009</u>	<u>398,219</u>
<b>Net Incoming Resources before other recognised gains and losses</b>		(21,743)	(25,878)	(47,621)
Fund Balances brought forward at 1 <sup>st</sup> January		<u>231,518</u>	<u>148,102</u>	<u>379,620</u>
<b>Fund Balances carried forward at 31<sup>st</sup> December</b>		<u>209,772</u>	<u>122,224</u>	<u>331,999</u>

There are no other recognised gains or losses for the above two financial years.

All the company's activities are continuing operations.

Approved by the board on 5 June 2012 and signed on its behalf by:

**Jennifer Kelly**      **Parvez Butt**  
Director                      Director

# Balance Sheet

as at 31 December 2011

	Notes	2011	2011	2010	2010
		€	€	€	€
<b>Current Assets</b>					
Debtors & Prepayments	6	-		10,601	
Cash at bank and in hand		367,350		396,619	
		<u>367,350</u>		<u>407,220</u>	
<b>Creditors: amounts falling due within one year</b>					
	7	<u>(35,351)</u>		<u>(27,600)</u>	
<b>Net current assets</b>			<u>331,999</u>		<u>379,620</u>
<b>Total assets less current liabilities</b>			<u>331,999</u>		<u>379,620</u>
<b>Funds</b>					
Unrestricted Funds			-		-
Restricted Income Funds	10		209,772		231,518
Unrestricted Income Funds	10		122,224		148,102
<b>Member's Funds</b>			<u>331,996</u>		<u>379,620</u>

Approved by the Board on 5 June 2012 and signed on its behalf by:

**Jennifer Kelly**      **Parvez Butt**  
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 2011. Your interest in and support of our work is much appreciated.

Curious Design - Marie Dunne

Double Dutch Design – Gabie Devaney

European Union House, Dawson Street

Health Service Executive – Martin Rogan & Staff

Health Service Executive – Jim Ryan & Staff

Independent Colleges - Eve Watson

Kielys, Mount Merrion

Monahan Family Partnership

National Office for Suicide Prevention

SPHE Regional Manager - Siobhan Foster

St. John of God Brothers

The Dublin City Big Band - John Moriarty, Ciaran Wilde



# Company Information

Company Information as of  
31st December 2011

## **Directors**

Parvez Butt  
Alison Darcy  
Marie Devine  
Siobhan Bereen  
Jennifer Kelly  
Valerie Kilkenny  
Derek West

## **Secretary**

Jennifer Kelly

## **Registered office**

18 Upper Mount Street  
Dublin 2

## **Auditors**

Dillon Kelly Cregan & Co  
18 Upper Mount Street  
Dublin 2

## **Registered Charity No**

11961

# BODYWHYS

The Eating Disorders Association of Ireland

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