

# BODYWHYS

The Eating Disorders Association of Ireland

Annual Report

2016

# Our Vision

“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”

# Contents

Page No.

Chairman's & CEO's Report .....	2
Overview of Services.....	4
Helpline.....	5
Support Groups .....	7
Online Groups .....	9
Email Support.....	10
PiLaR Programme .....	12
SeeMySelf .....	13
Communications.....	15
Youth Development .....	17
Other Activities .....	19
Partnership Projects.....	22
Statement of Financial Activities.....	23
Balance Sheet.....	24
Acknowledgements.....	25
Company Information.....	26
Mission Statement .....	27
Strategic Goals .....	28
Organisation Chart .....	29

# Chairman's & CEO's Report



Breda Naddy  
Chairman

## Welcome to our Annual Report 2016

This annual report for 2016 presents activities and outcomes relating to support services, educational programmes, innovative developments and governance processes within Bodywhys services for people affected by eating disorders. During the year, Bodywhys continued to provide a high level of activity in meeting its aims and objectives, as detailed further in this Annual Report, supported by robust implementation structures and communications frameworks.

To achieve our objectives, in line with our Strategic Plan, Bodywhys works in partnership, consultation and collaboration with other organisations and supporters. In consultation with the national working group, and the

Clinical Lead, Dr. Sarah McDevitt, Bodywhys contributed to the development of the National Clinical Programme on Eating Disorders. This is a significant development to provide accessibility, consistency and care pathways, and one that is welcome given the persistent gaps in service provision. The recognition of the role of the support component to complement recovery is also welcome and Bodywhys will, as a voluntary partner, provide the support services to the programme and this element will be fully developed in 2017.

Ongoing consultations continued throughout the year with personnel in the Department of Health & Children; the Health Services Executive (HSE); and also the National Office for Suicide Prevention (NOSP). As a partner of the *Connecting for Life* (National Strategy to Reduce Suicide 2015-2020), and in conjunction with HSE Mental Health teams, with support from NOSP, a number of the *PiLaR* (Peer Led Resilience) programmes were delivered across the country and further *PiLaR* programmes will be 'rolled out' in 2017.

The lack of regulation in the area of counselling and psychotherapy, particularly in eating disorders, has, for some time, been an area of concern. Bodywhys welcomed the opportunity to respond to the Minister for Health's call for submissions concerning the proposed regulation of Counsellors and Psychotherapists under the Health and Social Care

Professionals Act, 2005. All submissions are now being considered and a decision on regulation is expected in Q4 of 2017.

A national conversation about mental health is vital to reduce the stigma and discrimination associated with mental health difficulties. In February, and in conjunction with our partner organisations, Bodywhys again supported a very successful *Eating Disorders Awareness Week (EDAW)* campaign. In May, we partnered with See Change on the *National Green Ribbon* campaign, while in June Bodywhys participated in the first *World Eating Disorders Action Day*. The organisation also supported the activities of Mental Health Reform and acknowledged dedicated dates for *World Suicide Prevention Day* in September and *World Mental Health Day* in October.

In continuing professional development, the CEO met with members of the Practice Unit of PSI – the Pharmacy Regulator, to progress developing guidelines for their members to address the area of use and abuse of food supplements, dietary aids and other 'over the counter' and prescription medicines of concern. The CEO also met with the Irish Dental Association who welcomed the opportunity to collaborate on specific information on eating disorders for dentists. Both information resources will be progressed in 2017 in conjunction with both professional organisations.

# Chairman's & CEO's Report

As a member organisation of Mental Health Reform, Bodywhys was actively involved during the year in the support of reform of mental health services. The CEO completed her term of office as a board member at their AGM in June. Board member Marie Devine represented Bodywhys at MHR grassroots meetings, while the Chairman (Breda Naddy), Treasurer (Parvez Butt) and Company Secretary (Henry Blake) represented the organisation at briefings which included Ethnic Minorities and Mental Health: Guidelines for mental health services and staff on working with people from ethnic minority communities.

In ensuring best practice in governance processes, a number of Bodywhys personnel, staff and board members availed of briefing and training opportunities organised by The Wheel, Mental Health Reform, Carmichael House, and the Institute of Directors.

The main focus during the year was on good governance, income diversification and best practice to implement the Governance Code and ensure regulatory compliance. The Charities Regulator, an independent authority, was established in October 2014 under the Charities Act, 2009 and the key functions of the Regulator are to establish and maintain a public register of charitable organisations operating in Ireland and to ensure their compliance with the Charities Acts. An Extraordinary General Meeting (EGM) was held in November and an updated

Constitution in accordance with the Companies Act, 2014 was approved.

In December, Bodywhys began work as Irish partner with the University of Zagreb health innovation project on appropriate fitness engagement with people affected by eating disorders. The project is EU funded under the Erasmus programme and will conclude in 2017 with a final congress where best practice protocols will be developed. These protocols will support the ongoing role of Bodywhys to the fitness industry in Ireland in education and awareness training.

Throughout the year, Bodywhys continued to provide an authoritative voice for improvement in eating disorder services on TV, radio and in the print media, providing information and analysis to relevant public discussions and is central to the organisation's awareness and education campaign.

Bodywhys has and will continue to create and maintain a strong community of people ready to support those affected by eating disorders. In that regard, Bodywhys especially values the role of our volunteers and over 60 were active throughout 2016, across all our support services and helping with information stands, focus groups, media panel, youth panel etc. Our volunteers continue to give freely and generously of their time to support people affected by eating disorders and to ensure continuity in provision of our services.



*Jacinta Hastings*  
CEO

In conclusion, as Chairman, it has been a privilege to be associated with the outstanding contribution to those affected by eating disorders and to extend my gratitude to the team at Bodywhys and also to the Board of Directors for their continued commitment. I would also like to take this opportunity to extend a simple but sincere thanks to all who give so generously of their time, energy and expertise to help us deliver our overall goal – to support people affected by eating disorders. I look forward to working with you in 2017.

# Overview of Services



Harriet Parsons

2016 has been a very interesting and productive year for the support services in Bodywhys. Our dedicated volunteers are the backbone of all the services, and it is testament to their diligence that in 2016 there has been an increase in numbers using the support services, and a continuation of the services being used as a form of ongoing support by many.

When I joined Bodywhys in 2005, the biggest challenge, in terms of encouraging people to use our support services, as I saw it, was to create support services that people felt they would want to contact and use. From my study and research into eating disorders, I had learned that a person with an eating disorder often felt that their eating disorder was theirs alone, different to anyone else's eating disorder. As such, nobody could understand what they were going through, or what life was like for them in particular. The challenge, therefore,

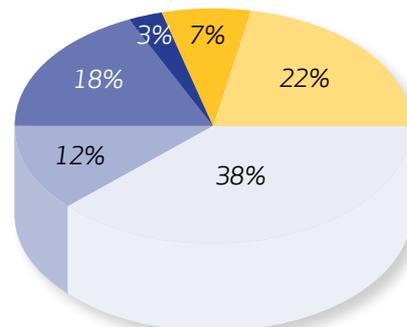
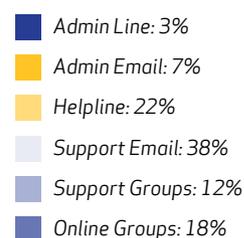
was to train and help our volunteers understand this, and to provide support in a way that connected with the subjective particularity of each person, and their eating disorder. Reflecting on 2016, I believe this is happening more and more. My hope for the years to come is that this will continue, so that when a person finds themselves on our website, or on our Facebook page, or reading about Bodywhys, they will know that we can provide them with a unique and particular support that will alleviate their anxiety in that moment, and will give them the information and tools to take a step towards letting their eating disorder go.

In 2016, we have continued to develop this aspect of our work with our 4 week family programme - PiLaR. It has been a pleasure to work with families across the country, spending four weeks, listening and supporting them, in their particular struggles. To see their dedication and determination to support their loved one is very positive.

We find it most helpful to view an eating disorder as a coping mechanism, that although destructive, a person comes to rely on to cope. We recognise that everyone's experience and eating disorder is unique to them, and we try to provide a safe space for people to begin to put words on what is happening to them. Our focus is not on food or weight, it is not on what a person is specifically doing, but rather on how they are feeling about what they are doing.

There has been a 10% increase in people using our support services in 2016. *Figure 1* shows the breakdown of how people contacted us for support during the year.

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



When we look at where service use has increased, we see a 33% increase in support emails, a 30% increase in people attending our support groups, and a 6% increase in people using our online support groups. *Figure 1* also shows a shift from the traditional telephone helpline to using online services (email and online support groups) for support. Looking at the divide between technology facilitated and 'in person' contacts, 63% of contacts came via an online contact and 37% were 'in person' contacts.

# Helpline – 1890 200 444

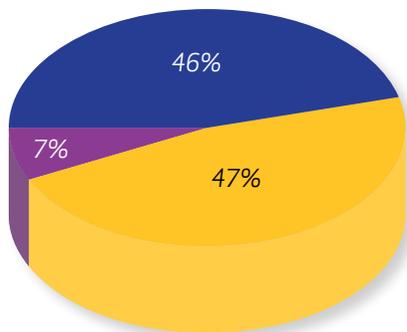
## Helpline – 1890 200 444

The Bodywhys helpline is a 'listening ear' service and all our volunteers are trained to deliver a safe, non-judgemental, non-directive, listening, support and information service to people affected by eating disorders. In 2016, our helpline operated for 2 hours per day, 6 days per week. 69% of callers were calling for the first time, and 31% were repeat callers.

In 2016, we can see (Figure 2) that continuing the trend of previous years, there is an even divide in numbers of people themselves with an eating disorder contacting the helpline, and family/friends contacting.

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

- Helpline Contact PWED\*: 46%
- Helpline Contact Family/Friend: 47%
- Helpline Contact Other: 7%

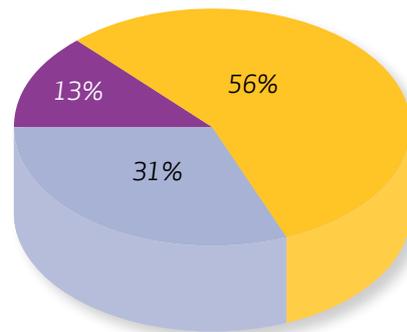


\* People with Eating Disorders

Continuing the trend of previous years, 2016 has an increase in 'listening ear' type calls, and a decrease in 'information', type calls. This means that increasingly, service users are not calling the helpline for basic information, which can be accessed online. People calling the helpline are doing so to talk about what they are experiencing, to be heard, listened to, and supported. These calls are categorised as 'listening ear' contacts and Figure 3 illustrates the breakdown for the reason people called the helpline.

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

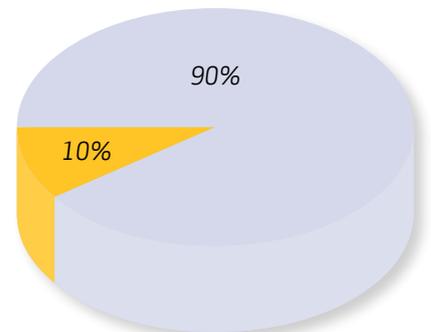
- Listening Ear: 56%
- Information: 31%
- Crisis: 13%



Eating disorders are not just a female issue, and continuing the trend from previous years the breakdown in gender of people with an eating disorder reflects what is generally accepted as the male to female ratio of 1:10 (Figure 4).

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

- Gender of PWED (Male): 10%
- Gender of PWED (Female): 90%



# Helpline (continued)

Figure 5 shows us the age of the person with an eating disorder, (where we know it), of those who have contacted by the helpline from 2014-2016.

At Bodywhys, we do not diagnose anyone who makes contact with us, and people do not need to have a diagnosis to use our support services. Where we know the type of eating disorder a person has Figure 6 shows the breakdown.

As in 2014 and 2015, the majority of callers in 2016 (where we know the duration of the eating disorder) have had an eating disorder for over 10 years, see Figure 7.

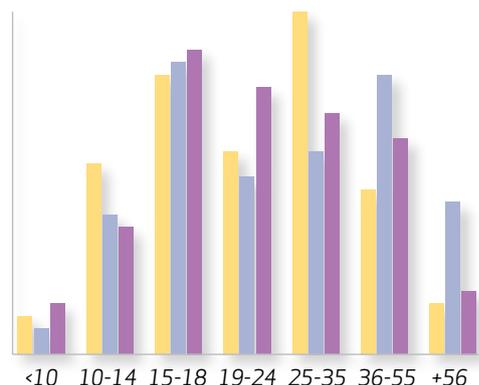
We do not always know from callers whether they are in treatment at the time of their call, but where we do know this, 51% are not in any form of treatment, 15% of callers have been to their GP, 12% are attending a psychotherapist/counsellor privately, and 22% are under the care of a psychiatrist and/or attending a hospital for treatment, or public mental health services (see Figure 8). It is also worth noting that of those who are not in any treatment, 26% are using Bodywhys services regularly for support, and of those in treatment, 12% are also using Bodywhys services regularly for additional support.

\* CAMHS – Child and Adolescent Mental Health Services (Public HSE Service)

\* AMHS – Adult Mental Health Services (Public HSE Service)

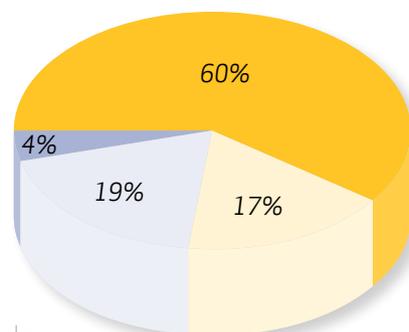
**Figure 5: What age is the person with the eating disorder?**

	2014	2015	2016
Under 10 years	3%	2%	4%
10-14 years	15%	11%	10%
15-18 years	22%	23%	24%
19-24 years	16%	14%	21%
25-35 years	27%	16%	19%
36-55 years	13%	22%	17%
56+ years	4%	12%	5%



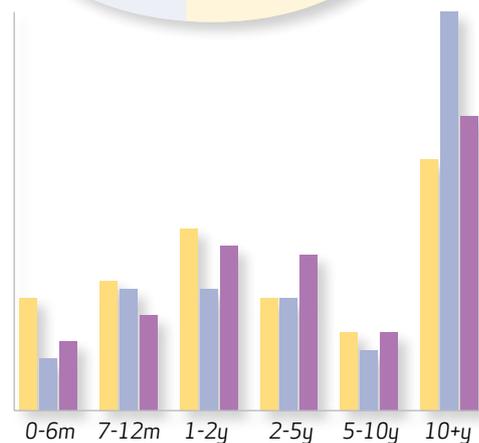
**Figure 6: What type of eating disorder?**

- Anorexia: 60%
- Bulimia: 17%
- Binge Eating Disorder (BED): 19%
- EDNOS/OSFED: 4%



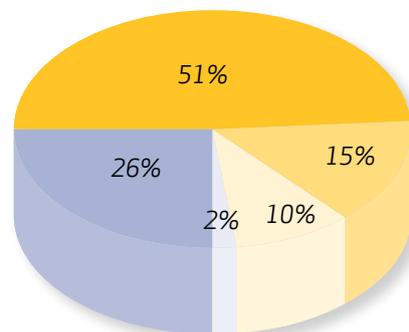
**Figure 7: How long has the person had an eating disorder?**

	2014	2015	2016
0-6 months	13%	6%	8%
7-12 months	15%	14%	11%
1-2 years	21%	14%	19%
2-5 years	13%	13%	18%
5-10 years	9%	7%	9%
10+ years	29%	46%	34%



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

- None: 51%
- GP only: 15%
- Psychotherapy: 10%
- GP + Psychotherapy: 2%
- Psychiatrist / hospital / CAMHS/AMHS\*: 26%



# Support Groups

Bodywhys runs two types of face-to-face support groups, one for people with eating disorders, and one for family and friends. In 2016, we did not run a support group outside of Dublin. The reason for this is multifactorial. Throughout the past decade, we have tried to establish regular support groups in over 10 counties nationally. For a number of reasons, it has been difficult to sustain this model of support, as numbers of people attending dwindle. With the development of our free four week family programme (PiLaR Programme), and providing more targeted, intensive, and ongoing support, we are reaching more people face-to-face nationally, and we are establishing more concrete links with communities, so that we can provide the support that people need. In this way, the support group figures for 2016 only relate to our Dublin group,

however despite this, we have seen a growth in numbers attending the groups as compared to 2015, and 2014 when we had groups also in other locations. Overall, attendance on our Dublin group is up 30% in 2016, (and if we compare 2016 numbers with 2015 numbers which include the Carlow and Sligo groups in those years, numbers attending is also up 19%).

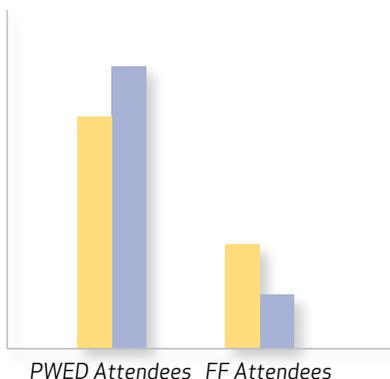
Figure 9 shows that in 2016, 84% of people attending groups were those with an eating disorder, and 16% were family and friends. This means that there was a 15% increase in people with eating disorders attending the Dublin support group.

When we look at the gender breakdown of those attending groups, we see that, in 2016, 11% of people going to the support groups were male (Figure 10.1). Looking at the gender

for each type of support group, we can see in Figure 10.2 that 9% of people attending our PWED support groups were male, and 91% were female. For those attending our family and friends group, in Figure 10.3, 41% were male, and 59% were female.

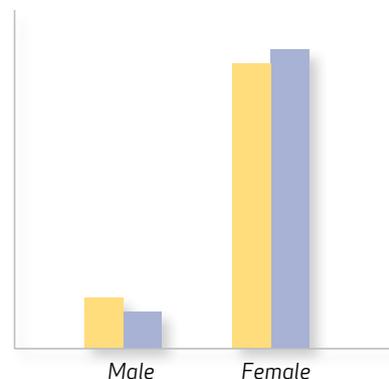
**Figure 9: Who attended groups?**

	2015	2016
Overall PWED Attendees:	69%	84%
Overall FF Attendees:	31%	16%



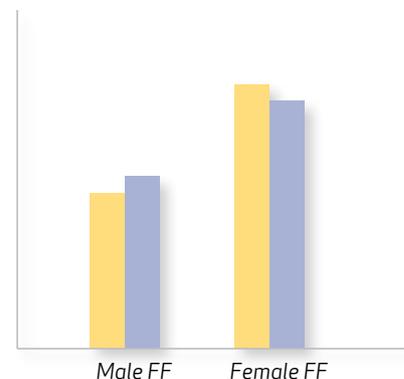
**Figure 10.1: Overall Gender Breakdown**

	2015	2016
Male:	15%	11%
Female:	85%	89%



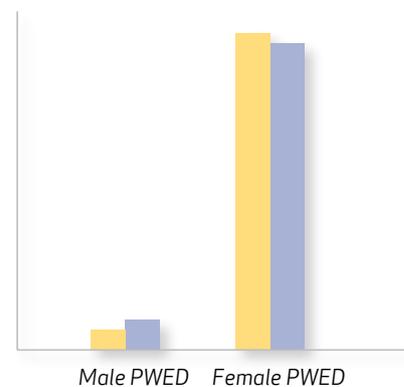
**Figure 10.3: Family & Friends Group**

	2015	2016
Male FF:	37%	41%
Female FF:	63%	59%



**Figure 10.2: Eating Disorder Group**

	2015	2016
Male PWED:	6%	9%
Female PWED:	94%	91%



# Support Groups *(continued)*

Figure 11 shows us that 32% of people attending our support groups were there for the first time, and 68% were returning or regular attendees. Again, this shows us how that for some people, attending the support group is a source of on-going support.

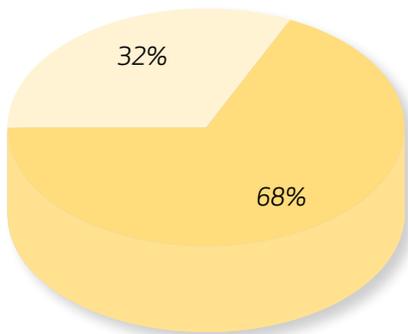
We do not diagnose people, and people availing of our support groups do not have to have a formal diagnosis

to attend. But, where we know the type of eating disorder the person has Figure 12 shows the breakdown according to eating disorder type. This is important to illustrate because often a person fears attending a support group because they feel they do not 'fit in' to a specific category, and following the group people often express relief about attending and been accepted by the group.

Our face-to-face support groups are for people over 18. We 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 we have seen in the helpline, in Figure 13 we can see that the majority of people attending our support groups have been over 25 years old.

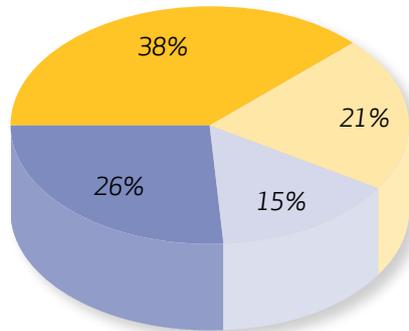
**Figure 11: First time or return?**

- First Time: 32%
- Return: 68%



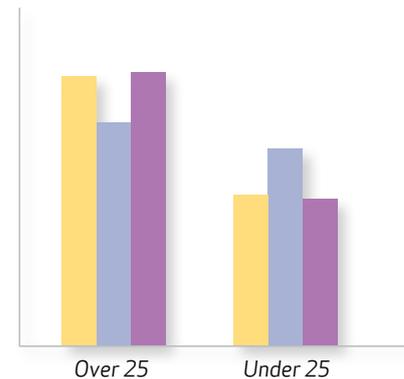
**Figure 12: What type of eating disorder?**

- Anorexia: 38%
- Bulimia: 21%
- BED: 15%
- Other: 26%



**Figure 13: What age are those attending support groups?**

	2014	2015	2016
Over 25:	64%	53%	65%
Under 25:	36%	47%	35%



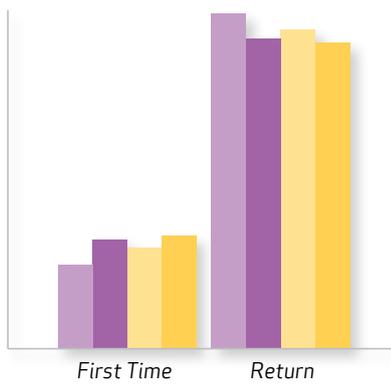
# Online Groups

## Online Support Groups

Bodywhys runs an online support group for adults and for teens. Both groups run once a week. In 2016, attendance on our adult online support group increased by 14% compared with 2015. Figure 14 shows the breakdown in those attending for the first time and those who are returning to the group, both in our adult group and our teen group. There was a 6% increase in first time users on BodywhysConnect and 3% on YouthConnect.

**Figure 14: First time or return?**

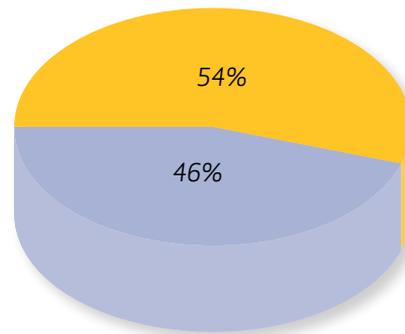
	2015 Adult	2016 Adult	2015 Teen	2016 Teen
First time:	20%	26%	24%	27%
Return:	80%	74%	76%	73%



For the adult group, users are asked to choose an age category when they register for the group. The majority of users are over 25 years old (Figure 15).

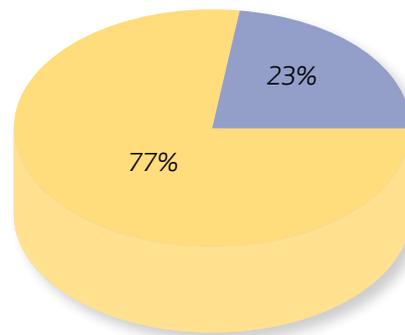
**Figure 15: What age are the adult users?**

- Age 18-25: 54%
- Age 25+: 46%



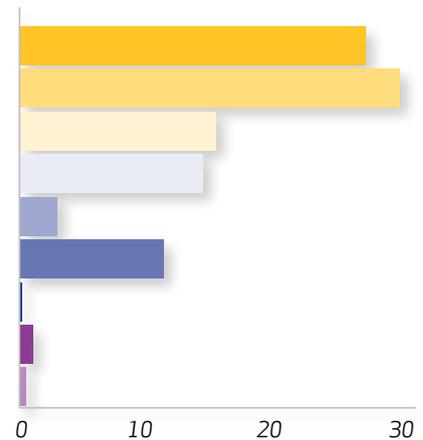
**Figure 16: What age are the teen users?**

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



**Figure 17: BodywhysConnect attendance by Eating Disorder Type**

- Anorexia: 26.4%
- Bulimia: 29%
- Anorexia/Bulimia: 15%
- Binge ED: 14%
- Overeating: 2.9%
- EDNOS/OSFED: 11%
- ARFID: 0.20%
- Orthorexia: 1%
- Other: 0.50%



# Email Support

## Email Support Service

“Like a helpline call in an email”, is one way of describing our email support service. ‘Alex’ is a group of volunteers who write our email replies. All replies are reflective, non-directive, and written specifically for the person who has emailed. In 2016 our email service received 33% more emails than in 2015. And following the trend of previous years, the majority of contacts

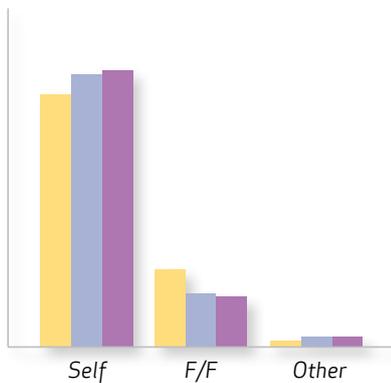
are from people themselves who have an eating disorder (*Figure 18*).

The majority of people who email are not looking for specific information. They are looking for someone to hear what they are going through and to speak openly about difficult thoughts and feelings. *Figure 19* shows that 69% of emails we received were these ‘listening ear’ type emails.

Again, replicating the gender breakdown on our other services, the gender breakdown for our email service was 7% male and 93% female, shown in *Figure 20*.

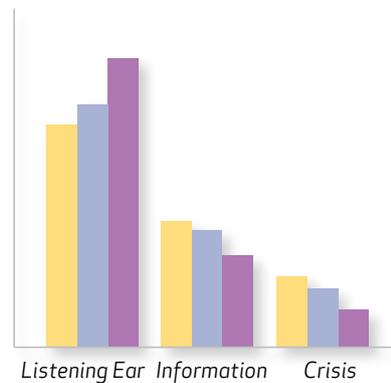
**Figure 18: Who contacted the email service?**

	2014	2015	2016
Self:	75%	81%	82%
Family / Friend:	23%	16%	15%
Other:	2%	3%	3%



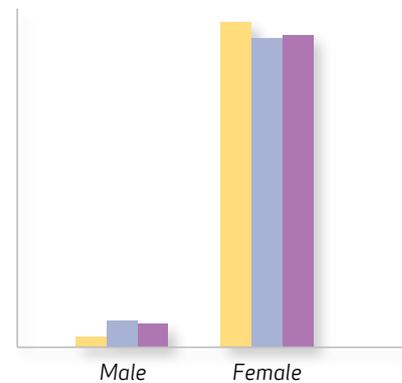
**Figure 19: Why did people email Bodywhys?**

	2014	2015	2016
Listening Ear:	53%	58%	69%
Information:	30%	28%	22%
Crisis:	17%	14%	9%



**Figure 20: Gender of person with an eating disorder**

	2014	2015	2016
Male:	3%	8%	7%
Female:	97%	92%	93%



# Email Support *(continued)*

Looking at the age of those with an eating disorder who emailed Bodywhys in 2016, when we know the person's age, *Figure 21* shows us that 28% were aged 15-18, and 44% were aged 36-55. This is interesting and many theories could be put forward for why these two age categories were dominant. From our perspective, we are hopeful that people of all ages feel they can use our email service for support.

Where we know the type of eating disorder a person has, *Figure 22* shows the breakdown in percentages for those who emailed us.

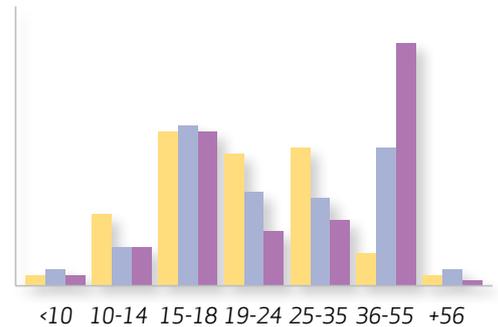
Again, replicating the statistics on our helpline, *Figure 23* shows that the majority of people who emailed in 2016 have had an eating disorder for over 10 years.

We do not always know whether those who email are in treatment, but where we do know this, 45% are not in any form of treatment, 2% of those who emailed had been to their GP, 9% are attending a psychotherapist/counsellor privately, and 39% were under the care of a psychiatrist and/or attending a hospital for treatment, or public mental health services (*Figure 24*).

Of those who are not engaged in any form of treatment, 55% of those using the email support service are using Bodywhys services as an ongoing support, and 73% of those in treatment were also using Bodywhys support services for support regularly.

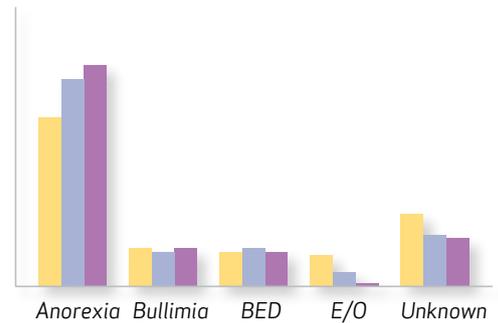
**Figure 21: What age is the person with the eating disorder?**

	2014	2015	2016
Age PWED under 10	2%	3%	2%
Age PWED 10-14	13%	7%	7%
Age PWED 15-18	28%	29%	28%
Age PWED 19-24	24%	17%	10%
Age PWED 25-35	25%	16%	12%
Age PWED 36-55	6%	25%	44%
Age PWED 56+	2%	3%	1%



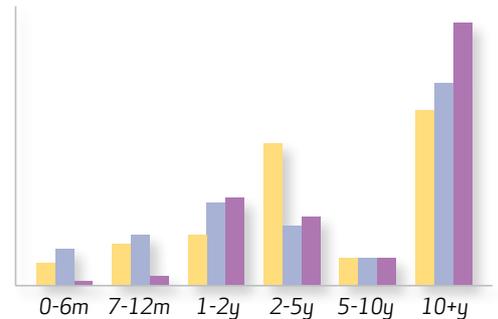
**Figure 22: What type of eating disorder?**

	2014	2015	2016
Anorexia	49%	60%	64%
Bulimia	11%	10%	11%
BED	10%	11%	10%
EDNOS/OSFED	9%	4%	1%
Unknown	21%	15%	14%



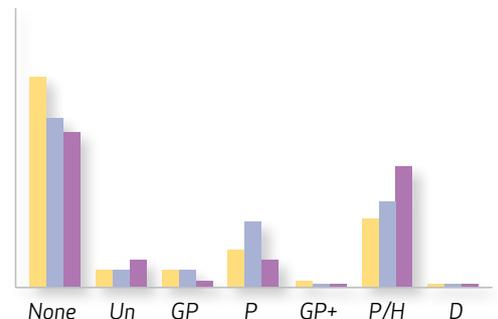
**Figure 23: How long has the person had an eating disorder?**

	2014	2015	2016
0-6 months	5%	8%	1%
7-12 months	9%	11%	2%
1-2 years	11%	18%	19%
2-5 years	31%	13%	15%
5-10 years	6%	6%	6%
10+ years	38%	44%	57%



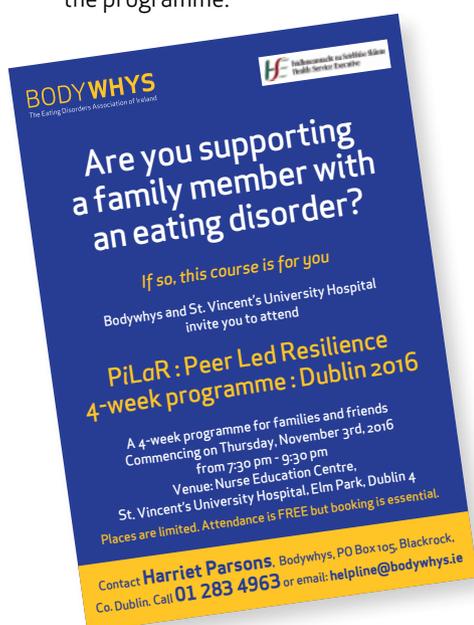
**Figure 24: Type of treatment?**

	2014	2015	2016
None	61%	49%	45%
Unknown	5%	5%	8%
GP only	5%	5%	2%
Psychotherapy	11%	19%	8%
GP + Psychotherapy	2%	1%	1%
Psychiatrist/	20%	25%	35%
Hospital/CAMHS/AMHS			
Dietician	1%	1%	1%



# PiLaR Programme

In 2016, Bodywhys delivered the PiLaR programme to family members in Cork and Dublin. 47 people signed up for the programme in Dublin, whilst 18 people signed up for the programme provided in Cork. Taking place one evening per week for 4 weeks, and based on the principle 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 when 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.



Bodywhys PiLaR Poster for Dublin

Topics addressed range from: how to understand what an eating disorder is, 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 acknowledges the National Office of Suicide Prevention (NOSP) for its support of the programme.

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

*"On discovering my child had an eating disorder to find a course that had answers in my darkest hour was a godsend. After week 1 I was already better equipped to cope and more positive moving forward."*

*"Hearing the depth and extent an ED affects someone, getting to understand it from the ED person's point"*

*"To realise that the eating disorder is controlling my daughter and not the other way around, to hear that it is not my fault"*

*"I learned one big thing from the class, that it's not about food I now feel like I've a better understanding of EDs and can empathise with my daughter, also feel more confident listening"*

## Programme feedback:

*"A course that if at all possible, you should try to attend if you are caring or living with someone with an eating disorder. It is a huge help to understand and accepting that the person has an eating disorder."*

*"For all those who are faced with the life changing situation of caring for someone with an eating disorder, this is the perfect place to start. You will leave with a different perspective and feel more equipped to care for someone and yourself."*

*"I am a parent of a young girl with anorexia. The course has been the best source of education on the eating disorder and it helped me to appreciate how my daughter is feeling. It is helping me to deal with the challenges we are facing in a better way."*

*"Course was something my husband and I could share and try to be together in supporting our daughter. It gave me a clear insight into ED and how best to approach."*



Connecting for Life

# SeeMySelf

Free online psychoeducation programme for people aged 15-24.



Kathy Downes  
SeeMySelf Programme Supporter

SeeMySelf - is an online psycho-education programme designed for young people aged 15-24 focusing on self-esteem, body image and media and the effects of culture on self-image.

As well as providing education and background to these topics, it asks the young person to think about how they themselves view these things. Over a period of the eight week programme, short films, psycho-education and practical exercises provide the young person with skills and ways to manage and think differently about negative feelings of self esteem and body image. Each week the online supporter checks in with the person offering, as well as support, active encouragement and direction on how best to move through the modules. The programme also offers a journal to users to reflect on some of the issues and feelings that may arise.

The programme is not specifically aimed at those who have an eating disorder, but rather at young people who may face challenges to their self-image and self worth. It is focused based and directive in nature, with positive active goals and feedback, and in this manner differs from other Bodywhys support services. Each user comes to the programme in different ways, and as such gets something different from it.

Popular expectations were to 'feel better about my body' to be 'healthy', and to 'not judge the way I look so much'. In this area the programme offers much, in terms of practicalities.

Upon completion, the online supporter feedback will cease, but the user may still continue to engage with the programme as they wish. If the person does not use the programme for two weeks while signed up, they are 'paused' until they re-engage. In this respect, SeeMySelf provides an ongoing positive tool for a young person to access when they wish, whilst also fostering that what they put into it, will impact what they get out of it.

The online aspect of the programme gives the person control over their own input, and when and where they can access and use the programme. Having a 'check in supporter' also gives the person a 'somebody', that is thinking with them. This is an invaluable aspect of the programme.

It encourages continuation through to completion and also provides a place for the person to feel heard and supported and acknowledges their hard work which fits with the Bodywhys ethos and support services. Also, there is choice for the user in how much they wish to converse with or use the supporter input, again providing autonomy and self agency.

Where the programme seems to be most successful, (success being based on the user completing the eight weeks, working through the modules – engaging well in the activities), is when the person is at either end of the continuum of eating disordered behaviour, or low self image or self worth. In other words, when the person has some sense of themselves, and how they feel about themselves. Perhaps they have just begun to recognise negative self-image, or engage in unhelpful behaviours, and see this as unhelpful to their well-being. Or also, at the other end of the spectrum, when the person is on their own pathway to recovery, and has made some acknowledgment to themselves or others that they wish to change and on some level are actively trying to get better. In this regard, some users have used the programme in conjunction with their own psychotherapist bringing exercises from the programme, and working them through with their psychotherapist.

# SeeMySelf *(continued)*

## Statistics and Interaction

Approximately 40 people have signed up for the programme since it was first launched in 2013.

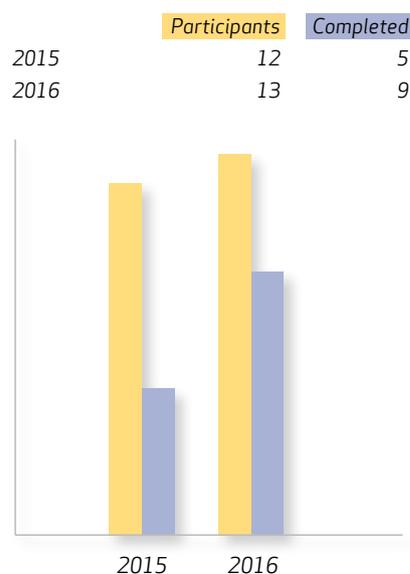
The high number of completions was underlined by the fact that, in general, people really engaged well, logging in a few times each week, and also through active participation in practical exercises.

It's interesting to note that the majority of users felt that they understood how the media operated, they expressed surprise in the ways in which the media can distort images.

As for practical applications, the cognitive behavioural therapy (CBT) module 'Thinking straight', aimed to provide practical tools to view and alter distorted thinking. Also the mindfulness exercises were a popular take home exercise.

This programme will continue to be

**Number of Participants & How many completed the Course**



# Communications



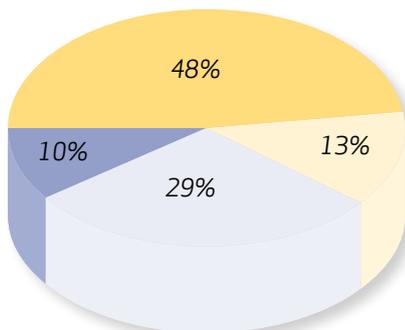
Barry Murphy

## MEDIA ACTIVITIES

February, April, August and September were the busiest periods for media queries in 2016. In keeping with previous years, radio and print remained the most common form of requests. The nature of the requests

### Media Queries for 2016

- Radio: 48%
- Television: 13%
- Print: 29%
- Online: 10%



included topics such as: eating disorder services in Ireland, transparency in the charity sector, social media and body image, selfies, Instagram and clean eating, body image and bullying, men, orthorexia, eating disorder statistics, a World Health Organisation report on school children, yo-yo dieting, eating disorder myths, schools and eating disorders, youth mental health in Ireland, body building concerns, over-exercising among young people, childhood obesity and Christmas and eating disorders.

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

In January and February, the print media reported on concerns associated with social media, orthorexia, Eva O'Connor's play *Overshadowed*, Barbie, men, healthy eating and Eating Disorders Awareness Week. In March and April, the media focused on society and mental health, electroconvulsive therapy, body image and sports nutrition and eating disorders and self-harm. During the Summer, coverage was given to issues such as 15 ways to helping someone with an eating disorder, Cycle Against Suicide, selfies, the use of steroids, clean eating, comments about weight, admissions to psychiatric hospitals for young people, the need for support in relation to eating disorders amongst the 36-55 year old age group. During the Autumn and Winter months, the media published articles about

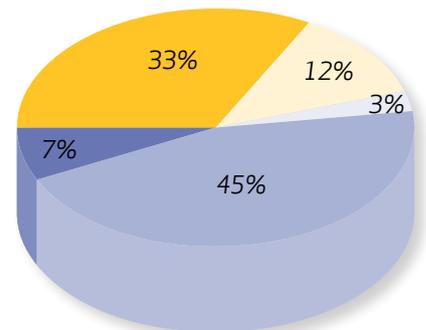
compulsive overeating, the pressure to lose weight and look thin, coming to terms with an eating disorder, brain scans and eating disorders, positive body image and seeking support at Christmas.

### Print Media Statistics

National newspapers accounted for 60% of all eating disorder related coverage, regional newspapers 26%, Sunday papers 4%, whilst the remainder of coverage originated in magazines. Bodywhys uses key words to identify eating disorder related articles in the print media. In 2016, general eating disorders (GED) and anorexia remained the largest amount of coverage. GED is where the issue is reported in a general way rather than focusing on a specific diagnosis. Compared to 2015, 2016 saw a 3.4% increase in coverage of bulimia and a 5.6% increase in coverage of other eating disorders (OED).

### Articles by Eating Disorder

- Anorexia: 33%
- Bulimia: 12%
- Binge Eating Disorder: 3%
- General Eating Disorders: 45%
- Other Eating Disorders (orthorexia other categories): 7%



# Communications (continued)

The *Irish Sun*, *Irish Daily Mirror*, the Ireland edition of *The Times* and *Irish Daily Mail* generated most of the eating disorders related articles throughout the year. Bodywhys was most frequently referenced in the *Irish Sun*, *Carlow Nationalist*, *Irish Daily Mail* and *Irish Examiner*. The references ranged from a mention of the Bodywhys website or helpline or an interview with a staff member.

## **Eating Disorders Awareness Week 2016 Media Coverage**

The media coverage of EDAW 2016 was driven by a press release that focused on increased demands for eating disorder supports through Bodywhys from people aged 36-55. Bodywhys received media requests from: *Athlone Community Radio*, *C103 Cork*, *Dublin City FM*, *Community Radio Castlebar (CRC)*, *Connemara Community Radio*, *Galway Bay FM*, *Highland Radio*, *The Irish Catholic*, *Irish Farmers Journal*, *KFM*, *LMFM*, *Raidió Corca Baiscinn*, *Ros FM*, *Spin 103.8*, *Spin South West*, *TV3's Sunday AM*, *TheJournal.ie*, the *Sunday Independent* and *98FM*.

## **ONLINE**

### **Bodywhys eBulletin**

6 issues of the Bodywhys eBulletin were sent during 2016. 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 2016. 66% of all visitors accessed the site from Ireland. January, February, April and October had the highest level of activity on the website. Overall, 68,839 unique visitors logged on to the website during 2016. An increase of 6.7% compared to figures from 2015. Approximately 48% of traffic to the website was from mobile devices, whilst 64% of visitors reached the site through organic searches.

In 2016, there were over 210,000 page views on the Bodywhys website. The most read sections of the site were: statistics and facts, binge eating disorder, anorexia, personal stories, FAQs, and bulimia.

Bodywhys undertook the process of seeking proposals to upgrade its website and online support groups. Work on this project will commence in 2017.

### **Social Media**

Popular posts on social media included: EDAW dates, facts and messages, eating disorders at Christmas tips, *TheJournal.ie* op-ed piece 'Getting help for an eating disorder', a poster for the genetics of eating disorders research study, the eating disorders conference poster, a call out for support services volunteers, the nine truths about eating disorders video, eating disorder research in adolescents and a photo of Bodywhys Youth Development Officer Fiona Flynn at Young Social Innovators 2016.

### **World Eating Disorders Action Day 2016**

On June 2nd, Bodywhys participated in the first World Eating Disorders Action Day. The goal of the day was to increase access to accurate information, eradicate myths and collectively advocate for resources and policy change. Bodywhys took part in a live tweetchat #WeDoAct - the focus of which was eating disorders and stigma. An archive of the tweetchat can be found on Storify. Bodywhys is grateful to Mental Health Reform and PhD student Stephanie McAlinden for contributing to this chat.

In addition to posting about its own work and activities, Bodywhys supported the See Change Green Ribbon campaign, the Health Service Executive's (HSE) #littletings campaign and Mental Health Reform's activities.

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

*The Body Confidence team telling us about the work they have done with @bodywhys in their school #SpeakOut #UBYSI*

*An excellent organisation supporting people affected by eating disorders @bodywhys LoCall 1890 200 444 #CASuicide800*

*"Massive shout out to @bodywhys for all their help in promoting Overshadowed, our play about eating disorders."*



# Youth Development



Fiona Flynn

## EDUCATION

### Primary Schools

At primary school level, Bodywhys continued to pilot new materials developed to promote positive body image and self-esteem. Both schools and the Professional Development Service for Teachers (PDST) Health & Wellbeing Team provided very positive feedback on these materials. These resources will be made available to schools in 2017. In November, Bodywhys presented at the Social Personal and Health Education (SPHE) Network conference in NUI Maynooth. This presentation included information about how Bodywhys can provide resources and support to teachers in terms of positive body image and self-esteem in the classroom.

### Secondary Schools

Over 7,200 young people received a talk from Bodywhys as part of the *Be Body Positive* programme. Bodywhys continued to work with young people at second level and third level nationwide, to promote awareness of eating disorders, along with positive body image and self-esteem. Bodywhys continued to work in developing new resources and video materials to promote positive body image and self-esteem.

### Social Media and Body Image

Bodywhys reviewed recommendations from the focus groups conducted with young people aged 16-22 during the previous year. All participants had identified social media as a primary source of concern in relation to body image and self-esteem. In view of this feedback, Bodywhys reviewed its *Be Body Positive* programme to include strategies for dealing with the challenges and pressures associated with social media.

### #MoreThanASelfie campaign

In October, Bodywhys launched the #MoreThanASelfie campaign to encourage young people to reflect on their usage of social media and how this can affect body image and self-esteem. Launched to an audience of 1,500 people, the campaign began on the main stage in the RDS at Zeminar. Zeminar was a 3 day youth event with over 10,000 young people attending on each day.

Bodywhys is grateful to the bands The Strypes and The Outer Limits for their support and for playing at the launch. Bodywhys continued to promote the campaign throughout the event, delivering workshops and hosting an information stand. Bodywhys worked in collaboration with the Institute of Guidance Counsellors and the SPHE Network to promote the campaign and received requests from over 300 secondary schools nationwide for the project for schools. As part of the campaign, Bodywhys interviewed The Strypes and The Outer Limits in relation to body image pressure from the media and social media. The interviews, along with additional materials, will be made available to schools in 2017. In particular, videos, information sheets and lesson plans to promote positive body image and self-esteem will be available.



Fiona Flynn with The Strypes at the #MoreThanASelfie launch

# Youth Development *(continued)*



Fiona Flynn at the Young Social Innovators Annual Showcase in May

## Other work

Bodywhys continued to provide input to training those who work with young people, through guest lectures on third level courses in psychology, nursing, social work, education, teacher training and youth work. Bodywhys maintained links with community organisations and at events nationwide through talks and information stands. Talks were also delivered to parents as requested through schools or at community mental health events.



# Other Activities



Mary Crean

In November, Harriet delivered two lectures in UCD - one for the Women's and Men's Health module and the latter was as part of Health Across the Lifespan programme. In December, Harriet spoke to the Child Adolescent and Mental Health Service (CAMHS) in Cork, as part of a training day and delivered a talk to Tiglin Residential Treatment Centre in Wicklow.



Helen McSherry

## Training, Education & Talks

In February, Harriet delivered eating disorders training to Samaritans volunteers in Drogheda. Harriet spoke to TCD staff in Trinity Hall. A new intake of Bodywhys support services volunteers were trained in June. In October, Harriet represented Bodywhys at the International Conference on Eating Disorders in Alpbach, Austria, and at Carlow Library, for the Mensana Festival. As part of World Mental Health Day, October 10th, Harriet took part in a mental health panel hosted by Pieta House and Joe.ie.



Students from CBS High School, Clonmel

## Bodywhys Literature and Information Stands

Bodywhys provided information stands at Cycle Against Suicide routes in May and sent literature to all the schools involved. Also in May, Bodywhys had a stand at the Mental Health and Well-being fair in St Patrick's Hospital. Bodywhys was present at Zeminar, a youth event in Dublin, at Blackrock College in October and for an Irish College of General Practitioners meeting in Athlone in November.

# Other Activities *(continued)*

## Fundraising Activities

A number of volunteers took part in the VHI Women's Mini-marathon on Monday June 6th. Bodywhys would like to thank everyone for their support and generosity.



## HUG Fund

Bodywhys were delighted to be chosen as the nominated charity for 2016 of the HUG (Hope U Give) Fund. This fund is a Dun Laoghaire, Rathdown, County Council Staff initiative. An amount of €4,404 was accepted by our CEO at a cheque hand-over in December.



Receiving the HUG Fund cheque from Kevin Treacy

## Annual Awareness Campaign



Eating Disorders Awareness Week (EDAW) ran from February 22<sup>nd</sup> – 26<sup>th</sup>, 2016.

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

- An information stand in St. John of God Hospital.
- Harriet Parsons from Bodywhys and Dr. Terence Larkin from St. John of God Hospital, were interviewed on TV3 on February 21st.
- An Information evening 'Parents and carers who support a loved one with an eating disorder' took place in Cork on February 22<sup>nd</sup>. This was presented by Harriet Parsons, in association with Cork HSE Mental Health Services and the National Clinical Programme for Eating Disorders.
- An open evening for young people and families affected by eating disorders took place in Dublin on February 24<sup>th</sup>.

## Topics addressed at this event included:

### *An Overview of Eating Disorders in Young People*

Prof. Fiona McNicholas, Consultant Child and Adolescent Psychiatrist

### *Supporting Parents - The Self-help Organisation's Perspective*

Harriet Parsons, Services Manager, Bodywhys

### *Eating Disorders in Ireland: Findings from the STEDI Study*

Dr. Cliodhna O'Connor, National University of Ireland, Maynooth  
Dr. Lesley O'Hara, University College Dublin

### *Living with an Eating Disorder*

Ivan Sisk

# Other Activities *(continued)*

## **2016 Eating Disorders Conference - #edconf16**

Supported by Bodywhys, held in St. Patrick's Hospital, and organised by Gerard Butcher, the First National Irish Eating Disorders Conference, took place on February 27th.

Approximately 180 people attended the conference. Topics addressed included:

### ***Immune System Regulation of Weight/Obesity***

Prof. Donal O'Shea, St Vincent's University Hospital, Dublin



Gerard Butcher, Conference Organiser



Breda Naddy, Marie Devine and Parvez Butt, Board of Directors, Bodywhys

### ***New Technologies in the Prevention and Treatment of Eating Disorders***

Prof. Megan Jones, Stanford University, California

### ***Presentations to an Irish Eating Disorders Service – Who are They?***

Dr. Caoimhe Clarke, St Vincent's University Hospital, Dublin

### ***Obesity Policy – The Race We Don't Want to Win***

Dr. Catherine Hayes, Trinity College Dublin

### ***A Virtual Out-Patient Eating Disorder Service in the Carlow/Kilkenny HSE Adult Mental Health Services***

Sean Boland, Coordinator CIEDP, St. Canice's Hospital, Kilkenny

### ***Starting from Ground Zero – The Experience of Building an Eating Disorders Community-based Service***

Anne McKenny, Belfast Health Trust

### ***Eating Disorders: The Support Organisation's Perspective***

Harriet Parsons, Bodywhys



Harriet Parsons, Bodywhys

# 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.



## Cycle Against Suicide

Bodywhys was present at a number of locations along the Cycle Against Suicide route including Tipperary Town, Clonmel and Newcastle, Co. Wicklow.



## Overshadowed

Bodywhys supported *Overshadowed*, a play written by Eva O'Connor (Sunday's Child Theatre). The play told the story of Imogene, a young woman affected by anorexia. The eating disorder was personified on stage through a character called Caol. Other characters featured were Imogene's mother, her sister and a school friend. The play was an insightful, unflinching and at times humorous presentation of the issue of eating disorders and those it affects, directly and indirectly. *Overshadowed* ran in Dublin during the First Fortnight festival in January and countrywide in October and November.

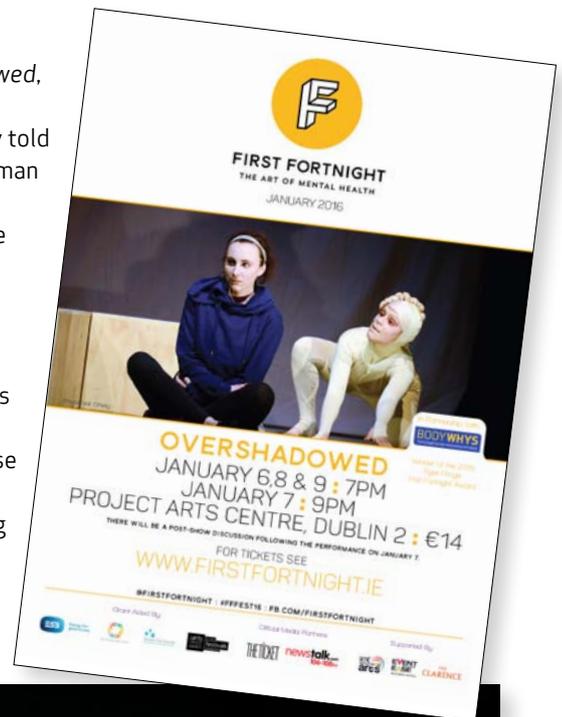


Photo credit: Kieran Frost

*Overshadowed* post show discussion (left to right)  
JP Swaine, Co Founder and Director of First Fortnight  
Harriet Parsons, Bodywhys  
Gemma Hudson, parent  
Eva O'Connor, actor and writer, Sunday's Child Theatre

Background: Actors Maeve O'Sullivan (left)  
and Roseanne Lynch (right)

# Statement of Financial Activities

## for the year ended 31 December 2016

	Unrestricted Funds 2016 €	Restricted Funds 2016 €	Total 2016 €	Total 2015 €
Notes				
<b>INCOMING RESOURCES</b>				
<b>Generated Funds:</b>				
<b>Activities for generating funds</b>				
Unrestricted Grants	256,643	-	<b>256,634</b>	262,870
Restricted Income Grants	-	34,846	<b>34,846</b>	44,488
<b>Investment Income</b>	<b>2</b>	<b>35</b>	<b>35</b>	2,108
<b>Charitable Activities:</b>				
Donations and Other Voluntary Income	2,353	-	<b>2,353</b>	3,337
<b>Total Incoming Resources</b>	<b>259,031</b>	<b>34,846</b>	<b>293,877</b>	<b>312,803</b>
<b>Resources Expended</b>				
Costs of Generating Funds	-	-	-	39,630
Governance Costs	3,936	-	<b>3,936</b>	3,936
	3,936	-	<b>3,936</b>	43,566
<b>Net Incoming Resources available for charitable application</b>	<b>255,095</b>	<b>34,846</b>	<b>289,941</b>	<b>269,237</b>
<b>Resources Expended on Charitable Activities</b>				
Cost of Charitable Activity	243,950	-	<b>243,950</b>	-
Restricted Grant Expenditure	-	39,835	<b>39,835</b>	32,515
Operational Costs	11,914	-	<b>11,914</b>	224,511
	255,864	39,835	<b>295,699</b>	257,026
<b>Total Resources Expended</b>	<b>259,800</b>	<b>39,835</b>	<b>299,635</b>	<b>300,592</b>
Gross transfers between funds	-	-	-	-
<b>Surplus/(deficit) for the year</b>	<b>(769)</b>	<b>(4,989)</b>	<b>(5,758)</b>	12,211
<b>Net movement in funds for the year</b>	<b>(769)</b>	<b>(4,989)</b>	<b>(5,758)</b>	12,211
<b>Reconciliation of funds</b>				
Balances brought forward at 1 January 2016	289,060	22,093	<b>311,153</b>	298,942
<b>Balances carried forward at 31 December 2016</b>	<b>288,291</b>	<b>17,104</b>	<b>305,395</b>	<b>311,153</b>

Approved by the trustees and signed on their behalf on 30<sup>th</sup> June 2017 by:

**HENRY BLAKE**    **PARVEZ BUTT**  
Director            Director

# Balance Sheet

as at 31 December 2016

	Notes	2016	2015
		€	€
<b>CURRENT ASSETS</b>			
Cash at bank and in hand		323,929	326,513
<b>Creditors: Amounts falling due within one year</b>	<b>6</b>	<u>(18,863)</u>	<u>(15,360)</u>
<b>Net Current Assets</b>		<u>305,066</u>	<u>311,153</u>
<b>Total Assets less Current Liabilities</b>		<u>305,066</u>	<u>311,153</u>
<b>FUNDS</b>			
Restricted Trust Funds		17,104	22,093
Unrestricted Designated Funds		226,730	226,730
General Funds (unrestricted)	<b>9</b>	<u>61,232</u>	<u>62,330</u>
<b>TOTAL FUNDS</b>		<u>305,066</u>	<u>311,153</u>

The financial statements were approved by the trustees and signed on their behalf on 30<sup>th</sup> June 2017 by:

**HENRY BLAKE**    **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 2016. Your interest in and support of our work is much appreciated.

Department of Health and Children

Double Dutch Design – Gabie Devaney

ESB Electric Aid

Health Service Executive and Staff

HUG Fund

National Office for Suicide Prevention & Staff

Niamh McNamara PhD

St. John of God Brothers - Management Team & Order

# Company Information

Company Information as of  
31<sup>st</sup> December 2016

## **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

## **Bodywhys Team (2016)**

Jacinta Hastings, Chief Executive Officer  
Harriet Parsons, Services Manager  
Mary Crean, Administrator  
Helen McSherry, Acting Administrator (part-time)  
Fiona Flynn, Youth Development Officer  
Barry Murphy, Communications Officer

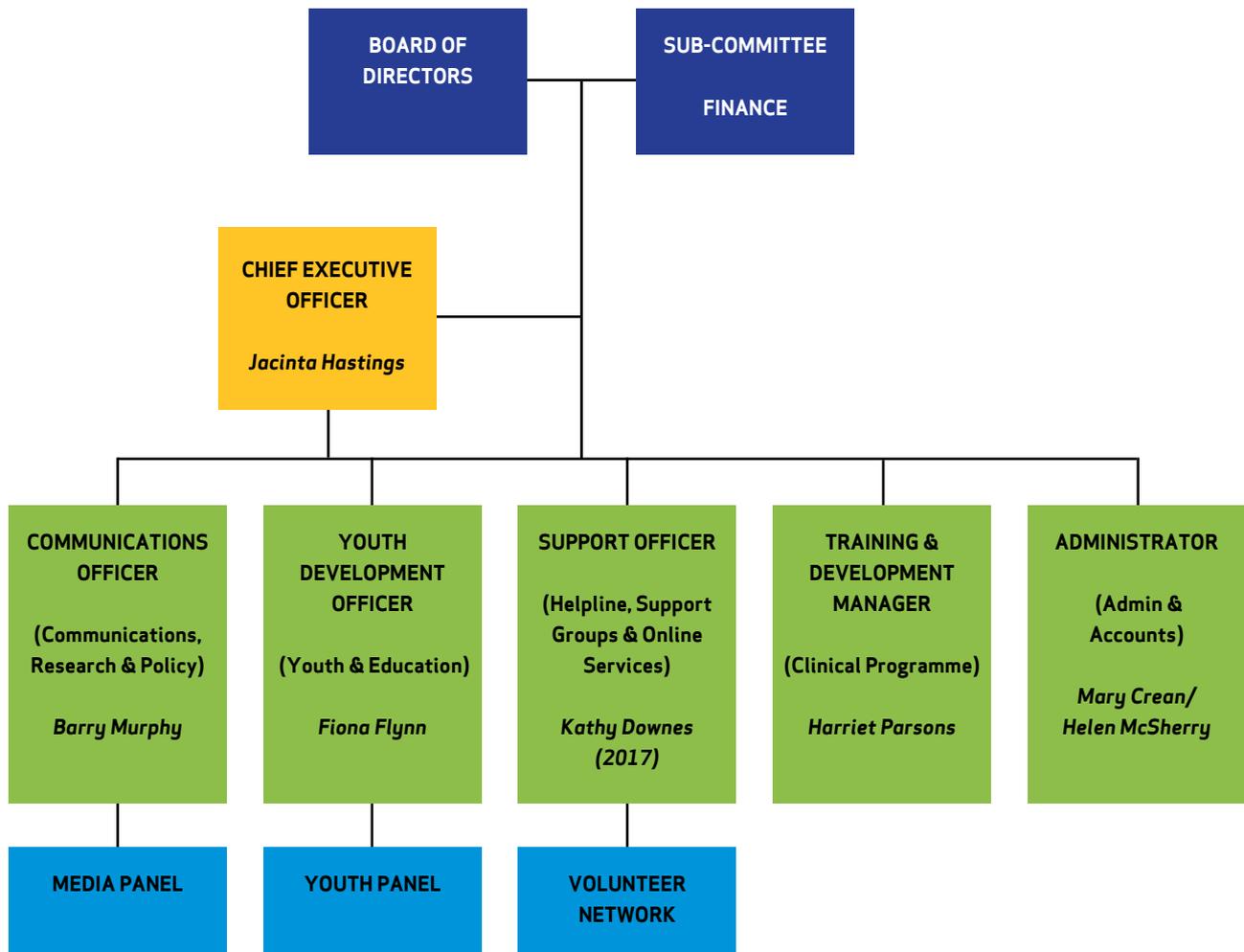
# Mission Statement

“our mission is to ensure support, awareness and understanding of eating disorders amongst the wider community as well as advocating for the rights and and healthcare needs of people affected by eating disorders”

# Strategic Goals



# Organisation Chart



# Notes

# Notes

# Notes



# BODYWHYS

The Eating Disorders Association of Ireland

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

**T** +353 1 283 4963

**E** [info@bodywhys.ie](mailto:info@bodywhys.ie)

[www.bodywhys.ie](http://www.bodywhys.ie)

LoCall Helpline: 1890 200 444

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