

# BODYWHYS

The Eating Disorders Association of Ireland

Annual Report

2015

“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 & CEO's Report



Breda Naddy  
Chairman

## Welcome to our Annual Report 2015

As Chairman of the Board of Directors, I am pleased to welcome you to Think Bodywhys Ltd. Annual report for 2015. It has been a busy year for Bodywhys as we continue to support people in Ireland who are affected by eating disorders.

Bodywhys was established in 1995 and since its foundation has made a significant contribution to supporting people affected by eating disorders, including friends and family. From those early beginnings, Bodywhys is now firmly established as a well-respected national support organisation. Our work and reputation was duly recognised on 2nd July when a delegation from Bodywhys was received by An tUachtarán, Michael D. Higgins. This event acknowledged 20 years of work by Bodywhys in the area of eating disorders. President Higgins was generous in his praise and the event was a fitting tribute to the work of the organisation and the commitment of all involved – our founder members; supporters; volunteers; board and staff.

I would like to acknowledge the valued ongoing support of the Health Service Executive and the funding that was provided in 2015. Bodywhys services are funded through a national Service Level Agreement (SLA) with the HSE which supports our helpline, online services, support groups, communications, youth development and much more.

In 2015, Bodywhys continued to expand its reach to those affected by eating disorders. Email support services have seen a large increase in activity, but so too have the support groups, the helpline and the online groups, resulting in an overall increase of 10% using Bodywhys services.

Project specific funding was received from the National Office for Suicide Prevention (NOSP) to deliver the PiLaR (Peer Led Resilience) programme to parents and carers. In 2015, Bodywhys delivered support to families in Carlow/Kilkenny and Cavan. The positive feedback from participants indicate that the content of the course, as well as peer support experience, are valuable outcomes of this programme.

# Chairman's & CEO's Report

During the year, the Board of Directors has continued its commitment to ensuring good governance in every aspect of the organisation, as a priority strategic development. The newly established Charity Regulatory Authority (CRA) has developed a new set of standards for all charities registered in Ireland. Bodywhys is committed to working with the regulator and maintaining full compliance and the highest standard of good governance in 2016.

The work of Bodywhys during 2015 was supported by a committed team working under the direction of the CEO.

Finally, my sincere and heartfelt thanks to my fellow Directors of Bodywhys, our highly-committed and diligent team of staff and volunteers; our funders within the HSE and the many people who undertake fundraising on our behalf. Your interest in and support of our work is much appreciated.

**Breda Naddy**, Chairman

Jacinta Hastings  
*Chief Executive Officer*

Harriet Parsons  
*Services Manager*

Fiona Flynn  
*Youth Development Officer*

Mary Crean  
*Administrator*

Helen McSherry  
*Administrator (maternity leave cover from August)*

Barry Murphy  
*Communications Officer*



*Jacinta Hastings, CEO*

# Welcome

# Overview of Services



Harriet Parsons

Bodywhys recognises that everyone's experience and eating disorder is unique, and we provide a safe space for people to begin to put words on what is happening to them.

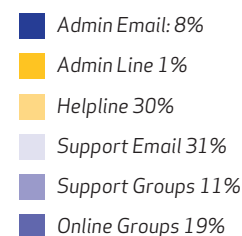
I would like to take this opportunity to thank all of the volunteers across Bodywhys services who have so generously given their time and energy to supporting those affected by eating disorders in Ireland. Volunteers remain the backbone of our organisation.

In 2015, there was a 10% increase in people using Bodywhys support services. The email support service, showed the most significant increase in usage, with a 48% rise in 2015. In addition, attendance at face-to-face support groups increased by 19%. In 2013 and 2014, where the age of the person with an eating disorder contacting our helpline was known, the majority of people were aged 25-35 years. In 2015, there has been a 9% increase in people aged 36-55 and an 8% increase in people aged over 56 years old. This means that the majority of calls taken in 2015 concerned someone aged over 36 years old. This trend also emerged on our email support service, with a 20% increase in contacts from people aged over 36 years old. This is yet more evidence to challenge the myth that an eating disorder is a 'teenage issue'.

It is never easy to ask for help, or to try to be heard. An eating disorder thrives on fear, fear of the unknown, and fear of change. Letting an eating disorder go, and embarking on the difficult path to recovery, requires patience, security, and a place to speak and be heard. Often, ongoing support is needed whilst going through recovery. Bodywhys strives to offer support services and a space for this to happen.

All Bodywhys support services are based on the support ethos underpinning all of our support services - we do not focus on food or weight, or the specific behaviours that a person is experiencing. We listen and try to understand how a person is feeling.

**Figure 1: Breakdown of how people contacted Bodywhys**



Based on *Figure 1*, the traditional helpline remained a preferred way of contacting Bodywhys, however, with a more general trend towards people using technology for help seeking, the email support service accounted for the majority of contacts. Looking at the divide between technology facilitated contacts, and 'in person' contacts, 58% of people contacted Bodywhys using an online service.

# Helpline – 1890 200 444

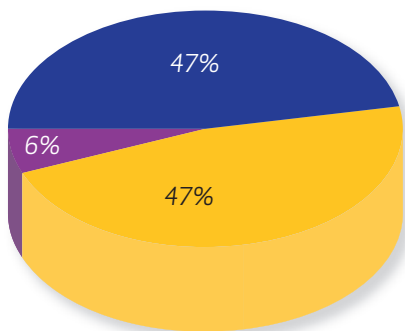
## Helpline – 1890 200 444

The Bodywhys helpline is a 'listening ear' service and all volunteers are trained to deliver a safe, non-judgemental, non-directive, listening, support and information service to people affected by eating disorders. During 2015, the helpline operated for 2 hours per day, 6 days per week. 69% of callers made contact for the first time and 31% were repeat callers.

Continuing the trend from previous years, *Figure 2* shows an even divide between calls from people with eating disorders (PWED) and those from family and friends (FF).

**Figure 2: Who contacted the helpline?**

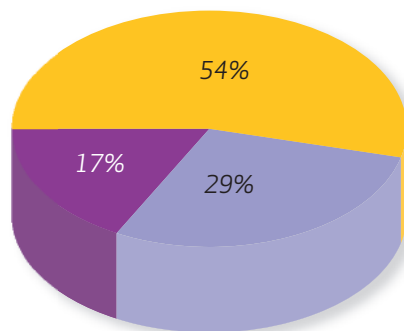
- Helpline Contact PWED: 47%
- Helpline Contact Family/Friend: 47%
- Helpline Contact Other: 6%



The helpline is much more than an information service. It is also a listening ear service and a safe space where a person can speak about their experiences without a fear of judgement or pressure to act. These types of calls were categorised as 'listening ear' contacts. From *Figure 3*, the majority of calls in 2015 fell into this category. 54% of callers just wanted to talk something through and explore their options. 17% of callers were in crisis, whilst 29% were seeking information.

**Figure 3: Why did people call?**

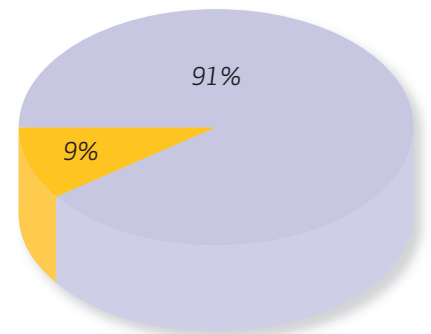
- Listening Ear: 54%
- Information: 29%
- Crisis: 17%



As noted in *Figure 4*, eating disorders are not just a female issue, and continuing the general trend from previous years, the breakdown in gender of people with an eating disorder reflected the male to female ratio of 1:10.

**Figure 4: Gender of person with an eating disorder**

- Gender of PWED (Male): 9%
- Gender of PWED (Female): 91%



# Helpline (continued)

In the past two years the majority of callers concerned a person with an eating disorder aged 25-35 years. This highlighted very clearly that an eating disorder is not unique to teenagers. From *Figure 5*, in 2015, there was a 9% increase in people aged 36-55 years and an 8% increase in those aged over 56 years old. These statistics show that an eating disorder can affect people of every age.

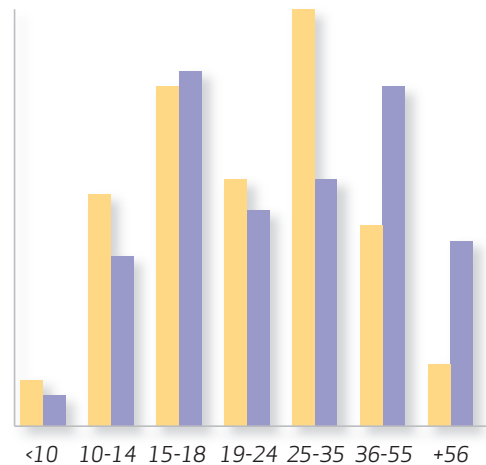
Bodywhys does not diagnose anyone who accesses its support services and individuals do not need a diagnosis in order to engage with the organisation. *Figure 6* reflects the type of eating disorder a person was experiencing, where disclosed.

Based on *Figure 7*, and continuing what occurred in 2014, the majority of callers (where the duration of the eating disorder was known) had experienced an eating disorder for over 10 years.

Callers do not always discuss whether they are in treatment when they contact Bodywhys. Where known, 51% were not in any form of treatment, 10% of callers had been to a GP, 11% were attending a psychotherapist/ counsellor privately, and 26% were under the care of a psychiatrist and/or attending a hospital for treatment, or public mental health services (see *Figure 8*).

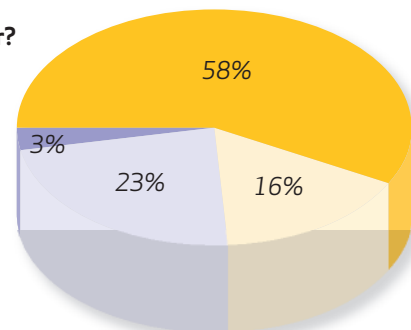
**Figure 5: What age is the person with the eating disorder?**

	2014	2015
Under 10 yrs	3%	2%
10-14 yrs	15%	11%
15-18 yrs	22%	23%
19-24 yrs	16%	14%
25-35 yrs	27%	16%
36-55 yrs	13%	22%
56+ yrs	4%	12%



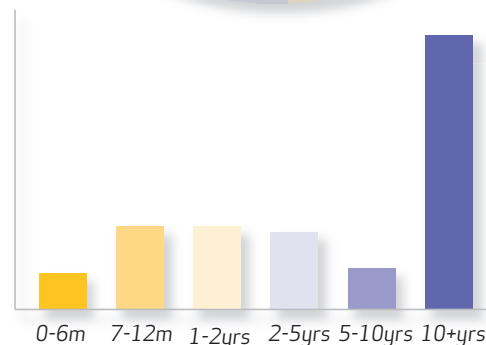
**Figure 6: What type of eating disorder?**

- Anorexia: 58%
- Bulimia: 16%
- Binge Eating Disorder (BED): 23%
- EDNOS/OSFED: 3%



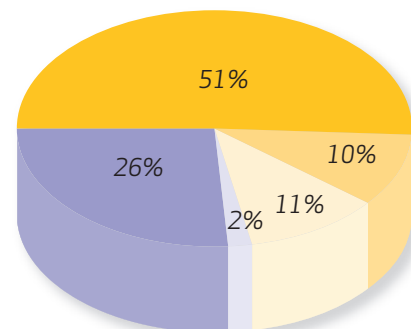
**Figure 7: How long has the person had an eating disorder?**

- 0-6 months: 6%
- 7-12 months: 14%
- 1-2 years: 14%
- 2-5 years: 13%
- 5-10 years: 7%
- 10+ years: 46%



**Figure 8: Type of current treatment?**

- None: 51%
- GP only: 10%
- Psychotherapy: 11%
- GP + Psychotherapy: 2%
- Psychiatrist/hospital: 26%

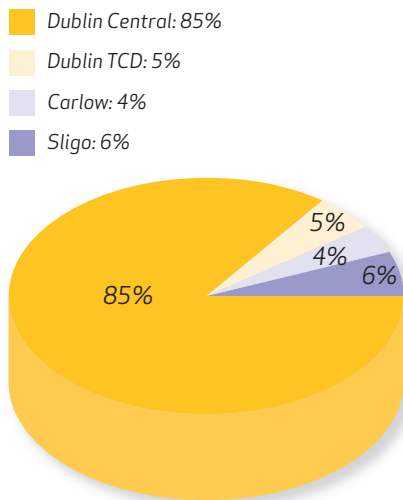




# Support Groups

Figure 9 highlights the breakdown of where people attended our support groups, with the majority being in Dublin.

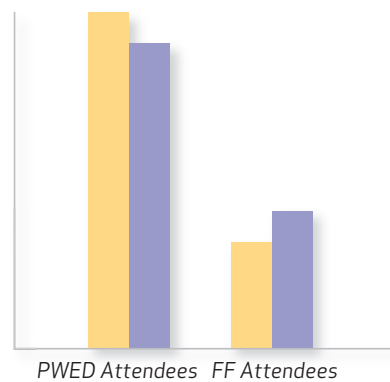
**Figure 9: Breakdown of attendance**



In recognition of the situation that when a person has an eating disorder, not only the person themselves, but those around the person are also affected, Bodywhys has always provided support to family and friends. The organisation has provided two types of support groups, one for people with an eating disorder (PWED) and one for family and friends (FF). In 2015, (see Figure 10) 69% of people who attended groups were those affected by an eating disorder, and 31% were family and friends. Overall, there was a 19% increase in attendance compared to 2014.

**Figure 10: Who attended groups?**

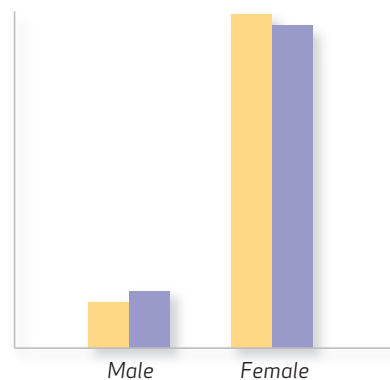
	2014	2015
Overall PWED Attendees:	76%	69%
Overall FF Attendees:	24%	31%



Regarding the gender breakdown of those using the support groups, in 2015 there was a slight increase of 3% in males attending (see Figure 11.1).

**11.1 Overall Gender Breakdown**

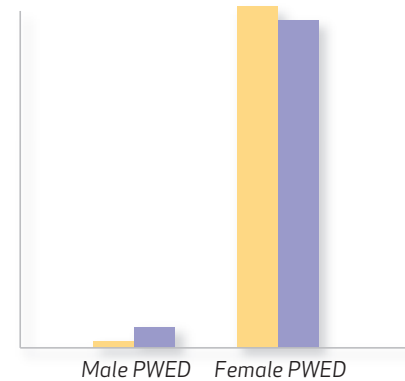
	2014	2015
Male:	12%	15%
Female:	88%	85%



Examining this further, the gender breakdown for each type of support group, in Figure 11.2 (a) that 6% of people attending our PWED support groups were male, and 94% were female. For those attending our FF group, in Figure 11.2 (b) 37% were male, and 63% were female.

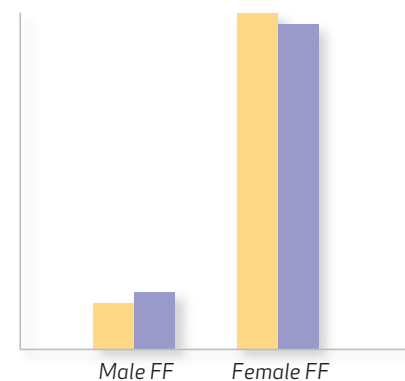
**11.2 (a) Eating Disorder Group**

	2014	2015
Male PWED:	2%	6%
Female PWED:	98%	94%



**11.2 (b) Family & Friends Group**

	2014	2015
Male FF:	44%	37%
Female FF:	56%	63%

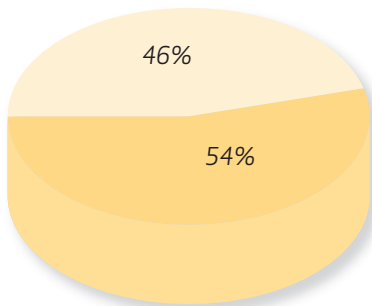


# Support Groups *(continued)*

Figure 12 indicates that 46% of people attending our support groups were there for the first time, and 54% were returning or regular attendees. Again, this highlights how, for some people, attending the support group was a source of ongoing support.

**Figure 12: First time or return?**

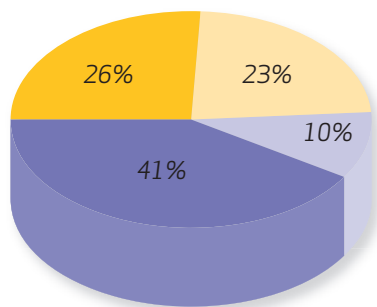
■ First Time: 46%  
■ Return: 54%



Individuals accessing Bodywhys support groups do not require a formal diagnosis to attend. Where known, Figure 13 highlights the breakdown according to eating disorder type. This is important to show because often a person fears attending a support group because they feel they do not 'fit in' to a specific weight category, and following the group, people often express relief at having come and been accepted by the group.

**Figure 13: What type of eating disorder?**

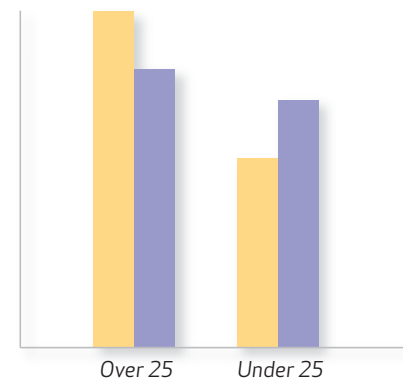
■ Anorexia: 26%  
■ Bulimia: 23%  
■ BED: 10%  
■ Other: 41%



Bodywhys face-to-face support groups are for people over 18 years of age. Volunteer facilitators do not ask people's ages in the group, but rather note whether a person is over or under 25 years old. Continuing the trend observed through the helpline, Figure 14 illustrates that the majority of people attending support groups were over 25 years old.

**Figure 14: What age are those attending the support groups?**

Age Group	2014	2015
Over 25:	64%	53%
Under 25:	36%	47%



# Online Groups

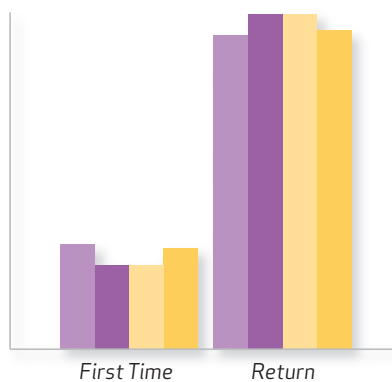
## Online Support Groups

Bodywhys runs separate online support groups for adults and for teenagers aged 13-18. Both groups operate once a week, for 90 minutes per meeting. In 2015, Bodywhys online volunteer facilitators provided 104 support groups throughout the year.

Figure 15a illustrates the breakdown of those attending for the first time, and those who returned to the online groups. Compared to 2014, there was a 5% increase in repeat users in the adult group and 4% increase in first time users in the group for teenagers.

**Figure 15a: First time or return?**

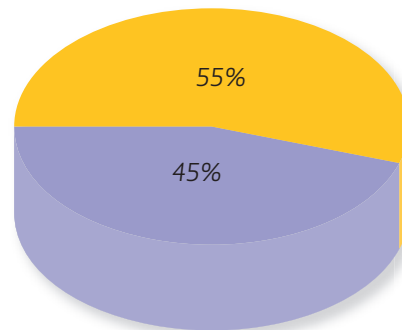
	2014 Adult	2015 Adult	2014 Teen	2015 Teen
First time:	25%	20%	20%	24%
Return:	75%	80%	80%	76%



Based on Figures 15b and 15c, the majority of those who attended the adult group were aged 18-25 years old, whilst individuals who identified as having anorexia accessed the group most often. Based on Figure 15d, the majority of participants who accessed the group for teenagers were aged 16-18.

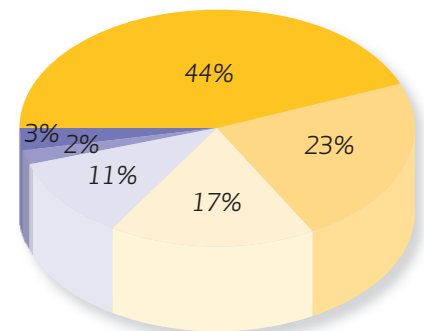
**Figure 15b: BodywhysConnect attendance by age**

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



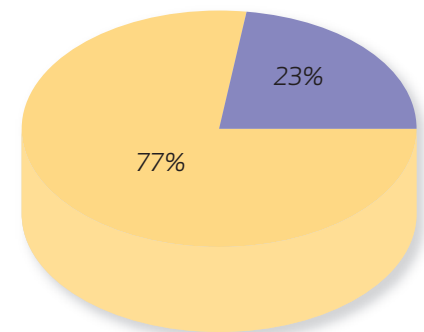
**Figure 15c: BodywhysConnect attendance by Eating Disorder Type**

- Anorexia: 44%
- Anorexia/Bulimia: 23%
- Bulimia: 17%
- Binge ED: 11%
- Overeating: 2%
- EDNOS/OSFED: 3%



**Figure 15d: YouthConnect attendance by age**

- Age 13-15: 23%
- Age 16-18: 77%



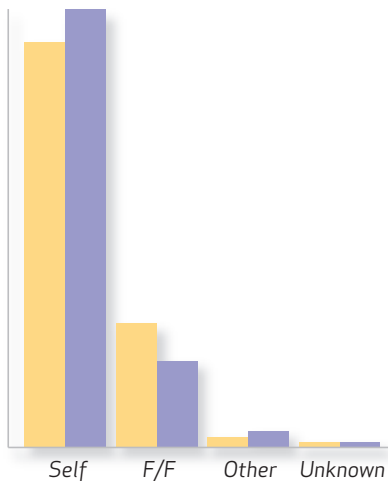
# Email Support

## Email Support Service

In reviewing statistics from the email service, it was evident that a higher percentage of people affected by an eating disorder contacted Bodywhys by email compared to by phone. From *Figure 16*, in 2015 approximately 81% of email contacts wrote about their eating disorder experiences and sought personal support.

**Figure 16: Who contacted the email service?**

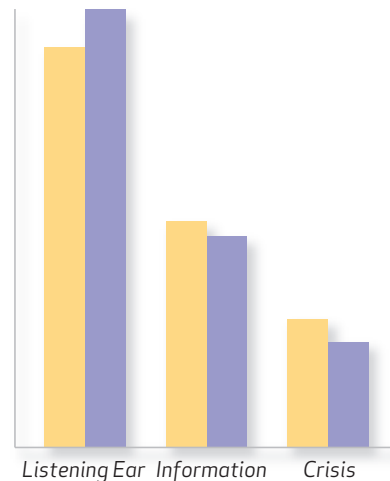
	2014	2015
Self	75%	81%
Family / Friend	23%	16%
Other	2%	3%
Unknown	1%	1%



Again, the email service was not merely a source of information. In fact, the majority of people who emailed were not seeking specific information, but were looking to open up, to seek relief from the turmoil in their minds, and to connect with someone who might understand them. *Figure 17* shows that 58% of emails received were of this nature.

**Figure 17: Why did people email Bodywhys?**

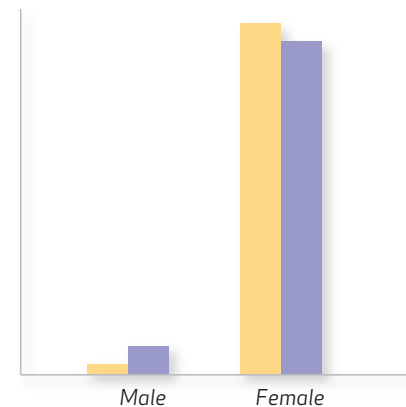
	2014	2015
Listening Ear	53%	58%
Information	30%	28%
Crisis	17%	14%



The gender breakdown for the email service was 8% male and 92% female, see *Figure 18*.

**Figure 18: Gender of person with an eating disorder**

	2014	2015
Male	3%	8%
Female	97%	92%



# Email Support *(continued)*

In 2015, *Figure 19* shows that 29% email contacts were aged 15-18 years and 25% were aged 36-55 years. This was interesting and many theories could be put forward for why these two age categories were dominant. From a Bodywhys perspective, the organisation remains hopeful that people of all ages can access the email service for support.

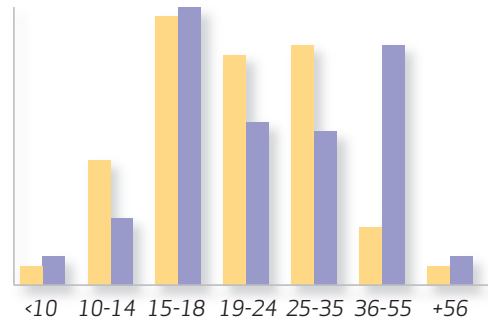
Where known, *Figure 20* shows the type of eating disorder experienced by those who emailed.

Again, echoing a pattern from the helpline, *Figure 21* illustrates that the majority of people who emailed in 2015 had experienced an eating disorder for over 10 years.

From *Figure 22*, where known, 49% of email contacts were not in any form of treatment, 5% had been to a GP, 19% were attending a psychotherapist/counsellor privately, and 25% were under the care of a psychiatrist and/or attending a hospital for treatment, or public mental health services.

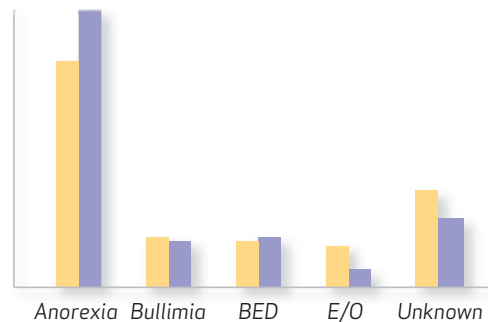
**Figure 19: What age is the person with the eating disorder?**

	2014	2015
Age PWED under 10	2%	3%
Age PWED 10-14	13%	7%
Age PWED 15-18	28%	29%
Age PWED 19-24	24%	17%
Age PWED 25-35	25%	16%
Age PWED 36-55	6%	25%
Age PWED 56+	2%	3%



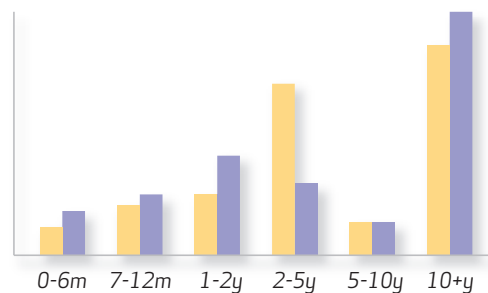
**Figure 20: What type of eating disorder?**

	2014	2015
Anorexia	49%	60%
Bulimia	11%	10%
BED	10%	11%
EDNOS/OSFED	9%	4%
Unknown	21%	15%



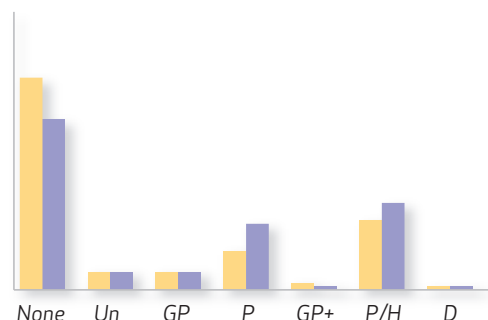
**Figure 21: How long has the person had an eating disorder?**

	2014	2015
0-6 months	5%	8%
7-12 months	9%	11%
1-2 years	11%	18%
2-5 years	31%	13%
5-10 years	6%	6%
10+ years	38%	44%



**Figure 22: Type of treatment?**

	2014	2015
None	61%	49%
Unknown	5%	5%
GP only	5%	5%
Psychotherapy	11%	19%
GP + Psychotherapy	2%	1%
Psychiatrist/Hospital	20%	25%
Dietician	1%	1%



# PiLaR Programme

In 2015, Bodywhys delivered support to families in Carlow/Kilkenny and Cavan. Taking place one evening per week for 4 weeks, and based on the idea of 'Peer-Led Resilience', the PiLaR programme addresses the fundamentals of understanding eating disorders, as well as providing structured help and support on the specific obstacles, difficulties and challenges of supporting a person with an eating disorder through the recovery process. There was consistent positive feedback from families who participated in the programme, not only with regard to content and practical advice, but also in relation to the peer support that families both gave and received during the programme.

Topics addressed ranged from: how to understand what an eating disorder is and why a person just can't stop, coping with meal times, managing anger, coping with everyday triggers, supporting siblings and other members of the family, understanding the distorted thinking in an eating disorder, coping with special occasions such as Christmas, Easter, birthdays, and how to understand the recovery process.

Bodywhys is grateful to the National Office for Suicide Prevention (NOSP) for its support of the programme.

## Benefits of the programme, as identified by families:

*"Getting hope and learning to live in the stage we are at"*

*"The message that as a parent you can help your child through this to recovery"*

*"Learning to face up to and talk about the illness"*

*"Being able to understand that the eating disorder is not self-inflicted"*

*"Reflecting on the turmoil and level of anxiety of daughter"*

*"Meeting other people and listening to their stories, knowing we are not alone"*

*"Understanding that the eating disorder voice takes over"*

## Programme feedback:

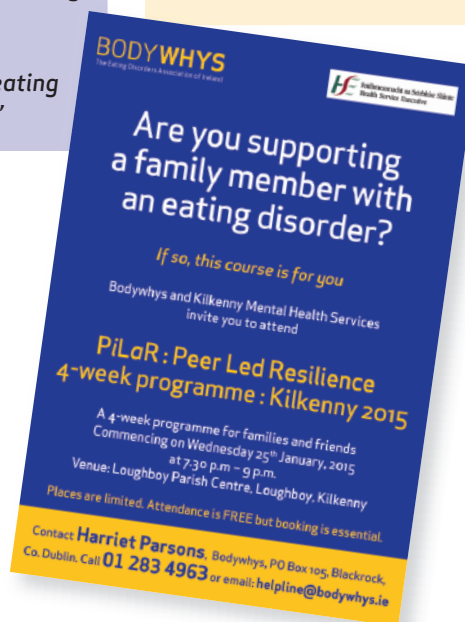
*"Found the 4 weeks very informative and feel much stronger with dealing with the illness"*

*"It was a real eye opener, loads of tips, pointers and personal stories shared that helped us face this"*

*"It has been more help than I could have dreamed of... I felt more empowered and hopeful each time I left."*

*"It has been useful to listen to other parents' experiences"*

*"I felt I was in a safe environment, to speak or ask a question"*



Bodywhys PiLaR Poster for Kilkenny

# Communications



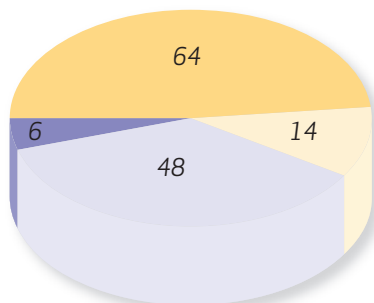
Barry Murphy

## MEDIA ACTIVITIES

2015 saw a 25% increase in requests and contacts from journalists and the mainstream media. February and June were the busiest periods of the year, with radio and print being the most common form of requests.

### Media Queries for 2015

- Radio: 64
- Television: 14
- Print: 48
- Online: 6



The nature of the requests included topics such as: January diets, eating disorders in Ireland, the impact of mental health difficulties on families, muscle dysmorphia, social media and selfies, body image and children, Eating Disorders Awareness Week, support services statistics from Bodywhys, men, orthorexia, binge eating disorder, the impact of harmful online content, legislation in France, diet pills, body shaming, and managing eating disorders during the Christmas period.

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

### Print Media Coverage

Media reporting of eating disorders and related issues continued steadily throughout 2015. In January, there was discussion of controlling food, a pill for binge eating and post-Christmas diets. Anorexia, bulimia, selfies, alcohol and eating disorders, and men arose during February. A ban on hiring underweight models, body confidence, the launch of a new service in the North West region, an electrode treatment for anorexia, body image and self-esteem were highlighted in March. In April, Bettie Marie Burger-Smit undertook An Trek Fada II, a walk from Wexford to Killarney, to raise funds for Bodywhys. This was covered in Wexford's local newspapers. Concerns about diets, disordered eating, understanding eating disorders

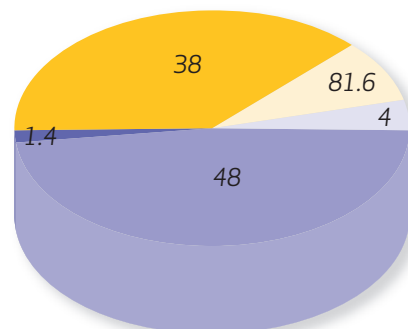
amongst 25-35 year olds, the use of laxatives, beach bodies, perfectionism, online bullying, a genetic component in binge eating, and buying tablets online, were topics of interest during the Summer. Eating disorders and men, orthorexia, eating disorders in children and adolescents, volunteering, muscle dysmorphia and debate about thin models received coverage in the Autumn. Finally, November and December's coverage focused on stress related to body ideals, the perfect body, healthy foods and 'clean' eating, orthorexia, and the pressure of perfection and selfies.

### Print Media Statistics

Bodywhys uses key words to identify eating disorder related articles in the print media. In 2015, general eating disorders (GED) and anorexia generated the largest amount of coverage. GED is where the issue is reported in a general way rather than focusing on a specific diagnosis.

### Articles by Eating Disorder

- Anorexia: 38%
- Bulimia: 8.6%
- Binge Eating Disorder: 4%
- General Eating Disorders: 48%
- OED (orthorexia/other categories): 1.4%



# Communications (continued)

The *Irish Daily Mail*, *Belfast Telegraph* and *Irish Daily Mirror* generated most of the eating disorders related articles throughout the year. Regional publications such as the *Argus*, *Bray People*, *Corkman* and *Enniscorthy Guardian* also provided some coverage. Bodywhys was mentioned in 128 articles during 2015, bringing a potential readership of approximately 5.59 million (distributed edition). Bodywhys was most frequently referenced in the *Irish Sun*, *Irish Daily Mail*, *Irish Examiner* and *Sunday Independent*. The references ranged from a mention of the Bodywhys website or helpline, to an interview with a staff member, or in relation to those with previous experience of an eating disorder.

## Eating Disorders Awareness Week 2015 Media Coverage

The media coverage of EDAW 2015 was driven by a press release that focused on increased demands for eating disorder supports through the Bodywhys helpline and online support group for 13-18 year olds, *YouthConnect*.

Bodywhys received media requests from: RTÉ television and radio, the *Irish Daily Mail*, *Irish Examiner*, *Irish Independent*, *The Herald*, *Irish Mirror*, Community Radio Castlebar, Clare FM, C103 Cork, Dublin's 98 FM, Dublin City FM, Dublin South FM, Kildare FM, KCLR FM, Highland Radio, Newstalk FM, Northern Sound, Phoenix FM, Tipp FM, Spin South West, Wired FM, WLR FM and 96FM.

## ONLINE

### Bodywhys eBulletin

6 issues of the Bodywhys eBulletin were sent during 2015. Subscriber numbers increased by approximately 4.3% compared to the previous year. The design of eBulletin was also updated. An archive of eBulletins can be found the Bodywhys website: [www.bodywhys.ie](http://www.bodywhys.ie)

### Bodywhys Website

The Bodywhys website [www.bodywhys.ie](http://www.bodywhys.ie) continued as a vital resource with traffic steady throughout 2015. 71% of all visitors accessed the site from Ireland, whilst approximately 44% logged on using tablet and mobile devices. February, March and November were the months with the highest level of activity on the website. Overall, 64,525 unique visitors logged on to the website during 2015. An increase of 4.5% compared to figures from 2014. In 2015, the most read sections of the website included: binge eating disorder, stats and facts, anorexia, treatment options and personal stories.

## Social Media

Popular posts on social media included: World Mental Health Day, an information event in Sligo, photographs from Bodywhys's visit to Áras an Uachtaráin and An Trek Fada II. In addition to posting about its own work and activities, Bodywhys supported the Green Ribbon campaign, the Health Service Executive's (HSE) #littlethings campaign and Mental Health Reform's activities.

Social networking sites were a source of positive feedback about Bodywhys.

*Thank You Fiona from @bodywhys who's talking to our students today regarding Body Image & Eating Disorders #EDAW2015*

*Great interview Harriett Parsons (sic) @bodywhys @NewstalkFM on such an a significant topic, especially difficult for people around xmas/new year.*





# Youth Development



Fiona Flynn

## EDUCATION

### Primary Schools

Throughout 2015, Bodywhys developed a positive body image and self-esteem programme for primary schools. Materials for the programme were completed in October and distributed to mixed and single sex schools during a pilot phase. Initial feedback from teachers was very positive. It is expected that the completed programme will become available in 2016.

### Secondary Schools

At post-primary level, Bodywhys continued to facilitate requests from schools and youth groups, in particular to talk to students about eating disorders and body image through the 'Be Body Positive' programme. Over 6,100 students received this programme in 2015. Bodywhys also provided talks to parents of secondary school students in relation to understanding eating disorders, with an additional focus on promoting positive body image amongst young people.

Bodywhys carried out qualitative research with young people from Comhairle na nÓg in relation to body image and self-esteem. This was to aid development of a new programme for secondary schools. During the summer, focus groups were conducted with 12 young people, male and female aged 16-22. They were asked a range of questions regarding the type and source of stress faced by young people in relation to body image and how to manage it. Social media emerged as the primary source of concern around body image. The young people described how the number of 'likes' on profile pictures was frequently a source of worry and they felt that responses through social media were associated with self-judgement. The focus groups also discussed a preoccupation with updating photos online and the potential negative impact on someone's quality of life.

Low body image, along with feeling consumed by pressures from social media, was discussed as a hindrance from enjoying life and other activities. Participants in the focus group were keen to identify suggestions on coping with such pressures.

Subsequent focus groups were conducted with transition year students in groups of 10-15 in Castleknock Community College in December 2015. These groups also cited social media as the main source of the pressure they reported experiencing. All involved felt that a programme incorporating ideas from young people on how to cope with body image pressure, including managing social media activities, would be very valuable.

Based on this feedback, Bodywhys developed pilot materials and video footage of young people talking about body image related issues. The materials were piloted in a school in December 2015 and will be further evaluated in 2016 before final materials are developed.



# Youth Development *(continued)*

## Third Level

Bodywhys was represented at various mental health related events and awareness weeks in colleges nationwide during 2015. Talks about eating disorders were provided to medical teams and counselling services in universities and colleges. In October, Bodywhys joined a panel discussion on body image in Trinity College Dublin as part of Body and Soul Week.



## Youth Events

In 2015, Bodywhys spoke to a further 2,000 young people through talks and workshops at youth events nationwide. Examples included: Teen Aware in Westmeath, Cycle Against Suicide events in Dublin and nationwide and an information stand at the Young Social Innovators (YSI) showcase in Citywest, Dublin. Over 3,000 young people from across Ireland attended the YSI event. As always, there was significant interest in the Bodywhys stand.



Believe in it. Act on it.

## Other work

In December, Bodywhys contributed to the Mental Health Lab event in UCD. Bodywhys continued to provide input into professional development at in-service days and events nationwide – including SPHE training, training for youth workers in various settings including through Youth Work Ireland. Bodywhys provided training for teachers and guidance counsellors at in-service days on eating disorders, body image and promoting positive body image in students.



# Other Activities



Mary Crean

Helen McSherry joined the Bodywhys team in August, to provide maternity leave cover.

## Training & Education

Bodywhys responded to a number of training requests from relevant health professionals working in the area of eating disorders. Our training module 'Understanding Eating Disorders', provided the professionals with an understanding of eating disorders and the recovery process, with a view to increasing their knowledge base. This training was delivered to staff in Casadh, Clare Addiction Centre, Glendoher Care House, Limerick Cluin Mhuire and Pathways Ireland. Information talks were given to Limerick Foster Carers, the Mullingar Soroptimist Group, and as part of 'Healthier Dance Week' in Digges Lane Dance Centre.



Helen McSherry

## IT Sligo

In conjunction with the Department of Life Sciences, IT Sligo, a work placement was facilitated. Eimear Nulty joined Bodywhys from April-June.

## Volunteers & Talks

A new intake of Bodywhys support service volunteers were trained in February, whilst additional helpline volunteers were trained in November. Also in February, Harriet Parsons Services Manager with Bodywhys gave a public talk: 'Eating Disorders and Depression: The Link'. This event, in conjunction with Aware, was held in St Patrick's Mental Health Services. A video of the talk is available on Aware's Youtube channel. Harriet Parsons contributed to audio and video recordings and lectures for a module about eating disorders in Trinity College Dublin's School of Nursing. Harriet also gave a lecture on understanding eating disorders as part of UCD's Women's and Men's Health Studies.

## Annual Awareness Campaign



Eating Disorders Awareness Week (EDAW) ran from February 23<sup>rd</sup> – March 1<sup>st</sup>, 2015.

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

- *Bodywhys PiLaR programme for parents in Kilkenny.*
- *Information stands in Cavan General Hospital, St. Angela's College, Sligo, IT Sligo and St. Vincent's Hospital, Dublin.*
- *An information talk for mental health nurses in Louth County Hospital.*
- *An information event for general practitioners in Louth County Hospital.*
- *Dr Kieilty Oberlin, Counselling Psychologist, delivered a public talk 'Diet or Disorder?' in Wicklow, in conjunction with Wicklow Mental Health Association.*
- *The Style Society in DCU hosted a fashion show.*
- *Bodywhys spoke to students from the Nutrition Society in DIT.*



Harriet Parsons describing eating disorders and depression, February 2015

# Other Activities

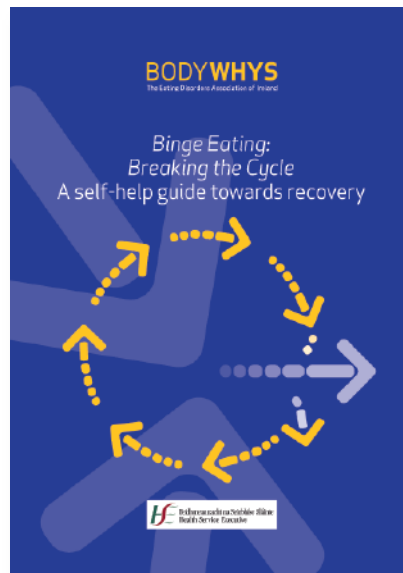
# Other Activities *(continued)*

## Bodywhys Literature and Information Stands

Throughout the year, Bodywhys hosted information stands in Athlone IT, Carlow IT, Sligo IT, Waterford IT and TCD. Additional stands were held in support of college mental health weeks, Fettercairn Health Fair and events such as Let's Go Mental Youth Event.

In May 2015, Bodywhys published the second edition of the organisation's binge eating disorder self-help booklet. 'Binge eating: Breaking the Cycle: A self-help guide towards recovery'. First published in 2006, the frequently requested booklet discusses self-care, the cycle of binge eating and taking back control and coping with change.

In December, Bodywhys developed a new leaflet about eating disorders in Ireland, adapted and reprinted with kind permission from Eating Disorders Victoria.



*'Binge eating: Breaking the Cycle: A self-help guide towards recovery'.*

## Fundraising Activities

In May, Bettie Marie Burger-Smit undertook An Trek Fada II (The Long Walk II) from Wexford to Killarney. Hannah-Lilly Buchanan, a woman with personal experience of an eating disorder, gave a talk in Mullingar. 10% of the ticket sales went to Bodywhys, Headstrong and Aware. In June, a number of people participated in the VHI Women's Mini-marathon, and Bodywhys is grateful and would like to thank everyone for their generosity and support.



*Information leaflet*

# Other Activities *(continued)*

## Celebrating 20 Years of Bodywhys

In recognition of the organisation's 20 years of work in the area of eating disorders, staff, volunteers and friends of Bodywhys were invited to meet President Michael D. Higgins at Áras an Uachtaráin in July.



Meeting with President Michael D. Higgins at Áras an Uachtaráin



Visit to Áras an Uachtaráin

# Partnership Projects

## Green Ribbon Campaign

Bodywhys supports See Change's Green Ribbon Campaign, which promotes mental health awareness and positive mental health, during the month of May each year.



Changing minds about mental health,  
one conversation at a time

## HSE Clinical Programme on Eating Disorders

Bodywhys welcomes the development of a national clinical programme on eating disorders in line with national mental health policy, *A Vision for Change* (2006) and participates on the national working group.

## National Office for Suicide Prevention (NOSP)

Connecting for Life – Ireland's National Strategy to Reduce Suicide 2015-2020, was launched during the year. The CEO represented Bodywhys and contributed to the consultation process through the Advisory Group.

## Cycle Against Suicide

Bodywhys had an information stand at the Cycle Against Suicide Student Leaders Congress which was held in the RDS in January. Over 4,000 secondary school students attended. A full day programme included talks, workshops and round table discussions.

## Co-operation and Working Together (CAWT) Project

The CAWT Eating Disorder project concluded at the end of April, 2015.

The Project Board had their final meeting during the last week of April at which they reflected on the project's challenges and achievements. One of the main successes of the project has been the mainstreaming of staff into each of the four CAWT areas after the EU funding phase.

## Mental Health Reform (MHR)

Parvez Butt, Jane O'Riordan and Jacinta Hastings attended Mental Health Reform's briefing on 'A Vision for Change: Nine Years On: A coalition analysis of progress'. Speakers were Shari McDaid, John Saunders, Dr. Mike Watts and Dr. Eddie Molloy.

## ReachOut.com

The Good Practice Guidelines on Online Mental Health Service Provision was launched on 8<sup>th</sup> June. Bodywhys was represented on the working group.



## Mental Health First Aid (MHFA): St. John of God pilot project

Harriet Parsons, Fiona Flynn and Marie Devine participated in a 2-day pilot evaluation of the Mental Health First Aid programme which will be developed by St. John of God Hospital.

mental health first aid  
IRELAND



## Association of Child and Adolescent Mental Health (ACAMH)

Harriet Parsons attended the ACAMH conference on 'Transformations in Youth Mental Health'. As well as insightful presentations, including a theatre piece, there were presentations on current research into the area.

## Console Conference

Marie Devine represented Bodywhys at the Console World Suicide Prevention Day Conference which was held in the Aviva Stadium on 10<sup>th</sup> September 2015.

## College of Psychiatrists of Ireland

Jacinta Hastings attended the *Perspective for the Professionals: The Role of the Family in Promoting Recovery* event organised by the College of Psychiatrists of Ireland.

## Information Evening on Eating Disorders, Clarion Hotel, Sligo

Dr. Ed O'Mahoney, Mary Harron and Jacinta Hastings presented an information event on the eating disorder programme, to HSE staff in Sligo/Leitrim as well as the Bodywhys support services.

## TCD School of Nursing Postgraduate Diploma in Mental Health Nursing

Harriet Parsons has been contributing to the development of two modules on eating disorders; and the role of support groups; as part of the TCD School of Nursing Postgraduate Diploma in Mental Health Nursing. The course will commence in January, 2016.

# Statement of Financial Activities

## for the year ended 31 December 2015

	Notes	Unrestricted Funds 2015 €	Restricted Funds 2015 €	Total 2015 €	Total 2014 €
<b>INCOMING RESOURCES</b>					
<b>Generated Funds:</b>					
<b>Voluntary Income</b>		-	-	-	13,160
<b>Activities to generate funds</b>					
Unrestricted Grants		262,870	-	262,870	256,546
Restricted Grants		22,000	22,488	44,488	27,015
<b>Investment and Other Income</b>	2	2,108	-	2,108	-
<b>Charitable Activities:</b>					
Donations and Other Voluntary Income		3,337	-	3,337	-
<b>Total Incoming Resources</b>		<b>290,315</b>	<b>22,488</b>	<b>312,803</b>	<b>301,331</b>
<b>Resources Expended</b>					
Costs of Generating Funds		39,630	-	39,630	43,321
Governance Costs		3,936	-	3,936	-
		43,566	-	43,566	43,321
<b>Net Incoming Resources available for charitable application</b>		<b>246,749</b>	<b>22,488</b>	<b>269,237</b>	<b>258,010</b>
<b>Charitable Activities:</b>					
Restricted Grant Expenditure		-	32,515	32,515	-
Operational Costs		224,511	-	224,511	237,563
		224,511	32,515	257,026	237,563
<b>Total Resources Expended</b>	3	<b>268,077</b>	<b>32,515</b>	<b>300,592</b>	<b>280,884</b>
<b>Surplus/(deficit) for the year</b>		22,238	(10,027)	12,211	20,447
<b>Net movement in funds for the year</b>		22,238	(10,027)	12,211	20,447
<b>Reconciliation of funds</b>					
Balances brought forward at 1 January 2015		266,822	32,120	298,942	278,495
<b>Balances carried forward at 31 December 2015</b>		<b>289,060</b>	<b>22,093</b>	<b>311,153</b>	<b>298,942</b>

There are no other recognised gains or losses and all activities relate to continuing operations.  
Approved by the trustees on 7<sup>th</sup> June 2016 and signed on their behalf by:

**Henry Blake**  
Trustee

**Parvez Butt**  
Trustee

# Balance Sheet

as at 31 December 2015

	Notes	2015	2014
		€	€
<b>CURRENT ASSETS</b>			
Cash at bank and in hand		326,513	336,169
		336,169	299,485
<b>Creditors: Amounts falling due within one year</b>	7	(15,360)	(37,227)
<b>Net Current Assets</b>		311,153	298,942
<b>Total Assets less Current Liabilities</b>		311,153	298,942
<b>FUNDS</b>			
Restricted Trust Funds		22,093	32,120
Unrestricted Designated Funds		226,730	226,730
General Funds (unrestricted)	9	62,330	40,092
<b>TOTAL FUNDS</b>		311,153	298,942

The financial statements were approved by the trustees on 7<sup>th</sup> June 2016 and signed on its behalf by:

**Henry Blake**  
Trustee

**Parvez Butt**  
Trustee



# Acknowledgements

The Chairman, Board of Directors and Staff wish to record their sincere thanks to all those who volunteered or donated to Bodywhys in 2015. Your interest in and support of our work is much appreciated.

Bettie-Marie Burger-Smit

Department of Health

Double Dutch Design – Gabie Devaney

Eating Disorders Victoria

ESB Electric Aid

Genio Fund

Health Service Executive

Kielty Oberlin PhD

National Office for Suicide Prevention & Staff

National Lottery

Niamh McNamara PhD

St. John of God Brothers - Management Team & Order

# Thank You

# Company Information

Company Information as of  
31st December 2015

## **Directors**

Breda Naddy  
Parvez Butt  
Henry Blake  
Marie Devine  
Kirsty Kirkwood  
Jane O'Riordan

## **Secretary**

Henry Blake

## **Registered office**

18 Upper Mount Street  
Dublin 2

## **Auditors**

Dillon Kelly Cregan & Co  
18 Upper Mount Street  
Dublin 2

## **Registered Charity No**

11961

# Notes

# BODYWHYS

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LoCall Helpline: 1890 200 444

Support Email: [alex@bodywhys.ie](mailto:alex@bodywhys.ie)