

BODYWHYS

The Eating Disorders Association of Ireland

Annual Report

2010

“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



Dr. Parvez Butt

Dear Friends,

It is with great pleasure that I introduce you to the Annual Report for Bodywhys – the Eating Disorders Association of Ireland, which reflects our activities for 2010. At the outset I would like to acknowledge, most sincerely, the valuable resource of our committed volunteers without whom we would not be in a position to deliver our much-needed support services for people affected by eating disorders.

2010 marked the continued development of Bodywhys. Over the year our membership continued to grow and solid collaborative ventures progressed well with a range of agencies at local, national and international level. Despite this growth, nevertheless 2010 was a challenging one as we clearly understood that the efficiency cuts to our core funding would impact on the organisation. We were acutely aware of the importance of monitoring our activities closely to ensure that resources were used optimally to support people affected by eating disorders, while at the same time promoting continued progress on the implementation of our Strategic Plan to expand services. We are now nearing the end of our current Strategic Plan 2007-2011 and are confident that we can continue to focus on organizational growth in spite of the challenging economic environment we find ourselves working in.

And while we had many noteworthy developments throughout the year, one was a particularly innovative challenge. In the face of considerable uncertainty about funding during the early months of the year, Bodywhys has, with the support of the National Office for Suicide Prevention (NOSP) expanded our services to include YouthConnect an online support group for under 18s. Since its introduction in February YouthConnect has proved to be a popular forum with 103 new registrations and 55 people attending the group. This important development ensures that Bodywhys

can reach out to young people in a supportive online environment.

I would like to express our gratitude to our partners in 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 as well as improved service provision for those affected by eating disorders through the implementation of the recommendations of a 'Vision for Change'. We look forward to working together as we face the challenges of 2011 and make a solid commitment to work in partnership with all our stakeholders to find creative solutions to the challenges we face.

Finally, it just remains for me on behalf of the Board of Directors, to acknowledge the dedication of our volunteers, who contribute in no small way to ensuring Bodywhys is the professional, supportive organization to support the needs of people affected by eating disorders. I would also like to acknowledge the team at Central Office who ensure all aspects of our organizational needs are met. Despite the challenges ahead I look forward to working with you in 2011.

Dr. Parvez Butt
Chairman

CEO Overview



Jacinta Hastings

Throughout 2010 Bodywhys continued to implement its Strategic Plan (2007-2011). As some income resources were reduced, this necessitated a review of expenditure and a greater use of online services which included the development of YouthConnect, an online support service for under 18s launched by Minister of State John Moloney, T.D. during Eating Disorders Awareness Week. This resource was developed as a co-branded project with the support of the National Office for Suicide Prevention (NOSP) and is proving a very effective means of support for young people affected by eating disorders.

During the year we continued to strengthen our relationships with organisations through structured relationships, collaborative ventures and Memoranda of Understanding including:

Eating Disorders Network

Bodywhys was invited to join the Eating Disorders Network to consider the establishment of a national programme for the treatment of eating disorders in line with the recommendations of A Vision for Change.

Joint Committee on Health & Children

A briefing was made by Prof. Fiona McNicholas and the CEO to the Joint Committee on Health & Children with a view to ensuring that the issue of eating disorders was considered in relation to any policy consideration.

Disability Federation of Ireland

In 2010 we continued our development process of strong and appropriate governance procedures through building on our participation in PQASSO (Practical Quality Assurance System for Small Organisations) in conjunction with Anthony Carrick and Dermot O'Donnell, Disability Federation of Ireland. This engagement will ensure that the highest attainable quality standards are maintained across every aspect of the organisation.

Caring And Working Together (C.A.W.T.)

During the year we continued our collaborative partnership with C.A.W.T. to develop support groups in border counties.

Mater CAMHs & TCD

Bodywhys participated as a collaborating partner with Dr. John Sharry and his team at the Mater CAMHs and TCD in the development of an online support/psycho-educational programme.

CEO Overview continued...

International Initiative for Mental Health Leadership (IIMHL)

Together with Shine we co-hosted an exchange for NGOs in Mental Health during the IIMHL in Dublin and attended the two-day follow-up exchange in Killarney. The participant NGOs at the Dublin exchange included: Bodywhys; Shine; GROW; Irish Advocacy Network; MHI; PACT (Partners and Community Trust), New Zealand; Wellink, New Zealand; Embrace Life, Innuity, Canada. This was a very engaging and enlightening exchange of information and initiatives. Each organisation made a presentation to the group on specific areas of interest whether topic or project focused.

The activities detailed in this Annual Report give an insight into the development and diverse agenda being progressed by Bodywhys but the real issue for the organisation is to ensure that we continue to support those affected by eating disorders in very challenging times. We will continue to focus on our vision 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.

Finally, I wish to acknowledge and thank our volunteers and staff for ensuring that the work of Bodywhys is carried out, and in doing so recognise their valuable input into developing the work and future of the organisation. They individually and collectively play a key role in enhancing the reputation of Bodywhys.

Jacinta Hastings

Chief Executive Officer

Overview of Services



Harriet Parsons

2010. In addition to their commitment to the services our volunteers have supported the organisation in many ways during the year, providing help and also attending the many events we have engaged in. We thank all our volunteers for the time and commitment they give to Bodywhys. As a mark of appreciation a lunch was held following a training day in January 2010.

Our support services have been steadily expanding in 2010 and will continue to do so into 2011. Starting with the launch of YouthConnect, an online support group for people aged 13-18 yrs, we also launched a text information service in 2010, as well as developing support groups in Donegal and South Dublin. This expansion reflects our dedication to providing support nationally for people affected by eating disorders.

YouthConnect - an online support group for people aged between 13 and 18 years, takes place every Sunday evening from 7.30pm to 9pm. This group aims to provide a safe space and opportunity for people with eating disorders to come together and share experiences with a view to providing mutual support to each other. As with all new services, YouthConnect took off slowly, but has been steadily rising in the awareness of young people with eating disorders, which is reflected in the increasing attendance at the group. With a dedicated group of online volunteer facilitators we have been able to provide this service every Sunday evening and we thank our volunteers for their time and effort.

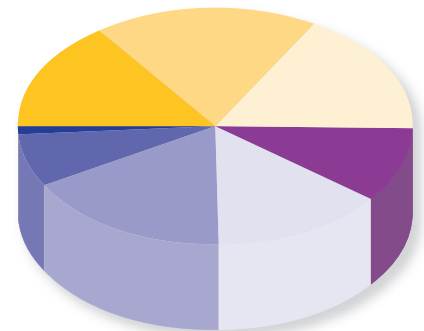
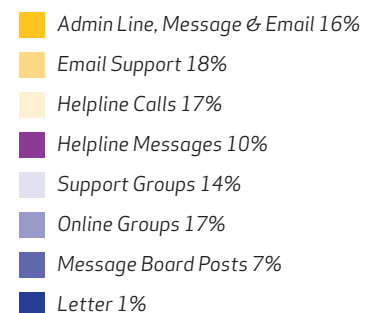
In 2010 attendance at our support groups increased by 4.7%, following on a 24% increase in 2009. Such numbers are our guide to the way in which we will endeavour to provide support to people affected by eating disorders in 2011, ensuring that our focus is on all of our services, so that we reach people no matter what their age or location, or how they choose to access support.

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.*

2010 has been an extremely busy year for all Bodywhys support services. During the year we recruited and trained 60 volunteers in total. Together with our existing volunteers, we have had a total of 98 volunteers actively working on our support services in

Pie Chart with Breakdown of Services Overview



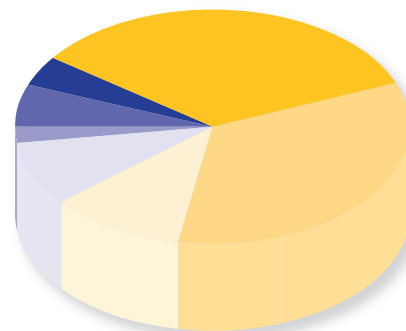
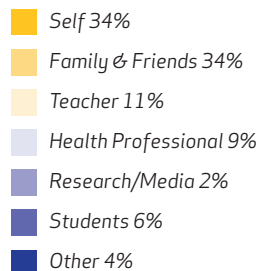
Services

Helpline – 1890 200 444

The Bodywhys helpline is a 'listening ear' service and all of our volunteers are trained to deliver a safe, non-judgemental, non-directive, listening and support service to people affected by eating disorders. Until June 2010 our helpline ran for 2 hours per day 7 days a week. From July onwards the helpline was available 6 days a week.

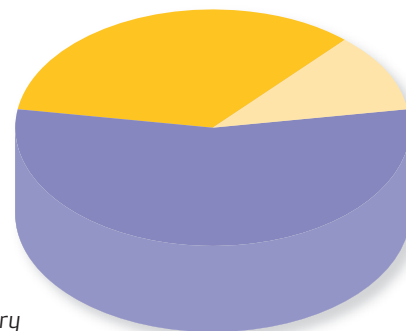
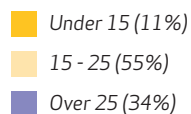
In 2010 calls to the helpline were down 38%, whereas helpline calls to the admin line were up 96% and this will be a guiding figure for assessing our helpline in 2011. 34% of calls were from people with eating disorders, and 34% were from family and friends of a person with an eating disorder, 11% were from teachers, and 9% were from health professionals.

Pie Chart of Contact Type



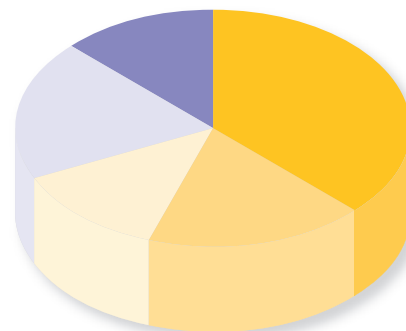
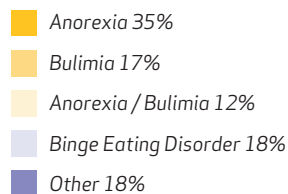
In 2010, 89% of contacts from people with eating disorders were from females, and 11% were from males. This is a slight variation on our 2009 figures, with a slight increase in the number of men contacting the helpline. In terms of age of people with eating disorders, 11% were under 15, 55% were aged between 15-25, and 34% were over 25.

PWED Age



In 2010, 35% of calls concerned Anorexia, 17% Bulimia, 12% Anorexia/Bulimia, 18% BED, and 18% were classified as 'other.' 'Other' as a category would be selected when the caller identified themselves as having an eating disorder, but did not classify themselves as within one of the diagnostic categories and/or have different symptoms to these categories.

Eating Disorder Type



Support Groups

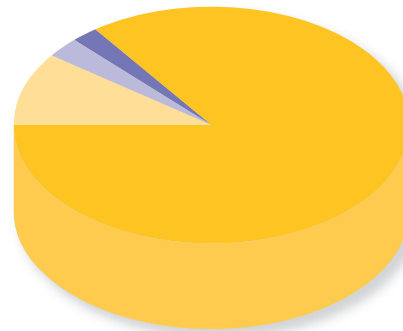


Bodywhys provides two types of support group, one for people with eating disorders, and one for family and friends. 2010 has seen our network of support groups expand to include, Dublin south and Donegal. It is with appreciation that we thank all of our dedicated regional volunteers for making this expansion possible. It is always a challenge to raise awareness of the issue and of the support group in a new area and the patience and dedication of our new volunteers is what carries a support group through this initial difficult phase. Thanks also to our existing volunteers in Dublin, Carlow and Galway. The generous gift of your time and energy to these groups has made them such a consistent source of support for people affected by eating disorders.

In total in 2010, (approximately) 327 people accessed support via our support groups, 85% through our Dublin groups (which was up 7.9% on 2009), 10% through our Carlow groups, 3% through our Galway group (we only have a PWED group in Galway), and 2% through our Donegal group which started in September 2010.

Support Groups

- Dublin Groups 85%
- Carlow 10%
- Galway 3%
- Donegal 2%



Dublin
Carlow
Galway
Donegal

Online Services

Following on from the success of our online services in 2009, including the online group, email support service and our messageboard support forum, 2010 has seen an expansion in our online services to include an online support group for under 18s YouthConnect as well as a support forum for family and friends.

In 2010, we had 289 new registrations to BodywhysConnect and 369 accessed support via this online support group. In 2010, YouthConnect had 103 new registrations and 55 people attended the group.

By the end of 2010 there were a total of 1271 registered users for BodywhysConnect. In terms of the age of people using the BodywhysConnect group, 49% of users were over 25 years, 44% were aged between 18-25 years and there were 7% of users who registered as aged 16-17 years. 16% of users identified themselves as having anorexia, 26% bulimia, 29% Binge Eating Disorder, 24% Anorexia/Bulimia and 5% as other.

In 2010, our **email support service** received 438 support emails which is an increase of 6.8% on 2009. We currently have 8 volunteers working on our email support service and under the excellent guidance of Barry Murphy, the email support service has successfully established itself as a valued and essential mode of support which our organisation provides.

Our **messageboards** have received 128 new registrations in 2010, with a total of 183 posts. And finally our text service came into action on the 1st February 2010. There are three options on this service.

Text:

1. EDINFO – to receive a full information pack.
2. Parents – to receive a copy of our parents resource.
3. Bodywhys – to receive a list of our support services.

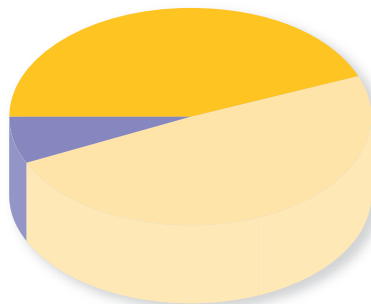
In total for 2010 we received 105 requests for full information packs, 43 requests for our parents resource and 21 request for support services information.

A final word...

Bodywhys would like to acknowledge that it is only with the generous gift of our volunteers' time, energy and enthusiasm that our support services continue to be the cornerstone of our organisation. We would like to thank each and every one of you for this.

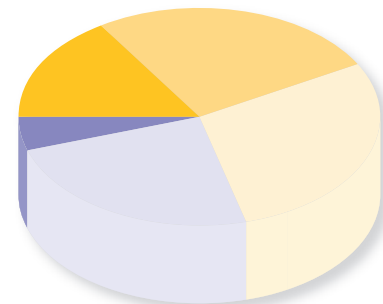
B/C User Age

- 16 - 17 (7%)
- 18 - 25 (44%)
- Over 25 (49%)



B/C User PWED Type

- Anorexia 16%
- Bulimia 26%
- Binge Eating Disorder 29%
- Anorexia/Bulimia 24%
- Other 5%



Communications



Ruth Ní Eidhin

General Communications Work

Media Work

Media reporting of eating disorders and related issues was extensive throughout 2010 with some clear themes emerging.

As in previous years, the majority of reporting took the form of 'celebrity stories' or reports on the personal experiences of individuals.

There has been an ongoing focus on those of primary-school age who seem increasingly at risk of developing eating disorders and related concerns. During the summer months, the issue of airbrushing was raised in the context of a number of developments in both the UK and Australia on this issue.

The general issue of body image has emerged as a broader theme throughout the year – something which tied in with our own work with the 'Be Body Positive' programme.

The availability of treatment services for those affected by eating disorders in Ireland continues to be a source of concern for the public and media alike – this was particularly reflected in media work towards the end of 2010.



Irish Examiner Supplement

In September, a special supplement, "Let's Talk Eating Disorders", was published in conjunction with the Irish Examiner newspaper.

The 32-page booklet contained a wide variety of information on the nature of eating disorders and the range of treatment options available. The booklet was distributed with the Irish Examiner newspaper which featured a profile of eating disorders services in Ireland and the work of Bodywhys.

The booklet received a very positive response, and the accompanying advertising campaign was effective in raising awareness of the organisation.

Communications continued...

Annual Awareness Campaign Rethink – Reachout – Recover



This year our annual awareness campaign was adapted to harness the potential of digital advertising. This format is well suited to both the nature of our organisation and services and also to many of our key audiences.

The messaging that was developed focused on the potential isolation of a person affected by an eating disorder and on encouraging that person to reach out for support.

Advertising was focussed on the weeks around awareness week in late February but because of the cost effectiveness of this form of advertising was then continued until the middle of April.

Over this period of time we saw a substantial increase in traffic to our website.



15th Birthday Card

Also in September, Bodywhys marked our 15th Birthday with a card sent to all TDs and Senators highlighting “15 facts about eating disorders”.

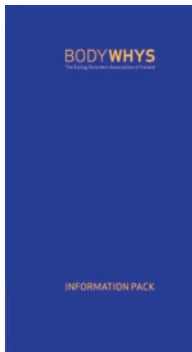
This was an opportunity to remind our public representatives of the impact of eating disorders on the lives of Irish people and the need to provide support and treatment services to meet that need.

Media Panel

In 2010 we welcomed a number of new members to the Bodywhys Media Panel. Training was provided in January and throughout the year a number of personal experiences were shared with the media via this panel. New media panel volunteers are sought on an ongoing basis in an effort to meet the ongoing demand for personal stories.



Resources



Bodywhys Literature

The re-development of Bodywhys literature continued in 2010. Throughout the year seven re-developed information leaflets were produced, including the new “Eating disorders and exams” and “Choosing a counsellor” leaflets.

We also produced new presentation folders to contain our information packs which are still in very high demand from all of our services.

The process of providing relevant, up-to-date information is vital and as such this is a process that will continue on an ongoing basis.

Youth-focussed Resources

Eating Disorders Awareness Week featured the launch of a number of new resources for young people including the **Be Body Positive** schools programme and the new online support group for under 18s, **YouthConnect**.

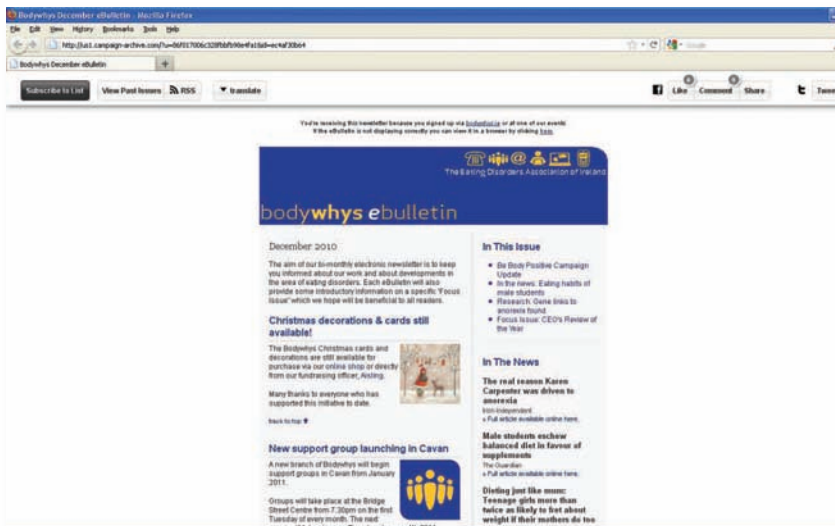
To complement these developments, a number of new resources were produced including the interactive **Be Body Positive** fold-out leaflet and a range of posters aimed at advertising the new youth services in schools and other relevant locations.

As this is a growing area of work for Bodywhys, further developments in this area are expected for 2011.



Communications

Online



Bodywhys eBulletin

The Bodywhys eBulletin continued to grow throughout 2010 with the subscriber list growing by 50% over the course of the year.

In December 2010 the eBulletin was re-developed and is now being delivered in HTML format which allows for the inclusion of images in the eBulletin.

The new system for distribution also allows for better management of user subscriptions as well as the availability of more information about what elements of the eBulletin are of interest to our users.

Bodywhys Website

The main Bodywhys website (www.bodywhys.ie) continues to grow, with traffic to the site increasing by 29% this year against 2009 figures.

Social Networking

Bodywhys maintained a strong presence on a variety of social networking sites, in particular Facebook and Twitter, throughout 2010.

Other Areas of Work

During 2010 Bodywhys became involved with the SeeChange – The National Mental Health Stigma Reduction Partnership. This campaign is a vital step towards removing the stigma around mental health in Ireland. Work in this area will continue throughout 2011.



We were delighted to be associated with the Flora Heart Heroes competition in the run up to the Flora Ladies Mini Marathon in June 2010. Special thanks to Lucianne White, who nominated Bodywhys as her chosen charity and who was selected as one of the three finalists in the competition.

Youth Development



Fiona Flynn

In February 2010 Bodywhys launched the 'Be Body Positive' campaign. The aim of this campaign was to address issues around body image and eating disorders with young Irish people who have themselves identified these as areas of concern*. As part of this campaign we set up the Bodywhys Youth Panel to advise Bodywhys on the design and development of our youth specific services and materials. Young people were invited to join the youth panel via our website and also through Bodywhys information stands at youth events throughout the year, such as Dail Na n'Og, Young Social Innovators Exhibition, Comhairle Na nOg and many others.

During 2010 the youth panel met on a regular basis and advised Bodywhys on current youth related issues. In September 2010 some of the youth panel gave their views in an article in the Irish Examiner talking about the importance of an education campaign in schools and the importance of reducing the stigma of eating disorders. A member of the youth panel joined the Bodywhys team over the summer for work experience and provided valuable assistance on various projects. We really appreciate the contribution from all members of the youth panel in 2010 and look forward to more developments in 2011.

As part of the 'Be Body Positive' campaign a number of focus groups were held in post-primary schools and with the youth panel to contribute to the evaluation of the programme and make recommendations for its improvement. One of the recurring recommendations was the need to use different types of media to present the programme and to include a story about eating disorders that young people could relate to. This culminated in the design and development of an animated film about a girl developing anorexia. The film was completed in September 2010 and in October 2010

the new 'Be Body Positive' schools programme was finalised and ready to be presented to schools.

Over the summer of 2010 Bodywhys developed training for volunteers on how to present the new schools programme. Volunteers for the Dublin area were recruited and trained during July and August and all volunteers commenced practice in schools in October 2010. The commitment by all of the 'Be Body Positive' volunteers in 2010 was greatly appreciated and we look forward to commencing delivery of the programme in the Dublin area in 2011.

A continued focus for the Youth Development Officer in 2010 was meeting the requests from schools and youth groups to speak to students nationwide on the area of eating disorders and body image. Overall 7167 students received a talk from Bodywhys at school in 2010.

Another focus was promoting awareness at events nationwide including a public lecture as part of the St John Of God 'Mind Your Mind' series, public talks in Cavan and Donegal, information stands at guidance counsellor events, talks and stands at college and university 'mental health weeks', talks for parents on the area of eating disorders, a workshop at the National Youth Council of Ireland Annual Conference, talks and training to youth workers and talks or information stands at other events as requested.

Pictured left Youth Panel members: Thomas Butler, Becca Ryan, Fiona Brady, Aisling Heavey. Missing from picture: Elizabeth Abusodiq, Cathal Ryan and Claire Henry. Picture by Nick Bradshaw.



* *Teenage Mental Health: What helps and what hurts? Report on the outcome of consultations with teenagers on mental health, June 2009. Office of the Minister for Children and Youth Affairs*

Fundraising Activities



Aisling Donoghue



The Women's Mini Marathon 2010

The June bank holiday weekend saw over 50 women from across Ireland running and walking in aid of Bodywhys in the annual Flora Women's Mini Marathon, which attracted 40,000 participants overall. These women raised a magnificent total of €2,400 which has all been channeled into developing awareness of eating disorders. Our sincere thanks to everyone who took part.



In August Aisling Donoghue joined the team to develop fundraising for the organisation, a strategy for fundraising has been put in place to help the organisation develop revenue generating activities for the future.

Wine Tasting Event

Bodywhys organised a Christmas wine tasting event to celebrate the start of the festive season and raise money for services. Hargadons Wine Shop, Cabinteely, hosted a tasting evening at the Westbury Hotel with proceeds donated to Bodywhys. Cold weather and snow did not deter supporters and a very enjoyable evening was had by all.

Christmas Cards and Angels

A Christmas fundraising initiative involved the selling of cards and angels. Both were very well received and supporters all over the country helped to promote and sell the cards and angels.



A sincere thanks to everyone who contributed to our fundraising efforts in 2010, by donating or volunteering time, we very much appreciate your support.

Other Activities



Mary Crean

During 2010 there were over 8,000 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 accurate, relevant, appropriate and up-to-date information so the development and maintenance of our current literature is an on-going priority for the organization.

Bodywhys had a presence at a number of national external events during 2010 which included the Mind Body Spirit Festival and the Tralee Health Fair and on an international level, the Academy for Eating Disorders Conference 2010 and the Jubilee Congress on Eating Disorders held in Austria. 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 an essential platform for the sharing of information and for raising awareness of the issue.

As part of our organizational growth and development Bodywhys staff participated in a number of external workshops. These included one day sessions provided by Professor James Locke on 'Family Based Interventions for Eating Disorders in Youths and Adults' and Dr. Kay Inkle on 'Understanding and Working with Self-Injury'.

During February 2010 we organised numerous events to coincide with Eating Disorders Awareness Week. The week was kicked off by the launch of our 'Be Body Positive Schools' Programme and the launch of our online youth group, YouthConnect by Minister John Moloney. Further events during the week included a public talk for parents in conjunction with the Lucena Clinic, a general public talk in Letterkenny and Wicklow, a student focused talk in UCD and an information evening aimed at GP's in St. Patricks Hospital.



Pictured left: Geoff Day, Director of NOSP, John Moloney, TD, Minister for State and Parvez Butt, Chairman of Bodywhys

Statement of Financial Activities

for the year ended 31 December 2010

Notes	Restricted Fund 2010	Unrestricted Funds 2010	Endowment Funds 2010	Total Funds 2010
	€	€	€	€
Incoming Resources				
Incoming resources from generated funds				
- <i>Voluntary income</i>	61,112	294,518	-	355,630
- <i>Activities for generating funds</i>	-	7,779	-	7,779
- <i>Investment income</i>		31,551	-	1,551
Incoming Resources from Charitable Activities	-	-	-	-
Other Incoming Resources	-	-	-	-
Total Incoming Resources	<u>61,112</u>	<u>303,848</u>	<u>-</u>	<u>364,960</u>
Resources Expended				
Costs of generating funds				
- <i>Costs of generating voluntary income</i>	-	339,576	-	339,576
- <i>Fundraising costs</i>	14,536	-	-	14,536
- <i>Investment management costs</i>	-	-	-	-
Charitable Activities	83,980	-	-	83,980
Governance Costs	-	12,350	-	12,350
Total Resources Expended	<u>98,516</u>	<u>351,926</u>	<u>-</u>	<u>450,442</u>
Net Incoming Resources before other recognised gains and losses	(37,404)	(48,078)		(85,482)
Funds brought forward	<u>268,922</u>	<u>196,180</u>		<u>465,102</u>
Retained Funds carried forward	<u>231,518</u>	<u>148,102</u>		<u>379,620</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 10 June 2011 and signed on its behalf by:

Jennifer Kelly **Parvez Butt**
Director Director

Balance Sheet

as at 31 December 2010

	2010	2010	2009	2009
	€	€	€	€
Current Assets				
Debtors & Prepayments	10,601		-	
Cash at bank and in hand	<u>396,619</u>		<u>510,635</u>	
	407,220		510,635	
Creditors: amounts falling due within one year	<u>(27,600)</u>		<u>(45,533)</u>	
Net current assets		<u>379,620</u>		<u>465,102</u>
Total assets less current liabilities		<u>379,620</u>		<u>465,102</u>
Reserves				
Restricted Income Funds		231,518		268,922
Endowment Funds		-		-
Unrestricted Income Funds		<u>148,102</u>		<u>196,180</u>
Member's Funds		<u>379,620</u>		<u>465,102</u>

Approved by the Board on 10 June 2011 and signed on its behalf by:

Jennifer Kelly
Director

Parvez Butt
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 2010. Your interest in and support of our work is much appreciated.

Castleknock Community College: John Cronin, Principal;
Carmel O'Neil, Vice Principal; Transition Year Students

Double Dutch Design – Gabie Devaney

Health Service Executive – Martin Rogan & Staff

Health Service Executive – Jim Ryan & Staff

Marie Dunne @ Curious Design

Monahan Family Partnership

National Office for Suicide Prevention

St. John of God Brothers

Thank You

Company Information

Company Information as of
31st December 2010

Directors

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

Secretary

Jennifer Kelly

Registered office

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Auditors

Dillon Kelly Cregan & Co
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Registered Charity No

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BODYWHYS

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