

Bodywhys

The Eating Disorder
Association of Ireland

Annual Report

07

Vision

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

Mission

Bodywhys – The Eating Disorders Association of Ireland is the national organisation dedicated to offering support, information and understanding for people affected by eating disorders including family and carers. We work to ensure support, awareness and understanding of eating disorders amongst the wider community as well as advocating for the rights and healthcare needs of people affected by eating disorders.

Ethos

Bodywhys is committed to the belief that people with eating disorders can and do recover. As such, the organisation strives to empower people affected by eating disorders to access information, support and treatment.

Bodywhys also works with people affected by eating disorders to advocate for the provision of better treatment services for people with eating disorders in Ireland, using the international human right of everyone to enjoyment of the highest attainable standard of physical and mental health as its basis for action.

As part of its advocacy work, Bodywhys aims to further develop both existing and new partnerships and collaborative projects with relevant agencies, organisations and stakeholders.

Bodywhys continues to recognise and appreciate the central and fundamental role that volunteers play in the organisation. Every year, Bodywhys recruits and trains new volunteers to work across our support services.

Bodywhys is adamant that people with eating disorders should not be discriminated against or stigmatised. An eating disorder should not inhibit any individual's right of access to equal opportunities available to all members of society.

www.bodywhys.ie

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Chairman's Introduction



Dr. Parvez Butt, Chairman, Bodywhys

I have great pleasure in presenting this Annual Report for 2007 which reflects the activities of Bodywhys – The Eating Disorders Association of Ireland.

The year under review, can be characterised as 'the way forward', as one of the significant events of the year was the launch of our Strategic Plan 2007 - 2011. Drawing on the extensive work undertaken since the foundation of the organisation in 1995, this 5-year plan outlines the future direction for the growth of the organisation, focussing specifically on a number of key areas to continue to promote the needs of people affected by eating disorders.

During the year, at Board level, the Directors undertook a review of our governance structures to ensure compliance with the Companies Act, and that appropriate standards and good practice are maintained at all times. The central objective of the process was a review of the Memorandum & Articles of Association to expand membership. Following a lengthy consultative process, the sub-committee

successfully concluded their task and the new documents were ratified at an Extraordinary General Meeting in September. We look forward to expanding, welcoming and representing a broad membership base into the future.

We are honoured to have Bodywhys represented on the Interim National Service User Executive (iNSUE) through Jennifer Kelly, Chairman and Tracy O'Dea as member; and on the Mental Health Commission through Marie Devine. We wish them success in these rewarding roles.

I would like to express our gratitude to the Department of Health & Children; and the Health Services Executive for their continued support of our work as we campaign with and to them for improved services and resources for both Bodywhys and service provision.

As a voluntary organisation we are again very much indebted to our many friends and supporters who do so much for Bodywhys and who are acknowledged accordingly. The Monahan family have supported

Chairman

the organisation throughout the year in many ways but specifically through the October Radio and banner campaign. Caroline Morahan, nominated Bodywhys to be the recipient of the proceeds from the 'Max Factor Salutes Great Moments in Fashion' initiative which was held in November, while students in the Dun Laoghaire College of Art and Design organised a 'FashionElectro' with Bodywhys as the beneficiary of funds raised through the event.

As we reflect back on our activities, I would like to acknowledge those who were involved in achieving our goals but have, for a variety of reasons, moved on to pastures new. In particular I would like to pay tribute to Tom Hudson who retired in 2007 having served on the Board for many years, as well as on many of our Sub-Committees. Tom's enthusiasm for the organisation, and his support and loyalty was valued and is greatly missed. I would like to take this opportunity to record our sincere thanks and gratitude to Dr. Alison Darcy who, in the post of Chairman of the Board of Directors from May to December, oversaw

the initial implementation of the strategic plan. Alison is currently in Stanford University and we wish her well in her studies and future career. The organisation is fortunate that her many talents will not be lost as she has remained as a Director and continues her support to us from a distance. With departures came new arrivals and during the year we were delighted to welcome two new members to the Board, Siobhan Bereen and Valerie Kilkenny and we look forward to working with them in their capacity as Directors.

There were also significant personnel changes in 2007. Jacinta Hastings took up the post of CEO in May and Ruth Ní Eidhin joined us as Communications Officer in December. During the period we said goodbye to our colleagues Catherine Joyce, Communications and Advocacy; Sinead Hardiman, Development Officer and Andy Osborne, On Line Services. We wish them all every success in their new careers.

On behalf of the Board of Directors, I would like to acknowledge the Bodywhys team at Central Office.

We are indebted to have such a committed staff but especially during times of change. To Mary Crean for stepping in to give cover during the vacuum period in our administration; Ruth Ní Eidhin for embracing the post of Communications Officer since her arrival; Harriet Parsons for ensuring the continuity of the online services; and to Jacinta Hastings, CEO for her commitment to the organisation and sound counsel to me and the Directors since her arrival in May.

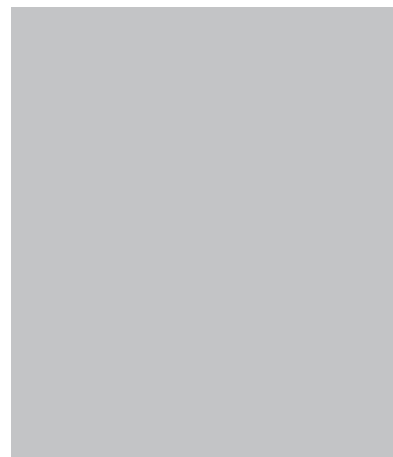
Last, but not least, I would like to acknowledge the great efforts of our volunteers, who through their own generosity have contributed in no small way to making Bodywhys the very special, supportive organisation it has become to ensure that the needs of people affected by eating disorders are met through a range of volunteer-led supports

We look forward to the challenges ahead.

**Dr. Parvez Butt,
Chairman, Bodywhys – The Eating
Disorders Association of Ireland.**

Executive Overview

Overview of Services



Jacinta Hastings

2007 was another year of solid achievement at Bodywhys – the Eating Disorders Association of Ireland. In a continued environment of tight budgets the organisation has successfully delivered on its commitments and increased its capacity to provide services to people affected by eating disorders. In 2007, there were approximately 115 calls to the Bodywhys Helpline per month. 50% of calls were from people experiencing an eating disorder and 50% were from concerned family and friends, representing a 3% increase from 2006. These figures do not include the substantial amount of

information leaflets disseminated on request for specific information on eating disorders.

One of the key goals of Bodywhys is to advocate on behalf of people affected by eating disorders for the full implementation of the recommendations in *A Vision for Change*. Launched in 2006, this policy document states that up to 200,000 people have an eating disorder in Ireland. While younger people are presenting for treatment, there is a trend that people in their late 20s and early 30s are also seeking help in many cases, presenting for the first time. Along with the practical considerations there are also the common misconceptions that eating disorders are somehow 'a life style choice' adding to the complexity and compounding the pathway to recovery. In recognising that eating disorders affect everyone - not only the person experienced the eating disorder but also their families and friends, the need for specific information for parents and carers will be a key area for priority development in 2008. The last year has been a challenging and demanding one for the

organisation with the momentum of economic change continuing and gathering pace. Consequently the pressure on the organisation to secure funding streams to continue provision of support services will become a priority into the future as a new funding and fundraising strategy is undertaken to allow the work of the organisation to expand.

I want to express my sincere thanks to everyone involved in the organisation for the support and encouragement I have received since taking up the post of CEO in May. The achievements of 2007 were only attainable through the exceptional response and commitment of our volunteers and staff. It has indeed been a rewarding experience to join the loyal, dedicated and hard working team at Bodywhys.

**Jacinta Hastings,
Chief Executive Officer**



Mary Crean

The range of services that Bodywhys offers includes:

- LoCall national helpline
- Support groups in Carlow, Dublin and Galway
- Online support group
- Email support service
- Online message board
- Information rich website
- SMS text service

All Bodywhys support services are delivered by trained volunteers. 2007 saw the continuation of our annual cross service training programme. Over 30 volunteers for the helpline, support groups, and online services attended training sessions. The cross-service training programme provides a great opportunity for our new trainees in different service areas to meet each other and get a thorough understanding of the different service areas that Bodywhys provides. We were also very fortunate in being able to secure the services of experienced professionals such as Suzanne Horgan who assisted us in our training work.

Access to support services

Bodywhys volunteers do not currently ask people contacting our services for information /support for information about themselves. Any data obtained is gathered on the basis of self disclosure.

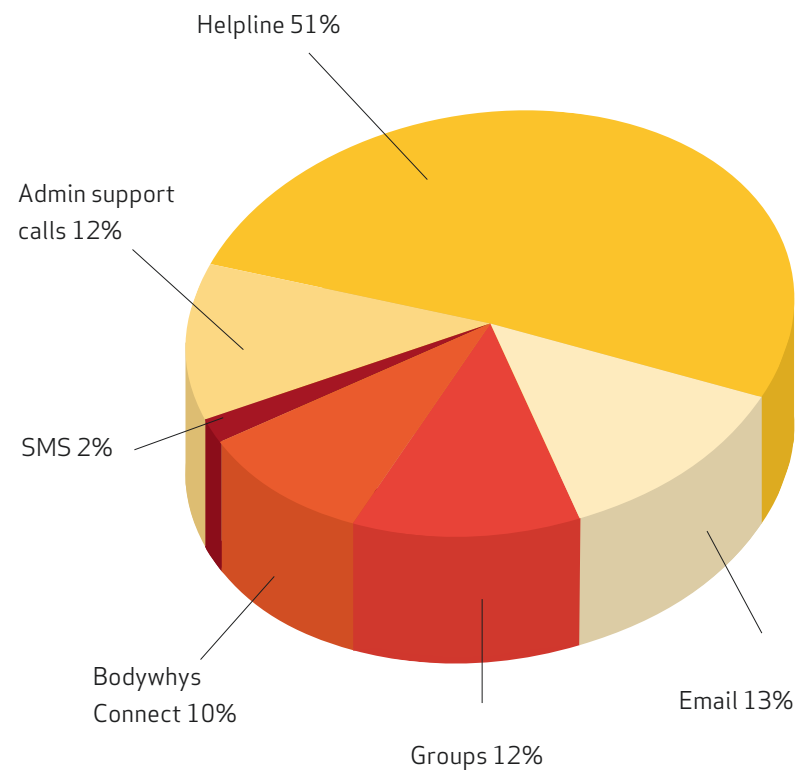
Over 2,720 people accessed a Bodywhys support service in 2007. We dealt with an increase of nearly 3% on helpline calls with 1,383 calls from people with eating disorders and family and friends. We also received 330 helpline calls on the administration line, representing an increase of 6%.

2007 also saw a substantial increase in the numbers of people participating in the face-to-face support groups with 324 people attending which is an increase of 23% on 2006.

The most significant increase in service uptake was in our online support group, bodywhysConnect with 268 people participating throughout 2007 which represents a 35% increase on 2006. Online support was also offered through responding to 344 emails throughout 2007.

We once again had a large increase in calls from health professionals, employers and those working in educational settings. A large portion of these calls came from those working in the educational and youth work sectors due to the launch of our new Teachers/Youth Workers fact sheet in 2007. We received over 40 requests for talks/workshops from schools and outside agencies and also continued to provide input into the St. John of God Patient Lecture Series. Also, 2007 saw a huge increase in the number of requests from students, ranging from primary up to third level, for input into research projects.

Overview of Services



Strategic Plan 2007 – 2011

2007 and saw the launch of our Strategic Plan 2007- 2011.

The vision that underpins this 5 year plan is as follows:

'Our vision is that people affected by eating disorders will have their needs met through the provision of appropriate, integrated, quality services being delivered by a range of statutory, private & voluntary agencies'

OUR PRIMARY GOALS ARE:

Goal 1:

To empower people with eating disorders and their family members and carers in their search for healing through support, information and education.

Goal 2:

To engage in public awareness including activities aimed at challenging discrimination and stigma, and advocating for the rights and needs of all those affected by eating disorders.

Goal 3:

To engage in activities aimed at addressing the support and information needs of young people under 25 years in relation to eating disorders and educating those working with them.

Goal 4:

To ensure the continued development of a national organisation which is resourced, accountable and dedicated to providing support, information and understanding to people affected by eating disorders.

Helpline



Harriet Parsons

2007 has been an exciting year for the helpline with a growing team of helpline volunteers. A team of thirteen volunteers has worked on the helpline in 2007, delivering a non-judgmental and confidential listening, support and information service to those affected by eating disorders.

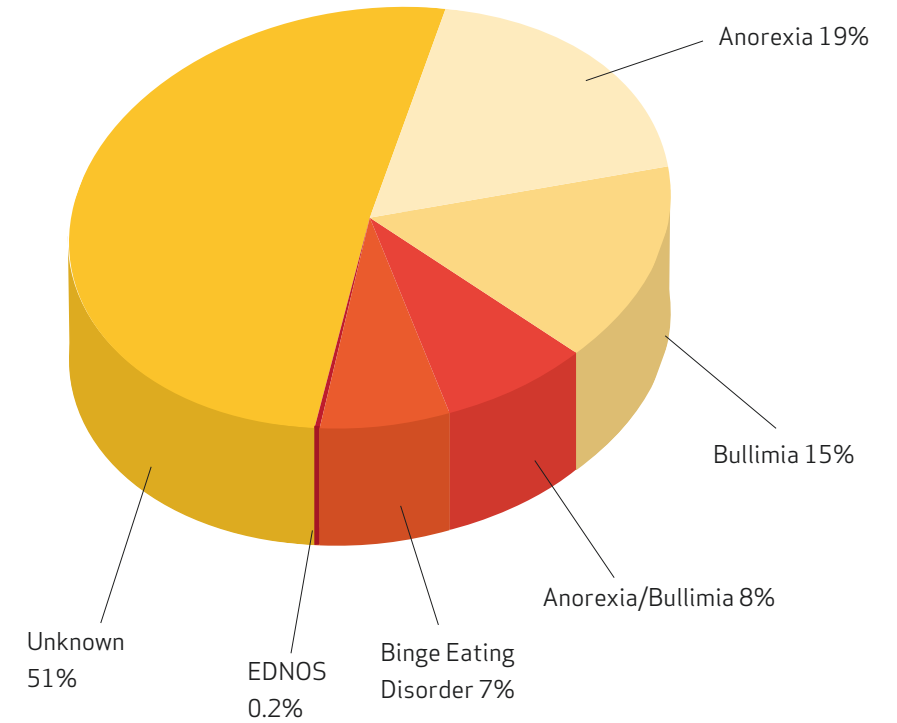
In 2007, we received 1,383 calls in total. 467 of these calls were from people with eating disorders, 628 were from family and friends, 115 were from teachers and educational professionals, 84 from health professionals, and 88 were from researchers. We had 986 female callers and 139 male callers. We received 445 calls relating to

Anorexia, 602 relating to Bulimia, and 334 relating to Binge Eating Disorder specifically. We received approximately 480 listening-ear type calls, 37 crisis calls and 679 information type calls.

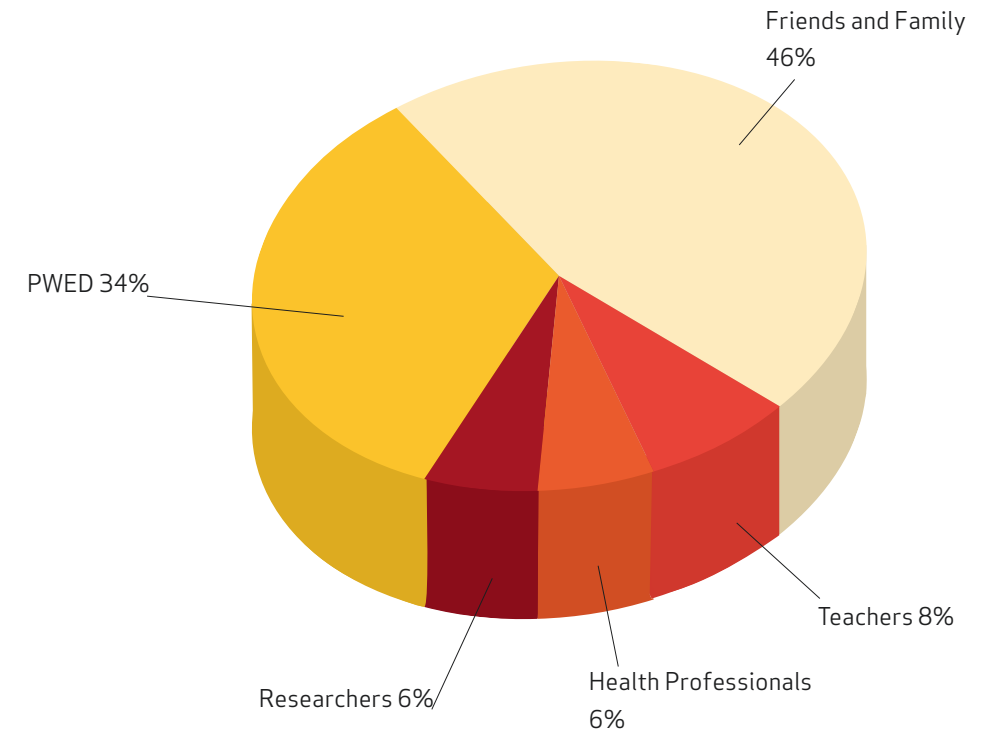
At present we have a strong team of helpline volunteers, which is being built upon in 2008 so that we can expand the helpline hours by introducing a Sunday helpline service. Bodywhys wishes to acknowledge that the helpline service would not be possible without the dedication and enthusiasm of our helpline volunteers.

Thank You!

ED Type



Caller Type



Help

Support Groups

Bodywhys runs two types of support groups – groups for people with eating disorders and groups for family and friends. Groups offer a safe space to share feelings and access mutual support.

Like all the organisation's services, the groups do not require referrals and are offered free of charge. All support group services are run by trained volunteers and we were delighted to recruit and train fourteen new support group volunteers in 2007. In 2007, groups operated in Dublin, Galway, Carlow and Maynooth. Figures for last year indicate that 324 people attended support sessions through out the country over the course of the year which represents an increase of 23% in participation rates on 2006.

Unfortunately 2007 saw the departure of our Development Officer, Sinead Hardiman. Sinead joined Bodywhys in May 2004 and contributed greatly to the development of the support group network and provided a crucial link between the central office and our local and regional support group volunteers. Sinead also managed the development of our educational resource i-figure which has proved to be a huge hit with schools across the country. We would like to thank Sinead for her dedication and commitment. She will be greatly missed by staff and volunteers alike.

The future of service development

Currently the Bodywhys team is researching and working on the further development of support group services, with a view to establishing regional links, subject to available funding.

We wish to thank each and every volunteer working in the support group services for their continued commitment and hard work. We could not provide this service without you!



Online Services

Website traffic

In 2006 we saw the re-development of the Bodywhys website. The changes that were made to the website were based on the findings from usability studies that were conducted in early 2006 with groups such as patients from the eating disorders programme in St. John of God. There was a gradual introduction of more interactive content which was coupled with a complete overhaul of the site's design and structure and these changes seem to have had a very positive impact. Since this re-development the traffic to the site has increased by 22%. In 2007 we had 75,188 unique visits to the website which is a monthly average of 6,266.

Analysis of website statistics shows us that the most visited sections of the website in 2007 were the message board, the Directory of Service Providers and the Media Centre section. In particular we have had very positive feedback on the addition of the online Directory of Service Providers as it allows people easy and fast access to a full listing of the supports and treatments

available nationally to people with an eating disorder.

We are continuing to receive very encouraging feedback from both the general public and professionals on the new design and content of our website. This was also supported by the fact that our website was short listed as a finalist by both the Net Visionary Awards and the Golden Spider Internet and Digital Media Awards in 2007.

Online Support Group (bodywhysConnect)

This popular service continues to go from strength to strength, and remains the only online support group for people with eating disorders in the Republic of Ireland.

There were 376 registrations for the service in 2007 which represents a 3% increase on 2006. We also had a record number of participants in sessions during 2007 at 268 which represents an impressive 35% increase on 2006. November was the busiest month since the setting up of

the service with a total participation level of 41, the average for the rest of the year was 22!

alex@bodywhys.ie

Our email support service, which is technically the organisations only 24/7 service, as an email can be written and sent in at anytime, responded to 344 mails in 2007. This service was officially launched in 2006 and its uptake has been consistent since its introduction two years ago.

Communications & Advocacy

Bodywhys Message Board

We have had a great response to this online service which was added to the website as a pilot scheme in 2006. The message board currently features an online forum for under 25s affected by eating disorders. In 2007 we received 345 posts which represents an increase of 13% on 2006.

The below quote highlights some of the positive feedback we have received regarding this new service:

'I just want to say that I think this service is fab. It's like a medium that allows you to think as well as actually make contact - empathize - etc. Thanks. It really helps in more ways than I expected'

SMS Services

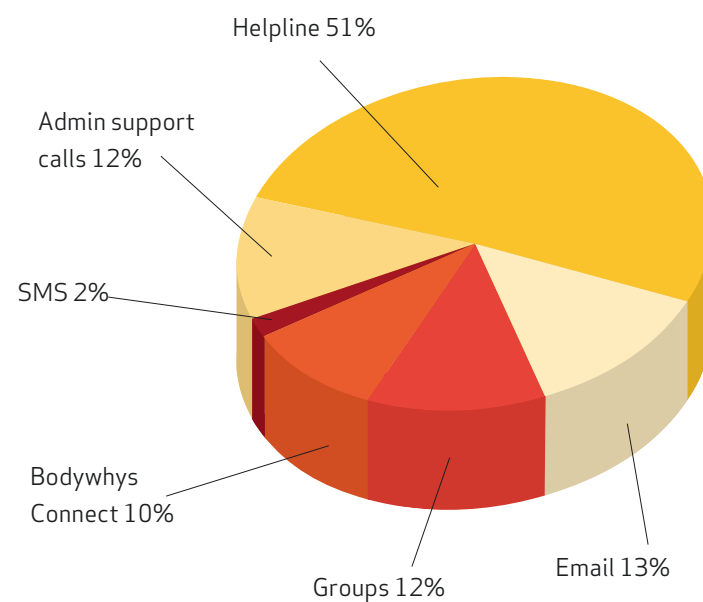
Our SMS service was launched at the beginning of 2006. Users who text the word support to 53305 receive basic service information. During 2007 we received 52 texts and we

are hoping that a more targeted promotional strategy in 2008 will increase awareness and use of this text support.

2007 also saw the departure of our Online Services Officer, Andy Osborn. Andy joined Bodywhys in July 2005 and did a fantastic job of re-designing

our website and making it a more interactive space for users. Andy was also responsible for the management and redevelopment of our online group, BodywhysConnect which has seen huge increases in participation levels since his joining in 2005. We would like to thank Andy for his great contribution. He will be greatly missed by both staff and volunteers.

Overview of Service



Ruth Ní Eidhin

Media interest in Bodywhys remained high in 2007, with an ongoing focus on informing and educating the public.

Teachers & Youth Workers Leaflet

As part of Eating Disorders Awareness Week 2007, Bodywhys launched an information booklet for Teachers and Youth Workers.

The leaflet aims to assist those working with young people to identify those who may be experiencing an eating disorder, show them how to approach the person and what supports are available. The leaflet is also designed to give teachers and youth workers a greater understanding of eating disorders and the complex nature of the conditions.



Mary Hanafin TD and Catherine Joyce at the launch of the Teachers/Youth Workers leaflet

Radio Awareness Campaign

Bodywhys launched a Radio campaign in June, aimed particularly at teenagers who were finishing exams. The ad ran on RTE Radio 1 and on Newstalk 106-108 FM for two weeks, from the 11th June.

There was a great response to the ad, particularly in terms of calls to

the helpline number which were up significantly in the weeks the ad was run. Media response was equally positive, with a total of 13 interviews across print and broadcast media within the first week of the campaign.

The radio ad was broadcast again in October on Spin FM, Red FM and Phantom FM.

Contributions to other projects

Marie Devine contributed to an episode of 'Would You Believe' on RTE One which aired on 28th October 2007.

Marie also participated in the National Disability Authority's campaign, 'Challenging Attitudes to Mental Health', which ran on television and radio in December.

We also had to say good bye to Catherine Joyce in 2007. Catherine joined Bodywhys in Oct 2006 as our Communications & Advocacy Officer. She did a fantastic job of representing Bodywhys and the issue of eating disorders in the media. Catherine also managed Bodywhys first radio ad campaign which proved to be a huge success. We would like to thank Catherine for her all her hard work and commitment – she will be greatly missed.

Advocacy

The organisation continued to liaise with policy makers and relevant state bodies throughout 2007 in advocating for improvement in services relevant to eating disorders. Drawing on our extensive work on lobbying for improvement in health service provision, a comprehensive submission was made to the Budgetary process. The main concerns were to highlight the need for full implementation of the recommendations of the Report of the Expert Group on Mental Health Policy, *A Vision for Change* published in 2006. These concerns had previously been outlined in a presentation made to the Joint Oireachtas Committee on Health and Children in March.

Bodywhys continued to maintain contact with TDs and had numerous Parliamentary Questions submitted to the Dail on its behalf during 2007. Direct contact was made with the newly appointed TDs and Senators. Meetings were held with Jimmy Devins, T.D. in his capacity as then Junior Minister at the Department of Health & Children; to progress the concerns regarding the rising issue of eating disorders. The result was the continued prevalence of eating disorders in the Dail Debates. Bodywhys, as a member of the Irish Mental Health Coalition supported a series of political briefings on a range of mental health issues which further established individual political support.

We continue to explore, develop and/or expand on relations with other agencies involved in the mental health and voluntary sector.



Orla Barry and Alison Darcy at the launch of the Radio Awareness Campaign

Adv

Statement of Financial Activities

for the year ended 31 December 2007

	Restricted Services Funds 2007	Unrestricted Services Funds 2007	Unrestricted Development Funds 2007	Total Funds 2007	Total Funds 2006
	€	€	€	€	€
Income					
Donations & Other Income	30,000	8,643	-	38,643	7,127
Grants	183,468	206,500	-	389,968	385,981
Deposit Interest	-	7,971	-	7,971	5,363
Total Income	<u>213,468</u>	<u>223,114</u>	<u>-</u>	<u>436,582</u>	<u>398,471</u>
Expenditure					
Operating Overheads	99,141	147,720	-	246,861	251,643
Literature & Publications	51,520	-	-	51,520	69,226
Travel & Meetings	7,799	8,118	-	15,917	14,212
PR & Advertising	7,115	11,710	-	18,825	12,030
Depreciation on Equipment	-	-	-	-	1,032
Total Expenditure	<u>165,575</u>	<u>167,548</u>	<u>-</u>	<u>33,123</u>	<u>348,143</u>
Net Incoming Resources	47,893	55,566	-	103,459	50,328
Transfer to unrestricted - Development Fund	-	-	-	-	-
Funds brought forward	54,968	78,078	80,000	213,046	162,718
Retained Funds carried forward	<u>102,861</u>	<u>133,644</u>	<u>80,000</u>	<u>316,505</u>	<u>213,046</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 6 May 2008 and signed on its behalf by:

Jennifer Kelly Parvez Butt
Director Director

Balance sheet

as at 31 December 2007

	2007		2006	
	€	€	€	€
Current Assets				
Cash at bank and in hand	346,903		284,010	
	346,903		284,010	
Creditors: amounts falling due within one year	(30,398)		(70,964)	
Net current assets		316,505		213,046
Net assets		316,505		213,046
Funds				
Restricted Services Fund		102,861		54,968
Unrestricted Services Fund		133,644		78,078
Unrestricted Development Fund		80,000		80,000
		<u>316,505</u>		<u>213,046</u>

Approved by the board on 6 May 2008 and signed on its behalf by:

Jennifer Kelly Parvez Butt
Director Director

Acknowledgements & Company Information

The Chairman, Board of Directors and Staff wish to record their sincere thanks to all those who volunteered or donated to Bodywhys in 2007. Your interest in and support of our work is much appreciated.

Activelink
Caroline Morahan
CubedRoute
Department of Community, Rural & Gaeltacht Affairs
Department of Health & Children
Dormant Accounts Fund
Dublin Bus
Gabie Devaney
Health Promotion Unit
Health Service Executive – Martin Rogan & Staff
Health Service Executive – Jim Ryan & Staff
Hospital Saturday Fund
Monahan Family
Max Factor
National Office of Suicide Prevention
Orla Barry
Public Communications Centre
RecruitIreland.com
Saschi Mayman
St. John of God Brothers
StudentCents
Students of Dun Laoghaire IADT – ‘FashionElectro’
Tracy O’Dea
Victoria Smyth

Company Information as of 31st December 2007

Directors:

Alison Darcy
Jennifer Kelly
Marie Devine
Parvez Butt
Rachael Pidgeon
Robert Hudson
Siobhan Bereen
Valerie Kilkenny

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



The above picture is of the Bodywhys banner which was kindly commissioned by the Monahan family. The Monahan's also provided the space for it to be displayed in West Dublin where it appeared for a total of 6 weeks.

‘Our vision is that people affected by eating disorders will have their needs met through the provision of appropriate, integrated, quality services being delivered by a range of statutory, private & voluntary agencies’

Bodywhys

The Eating Disorder Association of Ireland

Bodywhys is that national voluntary agency providing support, information, and understanding to people affected by eating disorders.

We seek to represent the needs of an estimated 200,000 people with eating disorders in Ireland as well as the needs of their families and carers.

The organisation was founded in 1995 in response to the lack of support services available to people affected by eating disorders in Ireland.

Bodywhys provides a range of services for those affected by eating disorders including a lo-call helpline service, online and regional support groups, email support and a dedicated information rich website.

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

Tel + 353 1 283 4963

Fax + 353 1 205 6959

info@bodywhys.ie

www.bodywhys.ie

LoCall Helpline: 1890 200 444

Support Email: alex@bodywhys.ie

