

BODYWHYS

The Eating Disorders Association of Ireland

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Annual Report

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2009

“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 the Bodywhys Annual Report for 2009. While it was a challenging year, 2009 nevertheless marked the continued development of Bodywhys – the Eating Disorders Association of Ireland. The organisation has grown steadily since its inception in 1995 in scope and effectiveness. In addition to a wide range of support services, Bodywhys has effectively raised public awareness of the extent and impact of eating disorders in the diverse Ireland of today.

Over the year our membership continued to grow and solid collaborative ventures are progressing well with a range of agencies at local, national and international level.

Governance is an important aspect of our organizational responsibility and we are delighted to have made good progress in this area with a strong and effective Board of Directors who bring with them a wide range of skills and experience. We plan to build on this strength in 2010 with the participation in PQASSO (Practical Quality Assurance System for Small Organisations) to ensure quality standards are maintained at the highest level across every aspect of organizational activity.

While we had many events over the year, one was a particularly innovative challenge. In October we launched a new Resource for Parents at an exhibition of art and photography which was held in the Oisín Gallery, Westland Row, Dublin. 'Focus on Recovery' was a very exciting collaboration to represent the experience of recovery in eating disorders. The event was well supported and brought the issue into the public arena. Our sincere thanks to all those who participated in sharing their experience, journey and message of recovery.

I would like to thank all those involved in the organisation for their professionalism, dedication and commitment to Bodywhys. It is this level of support which allows us to continue offering services to support

people affected by eating disorders. The ability to provide continuity of support services in very challenging economic times indicate a willingness and an ability by our volunteer network to respond to difficult circumstances and expand our voluntary activity throughout the country.

I would also 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 2010.

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.

Dr. Parvez Butt
Chairman

Chief Executive Overview



Jacinta Hastings

As we reflect back on our activities for 2009 it is striking how the organisation is growing while diversifying into new areas of support and expertise. At the outset, it is heartening to see the broad range of support services now available to people affected by eating disorders from face-to-face groups to on-line support. But our capacity to deliver these services would not be realised without the total commitment of our team of volunteers who ensure that support groups, online support and the helpline are fully serviced. To acknowledge the value of our volunteer network, 2009 started with a Volunteer Appreciation Day which was a great opportunity for everyone to meet and for Bodywhys to say a very simple but sincere 'thank you' to all. Ongoing recruitment and training continued throughout the year to ensure best practice, efficiency and the delivery of the highest standard of all our services.

Eating Disorders Awareness Week went from strength to strength with a number of major events taking place throughout the week including a media campaign; talks in St. John of God Hospital; Lucena Clinic; St. Patrick's Hospital; and a briefing to TDs and Senators. A number of events were organized by our volunteers including a talk in UCD; a fund-raising table quiz; and members of the Carlow Support Group undertook a public survey to establish knowledge and attitudes towards eating disorders locally. All of these events contribute to the ongoing advocacy and educational role to realise the mission of Bodywhys.

An exciting development in eating disorders services was the C.A.W.T. Investment in Border Counties. The European Regional Development Fund invested in a Cross Border Health and Social Care Project including investment in eating disorder services through C.A.W.T. (Caring and Working Together). The aim of the project is to intervene at an early stage with the provision of therapeutic services for people suffering from moderate eating disorders. An additional 12-person team of specialists will be employed in the border region to provide specialist therapy in primary care and community settings. Bodywhys will establish parallel information evenings with a view to established groups to offer the support component of this welcome development.

Bodywhys was represented at the European Council 20th Anniversary meeting in September. From its foundation, the ECED was seen as a clinical forum to debate issues in relation to eating disorders and the meeting maintained this tradition while offering an opportunity to follow through on topics in plenaries, concurrent sessions and debates.

A major event during 2009 was the launch of our much needed Resource for Parents on 22nd October in the Oisín Gallery, Westland Row, Dublin. The resource was launched by Miriam O'Callaghan at the 'Focus on Recovery' art and photography exhibition where the work of Richard Kelly and Yvette Monahan reflected the personal journey of experience towards

recovery. The exhibition was open to the public for a week and generated much interest.

An opportunity to develop youth-specific projects was undertaken during the year in conjunction with the National Office for Suicide Prevention (NOSP). We were delighted to welcome Fiona Flynn to the team as Youth Development Officer to oversee all aspects of future developments in this area.

The CEO completed her participation in the Stronger Leaders Programme, a Leadership Development programme for senior managers in the Voluntary and Community sector. Such participation has brought a new level of professionalism to the operations of the organisations, and we aim to lead by example in areas of governance, transparency and financial management. All staff continue to be supported in their development through regular support as well as opportunities to take part in relevant training and courses. The board of Directors meet bi-monthly and receive a comprehensive report, aligned to agreed Key Performance Indicators and the Strategic Plan.

All of this was achieved in a year when finances were very tight, a situation which remains a key priority for us to address, particularly in relation to capital provision to realize our dream of a dedicated premises for Bodywhys. Our focus on generating income from fundraising events was again prominent as 'Team Bodywhys' took to the streets of Dublin on Monday 1st June to participate in the Flora Mini Marathon generating generous sponsorship and goodwill. Also, we were delighted to be one of charities nominated by the students of DCU and were greatly appreciative of the funds they raised on our behalf during their 2009 Rag Week.

Finally, as we look forward, we remain, as ever, thankful for the commitment and dedication of all who work so hard, give so generously of their time and expertise to ensure that Bodywhys can continue to provide the much needed supports to people affected by eating disorders, and I take this opportunity to extend a sincere thank you to all. Sincere thanks is extended to our colleagues in the Health Service Executive and Department of Health & Children for their continued support which is much appreciated.

Finally 2010 promises to be an exciting year for Bodywhys. We will continue to build on the successes of recent years and we look forward to deepening our relationships with our various stakeholders. We will continue to focus on our mission of ensuring that eating disorders is fully recognized and responded to appropriately by society in Ireland.

Jacinta Hastings
Chief Executive Officer



Harriet Parsons

The range of services that Bodywhys offers includes:

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

2009 was a very successful year for all of Bodywhys services. We were fortunate to have been able to recruit and train 43 new volunteers which was of huge benefit as we progressed through the year. It took pressure off some of the volunteers who have been working on Bodywhys services for a number of years and had the effect of reviving and rejuvenating everyone's motivation in the work they do on the support services. We thank all of our volunteers for the time and commitment they give to the support services!

2009 was an extremely busy year with expansion in many of the services and with providing support to our ever expanding group of volunteers. Important updates were made to training materials, policies and procedures, and in particular to the organisations child protection policies.

While, these are always open to review and as we go forward we must be prepared to review as necessary, a lot of work was put into improving these key guiding documents to ensure that as an organisation we provide people with the best possible support we can. In addition to their commitment to the support services, volunteers gave their time to various events during 2009 which we are very grateful for.

Volunteers gave their time during Eating Disorders Awareness week to attend talks, to man stands and some even held a fundraising pub quiz which was a great success! Volunteers participated in the Flora, Women's Mini Marathon, and also gave time to man our stand at the Women's World Show, and the Mind Body Spirit show. Our Galway volunteers got involved in a college health day as a way of promoting the group, and as mentioned above the Carlow volunteers held a survey day in a main supermarket in Carlow.

In 2009, we held the first Annual volunteer appreciation lunch as a way of expressing our sincere thanks to all of our volunteers. This lunch was a great success and all the feedback from volunteers was very positive! A must for 2010!

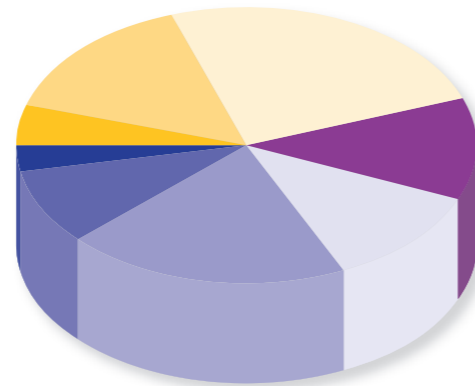
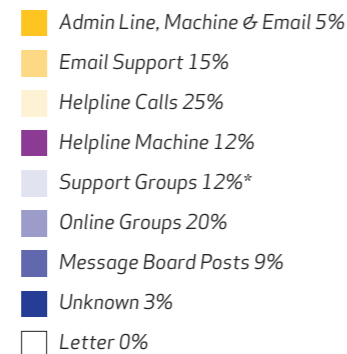
Overview of Services continued...

Access to Support

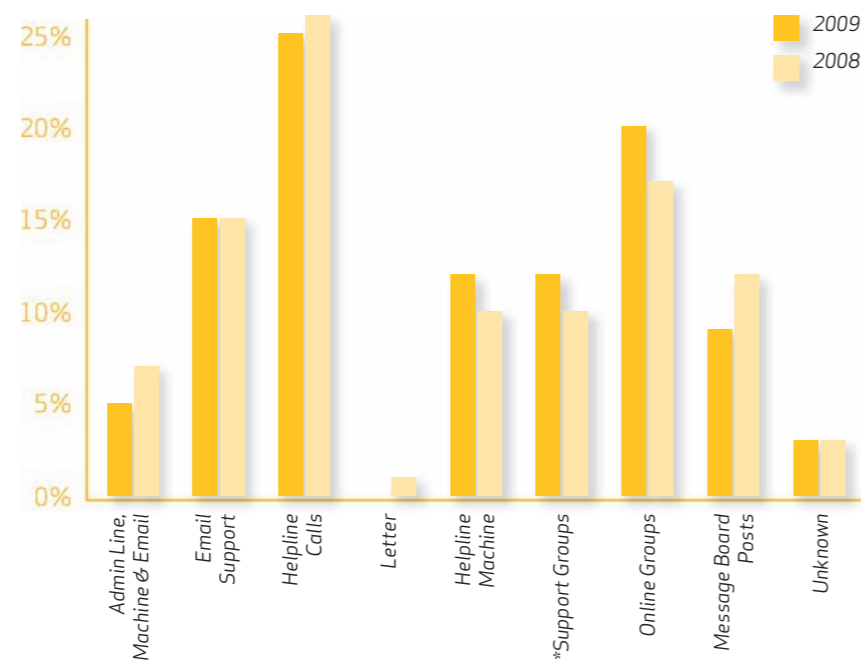
In total, 2,693 people accessed one of support services in 2009. There was steady uptake of all our services across the board as illustrated by the diagrams. Once again, our online services were particularly busy during 2009 with 44% of people who sought support contacting us through this medium. There was also a significant increase of 24% in people attending our support groups.

We hope that through the expansion of the Bodywhys staffing team and our ever growing pool of volunteers that we will be able to increase the level of support of our existing services and expand services nationally in 2010.

Pie Chart with Breakdown of Services Overview



2008 Compared with 2009 Figures



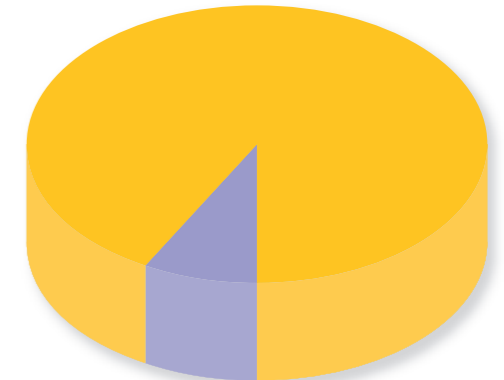
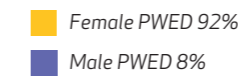
*Support Groups for 2009 is estimated

Helpline – 1890 200 444

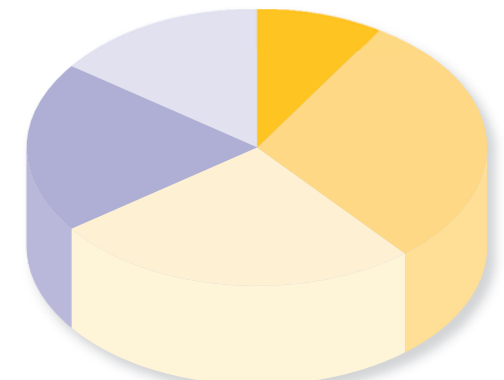
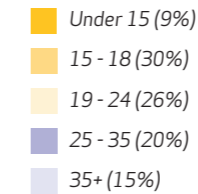
2009 has been an exciting year for the helpline with a growing team of helpline volunteers. At the beginning of 2009 we had 28 volunteers working on our helpline service. 12 of these had been working on the helpline for a number of years, while 16 were just starting off. This enabled Bodywhys to put on an extra helpline session on Saturdays, which means that the Bodywhys helpline is currently running 7 days per week. Our 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.

As the diagram illustrates, in 2009 we received 1217 contacts through our helpline services. 42% were from family and friends of people with eating disorders, and 38% were from people who have an eating disorder. The remaining 20% of contacts were from educational professionals, youth workers and health professionals. 92% of the contacts were from females and 8% from males. In terms of the age of a person with an eating disorder, 56% of contacts concerned a person aged between 15 and 24 years of age, 9% were under 15 and 35% were over 24. 39% of calls concerned anorexia, and 23% concerned bulimia, with 16% concerning anorexia/bulimia, and 17% concerning binge eating disorder.

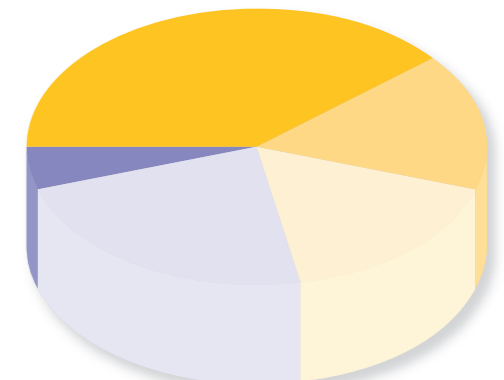
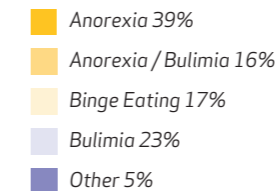
PWED Gender



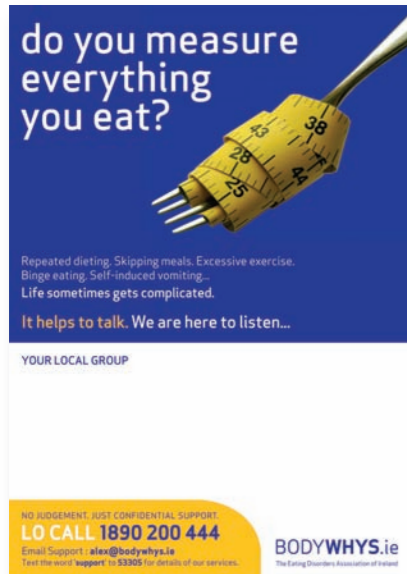
PWED Age



Eating Disorder Type



Support Groups



Bodywhys has two types of support groups, one for people with eating disorders and one for family and friends. The support group offers a safe space to share feelings and access mutual support. Bodywhys groups are free of charge and people can just show up on the night.

2009 has also seen the Dublin support group thrive. We entered 2009 with 11 experienced volunteers and 10 new recruits, which enabled us to put on an extra family and friends group every month. This means that in Dublin we now have two groups every month for people with eating disorders, and, two groups for family and friends. Over 250 people accessed support attending a support group in Dublin in 2009 which represents a 25% increase on the figures that attended a group in 2008.

The Carlow support group had 10 dedicated volunteers during 2009, and the publicising of this group was a major focus for 2009. As part of this, the Carlow group ran a shopping centre awareness day during Eating Disorders Awareness Week. This was a great success and raised the profile of the group in Carlow. The statistics compiled for 2009 show that 48 people attended the support group in 2009.

2009 was an important year for the Galway group. We went into 2009 with three active volunteers enabling us to re-start the group for people with eating disorders once a month. Towards the end of 2009 we successfully recruited and trained another 5 volunteers for the Galway group allowing us to extend the frequency of the group to twice per month. It is hoped that in 2010 we will be able to start a family and friends support group also in Galway. In 2009 18 people accessed support through the Galway support groups but we hope through the addition of a friends and family group and further advertising that the numbers supported will rise in 2010.

Dublin
Carlow
Galway

Online Services

BodywhysConnect

2009 has also been a successful year for bodywhysconnect, with 16 volunteers working on the online group, enabling this group to run once per week during 2009. 9 of these volunteers had been working on the service for a number of years, while 7 were new trainees in 2009. It is with the success of this online group in mind, and with the dedication of our volunteers that we were able to plan and launch an online group for under 18s in February 2010.

Our online groups continued to grow in popularity during 2009 with 334 new registrations and 447 attending the group over the course of the year. Of these 42% were aged between 18 – 25 years, 50% were over 25, and 8% were aged 16 – 17 years. Of those who used the service 74% were female and 3% were male. Dues to the way users

register for the group, we were unable to determine whether the remaining 23% were male or female. With regards the types of eating disorders users were experiencing, 31% had bulimia, 28% had binge eating disorder/overeating, 22% had anorexia/bulimia and 16% had anorexia.

Email support Service – alex@bodywhys.ie

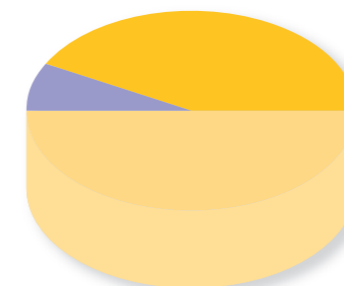
2009 has been a year of growth and development for our email support service. In early 2009 we had three volunteers working on this service. Unfortunately this dropped off to just one for a number of months, but having successfully recruited and trained 5 new volunteers mid-way through 2009 this service has gone from strength to strength. 2009 has seen the development of a

standardised training manual for the email support service, due in a large part to the input and experience of one of our volunteers, Barry Murphy. This development ensures that the email service remains an integral support that Bodywhys provides to people affected by eating disorders. In spite of our difficulties in the early part of 2009 we responded to a record 410 emails throughout the year.

Under 25s Message Board

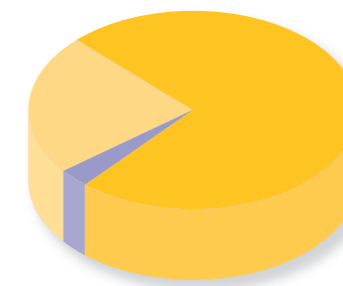
In 2009 we added to our message boards, introducing an over 25s message board as a response to a need expressed by users. Both our message boards, for over 25's and under 25's, have proven to be very popular with a combined 135 new registrations in 2009. This represents a 187% increase on 2008.

B/C User Age



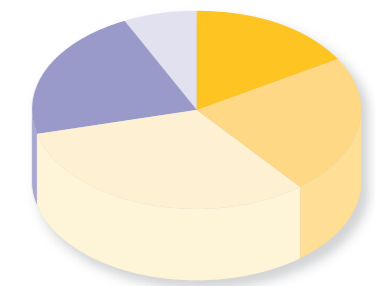
- 16 - 17 (8%)
- 18 - 25 (42%)
- 25+ (50%)

B/C User Sex



- Female 74%
- Male 3%
- Unknown 23%

B/C User PWED Type



- Anorexia 16%
- Anorexia / Bulimia 22%
- Bulimia 31%
- Binge Eating 21%
- Overeating 7%

Communications



Ruth Ni Eidhin

General Communications Work

Public and media interest in the general area of eating disorders was as high as ever throughout 2009, with some new and some recurring themes evident.

In February, Eating Disorders Awareness Week (see below?) was an opportunity to highlight, and challenge, some of the myths about eating disorders.

Research launched in the UK in January highlighted a substantial increase in the number of cases of eating disorders amongst under-16s over the past decade. Throughout the year this lower age range was highlighted, along with a similar focus on eating disorders in older adults.

The issue of age was raised again later in the year, with a look at the impact of eating disorder on young men. This in turn raised the issue of male body image and the need to acknowledge that eating disorders can affect either gender.

In June, Bodywhys drew attention to the impact of exam stress on those affected by eating disorders and published specific exam tips on bodywhys.ie.

Other issues raised during the year included the interplay between eating disorders and diabetes, the issue of osteoporosis, and other conditions that may be related to the development of an eating disorder.

Service provision for people affected by eating disorders in Ireland continued to be the primary issue in terms of both general media interest and student media work.

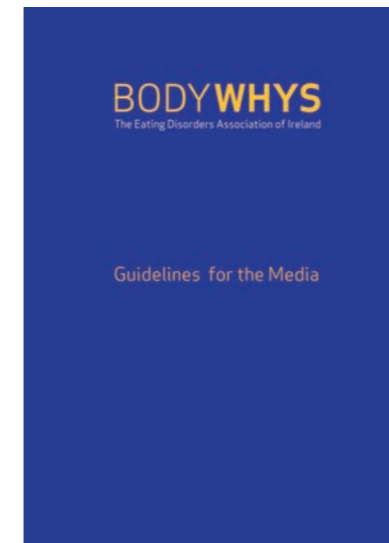
Annual Awareness Campaign: Challenging Myths around Eating Disorders

In February, as part of Eating Disorders Awareness Week, Bodywhys launched a national awareness campaign challenging some of the common myths around eating disorders. The campaign took the form of a radio advert that was broadcast during awareness week, as well as a matching poster campaign in schools.

The radio ad featured a variety of voices, used to highlight the key message that an eating disorder can affect anyone – and also that recovery is possible.

The response to the campaign was extremely positive, and the radio ad was run again in June.

Resources



Guidelines for Media

To facilitate the level of media interest in the area of eating disorders, Bodywhys have produced a specific resource to inform those working in the media about the issue and about how best to approach the reporting of eating disorders and related issues. The guidelines are available as a downloadable PDF from the Media section of the Bodywhys website, and formed part of the Headline Multimedia Resource launched in December 2009.



Redesign of Bodywhys literature

During 2009 a substantial overhaul of existing Bodywhys literature was begun.

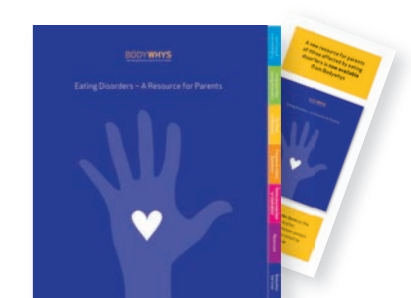
The information sheet design was refreshed and made a more manageable size. The suite of information sheets is now being updated, while other new resources are being brought on stream.



Launch of 'Eating Disorders – a Resource for Parents'

In October, Bodywhys launched a brand new resource for the parents of those affected by eating disorders. The resource includes basic information about identifying and understanding eating disorders, as well as answering some of the most frequently asked questions parents may have.

The resource was launched by Miriam O'Callaghan at the opening of the 'Focus on Recovery' exhibition.



Website Redesign

The main Bodywhys website (www.bodywhys.ie) serves as an online hub for our range of online services as well as information and other resources.

In June 2009, a newly re-designed site was launched to update the appearance as well as the functionality of the site. The new home page places information about Bodywhys services at the heart of the site as well as providing new space for news and events listings.

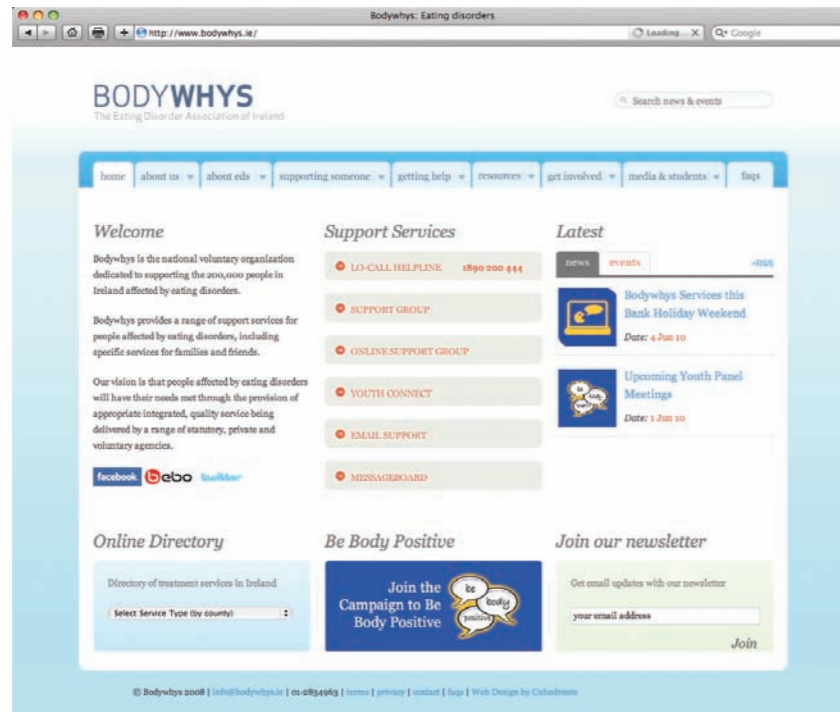
Over the course of the year, the number of visits to the site increased steadily and overall there was a 34% increase in traffic to the site compared to 2008.

Bodywhys eBulletin

The Bodywhys eBulletin, re-launched in August 2008, continued to grow throughout the year.

The December 2009 edition was delivered to nearly 500 subscribers, many of whom had signed up via the Bodywhys website.

Feedback has been very positive and hopefully the coming year will see the eBulletin developing further both in terms of audience and content.



Message Boards

The Bodywhys message boards were busy again in 2009, with a substantial increase in the number of users registering to use the service.

The forums were also extended to provide an over-25s section to reflect the wider age range accessing the site.

Social Networking

The Bodywhys presence on social networking sites has grown substantially over the past year, particularly on Facebook and Twitter.

While the two services are aimed at slightly different audiences both are proving to be valuable tools in terms of promoting awareness of Bodywhys as an organisation as well as sharing information and ideas with others working in the field of mental health.



Fiona Flynn

In November 2009 we welcomed Fiona Flynn as our Youth Development Officer. This new position was developed to meet the growing numbers of requests from schools and youth groups for a representative to speak to students on the area of eating disorders.

The Youth Development Officer will be responsible for all youth related activities including the development of youth focused services and the co-ordination of a nationwide education and training programme.

In December the existing programme for schools and youth groups was reviewed and improved. The new programme included an increased focus on promoting a positive body image, the impact of the media and challenging media stereotypes of beauty.

These are areas which young people themselves had highlighted as areas of concern. The Department of Health produced a report in June 2009: *Teenage Mental Health, What helps and What Hurts*. This report outlines

the views of 277 teenagers, aged 12-18 regarding what 'hurts' or negatively impacts on teenage mental health and also what young people feel 'helps' or positively impacts on their mental health. 'Self Image' was identified as the key 'hurt' and young people mentioned that this was as a result of 'being judged on how you look, pressure to look a certain way and the impact of the media on self image'. We expect to make further changes to our Bodywhys education programme in 2010 including extending the programme and getting young people involved in the design and development of parts of the programme.

In late 2009, courtesy of funding from NOSP for co-branding projects, Bodywhys became involved with other organisations in order to promote positive mental health projects in the youth sector. Linked with Crosscare and GROW in relation to information required on body image or eating disorders in the youth resources they were developing. We look forward to seeing these new resources in 2010.

Other Activities



Mary Crean

In 2009 we received over 60 requests for talks/workshops from schools and outside agencies. This represents a significant increase of 33% when compared with 2008. This would indicate there is an ever increasing concern around the issue of eating disorders for those working in the educational, youth and health sectors. We hope that through the development of our nationwide education and training programme we will be able to respond to an even greater number of requests in 2010.

Bodywhys had a presence at a number of external events during 2009 such as Dáil na nÓg, Young Social Innovators, Mind Body Spirit, the Women's World Exhibition and the NOSP Annual Forum. We continued to provide input into the St. John of God lecture series and also gave a variety of smaller local information days throughout the year. These events provide an opportunity to interact with a variety of service users and service providers as well as the general public.

For the fifth year running 'Team Bodywhys' took to the streets for the **Flora Women's Mini Marathon** on 1st June. We were delighted to have 45 enthusiastic participants which was an increase of 50% on 2008. Thanks to all who pounded the pavement on behalf of Bodywhys and raised much needed funds.



One of the most significant events of 2009 was our **'Focus on Recovery'** exhibition which took place in the Oisín Gallery on Westland Row, Dublin 2 from 22nd to 31st October. The 'Focus on Recovery' project was initiated in 2008 and its aim was to capture and portray a positive message of hope in relation to eating disorders.

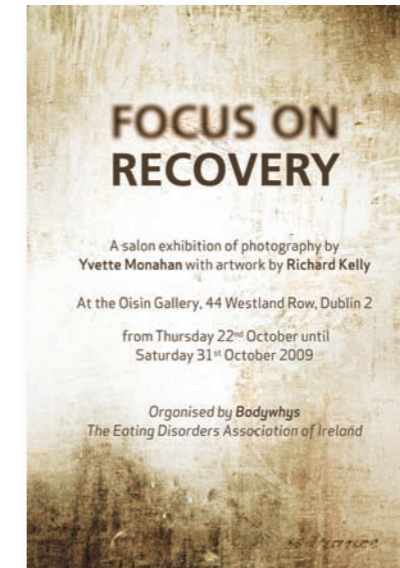


Other Activities continued..

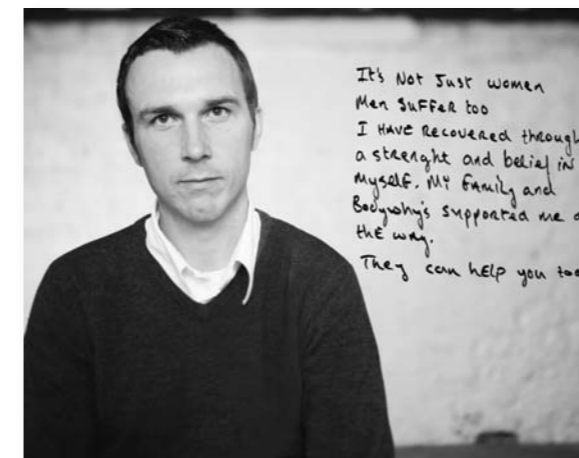
The exhibition showcased the photographic work of Yvette Monahan and the art work of Richard Kelly. Yvette's work consisted of 10 head-and-shoulder photographs of people who had had personal experience with an eating disorder.

The head-and-shoulder shot was chosen to 'put some distance' between the person and their body and to emphasise that this is a highly complex issue, going beyond the physical. Each sitter was then asked to write some text to go with their image so that the result would be collaborative and each person would be able to exercise some control over the final image.

Richard's work consisted of 26 pieces the majority of which were done using ink. Each detailed drawing represented a different stage of Richard's personal journey of recovery. Richard has a very unique and intricate style which both fascinates and thought provokes.



The exhibition also acted as the backdrop for the launch of our Resource for Parents which has been in great demand since its publication in October 2009.



Photography by Yvette Monahan



"Dusk Til Dawn" by Richard Kelly

Statement of Financial Activities

for the year ended 31 December 2009

	Notes	Specified Projects Fund 2009	Unrestricted Services Funds 2009	Total Funds 2009	Total Funds 2008
		€	€	€	€
Income					
Donations & Other Income		-	15,126	15,126	61,723
Grants	3	79,418	313,000	392,418	291,300
Fundraising		-	-	-	46,730
Total Income		<u>79,418</u>	<u>328,126</u>	<u>407,544</u>	<u>399,753</u>
Expenditure					
Operating Overheads	4	0	289,424	289,424	228,243
Development & Research		-	-	-	-
Programmes		76,767	-	76,767	16,051
Travel & Meetings		-	16,984	16,984	12,617
PR & Advertising		0	14,640	14,640	16,782
Website Development		-	0	-	2,729
Total Expenditure		<u>76,767</u>	<u>321,048</u>	<u>397,815</u>	<u>276,422</u>
Net Operating Surplus		2,651	7,078	9,729	123,331
Deposit Interest Income		-	3,447	3,447	12,090
Funds brought forward		<u>266,271</u>	<u>185,655</u>	<u>451,926</u>	<u>316,505</u>
Retained Funds carried forward		<u>268,922</u>	<u>196,180</u>	<u>465,102</u>	<u>451,926</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 12 May 2010 and signed on its behalf by:

Derek West **Parvez Butt**
Director Director

Balance Sheet

as at 31 December 2009

	Notes	2009	2009	2008	2008
		€	€	€	€
Current Assets					
Debtors	6	-		1,149	
Cash at bank and in hand		510,635		499,475	
		<u>510,635</u>		<u>500,624</u>	
Creditors: amounts falling due within one year	7	(45,533)		(48,698)	
Net current assets			<u>465,102</u>		<u>451,926</u>
Net assets			<u>465,102</u>		<u>451,926</u>
Funds					
Specified Projects Fund	8		268,922		266,271
Unrestricted Services Fund	8		196,180		185,655
			<u>465,102</u>		<u>451,926</u>

Approved by the Board on 12 May 2010 and signed on its behalf by:

Derek West **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 2009. Your interest in and support of our work is much appreciated.

Celia Murphy
Double Dutch Design – Gabie Devaney
ESB
Health Service Executive – Martin Rogan & Staff
Health Service Executive – Jim Ryan & Staff
Miriam O’Callaghan
Monahan Family
National Office for Suicide Prevention
Oisin Gallery
People in Need
St. John of God Brothers
StudentCents
Students of DCU

Company Information

Company Information as of
31st December 2009

Directors

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

Thank You

Notes

2009