



Strategic Plan **2022-2025**



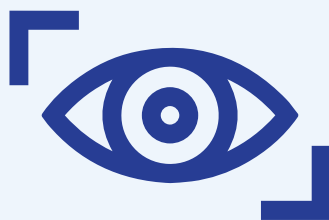
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Our Vision

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



Our Mission

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

Our Ethos



People with eating disorders can and do recover. The organisation strives to empower people affected by eating disorders to access information, support and treatment.



People with eating disorders have a right to have their healthcare needs met including access to appropriate information, quality services and choices in treatment provision.



People have a right to be treated with respect and in confidence.



An eating disorder should not be a cause of discrimination, stigmatisation, or prejudice in any form, nor should it inhibit the individual's right of equal access to opportunities available to any other member of society.



It is important to foster partnerships and collaborative approaches with all relevant agencies, organisations, and other stakeholders.



The concept and practice of volunteering is a strength to the organisation and believes that volunteers have a central and fundamental role to play in the ongoing development of Bodywhys.



Strategic Aim 1

To respond to people with eating disorders and their family members and carers through support, information, resources and education.

Bodywhys will continue to provide, expand, and develop services as appropriate, including:

- ✓ A national helpline
- ✓ Online support services
- ✓ A family support package
- ✓ The provision of up-to-date information and resources
- ✓ The ongoing development of education, awareness and outreach services
- ✓ Resources and information for specific groups affected by eating disorders
- ✓ Strengthening partnerships and links with other agencies and personnel



Post-pandemic considerations

- ✓ To identify, recognise and bring awareness to post-pandemic protective factors for eating disorders and body image
 - ✓ To further adapt the organisation's support services, where necessary
-





Strategic Aim 2

To advocate for specialist healthcare provision for people with eating disorders

Bodywhys will achieve this by:

- ✓ Inputting into policy submissions
- ✓ Calling on the implementation of the recommendations in *Sharing the Vision – a Mental Health Policy for All* as it relates to eating disorders
- ✓ Calling for and supporting the full implementation of the NCP-EDs to create specialist teams for children, adolescents and adults in Ireland
- ✓ Ongoing engagement with eating disorder providers in the private sector

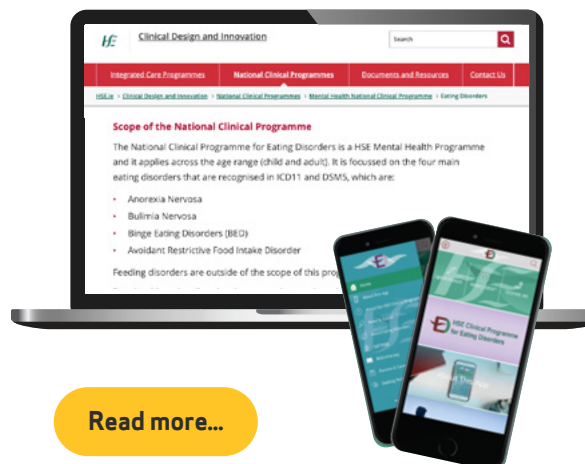


Sharing the Vision A Mental Health Policy for Everyone



[Read more...](#)

HSE's National Clinical Programme for Eating Disorders (NCP-ED)



[Read more...](#)



Strategic Aim 3

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

Bodywhys undertakes to continue:

- ✓ To develop a partnership approach to promote the needs of people affected by eating disorders
- ✓ The development of education and awareness programmes
- ✓ The development and ongoing support needs of consumer panel/fora
- ✓ The ongoing development of media guidelines and media training on eating disorders and related issues
- ✓ To develop a multimedia toolkit





Strategic Aim 4

To address the needs of young people in relation to eating disorders and to educate those working with them.

Bodywhys is committed to the:

- ✓ Provision of age appropriate information, resources and supports
- ✓ Ongoing development of prevention programmes with particular focus on primary and post-primary schools
- ✓ Ongoing collaboration with youth agencies
- ✓ Provision of training, workshops and talks, on request
- ✓ Ongoing development of the dedicated body image website





Strategic Aim 5

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

Bodywhys will continue to work to:

- ✓ Secure the resources and build the reserves required to successfully implement the strategic aims of Bodywhys
- ✓ Ensure that Bodywhys is well resourced with competent personnel (Trustees, staff, volunteers) who are committed to the vision, mission, ethos and work of the organisation
- ✓ Enable the active participation of people with eating disorders, their family and friends, within the organisation
- ✓ Promote good governance
- ✓ Ensure good practice in all areas within the organisation
- ✓ Develop improved systems to measure impact
- ✓ Collaborate with other agencies including international organisations





Strategic Aim 6

To enable valid and evidence-based research into eating disorders and related issues

Bodywhys will meet its research objectives by:

- ✓ Developing a research strategy
- ✓ Applying evidence-based research to inform services
- ✓ Providing training and development opportunities for Trustees, Staff and Volunteers
- ✓ Supporting research opportunities as appropriate
- ✓ Developing research contacts



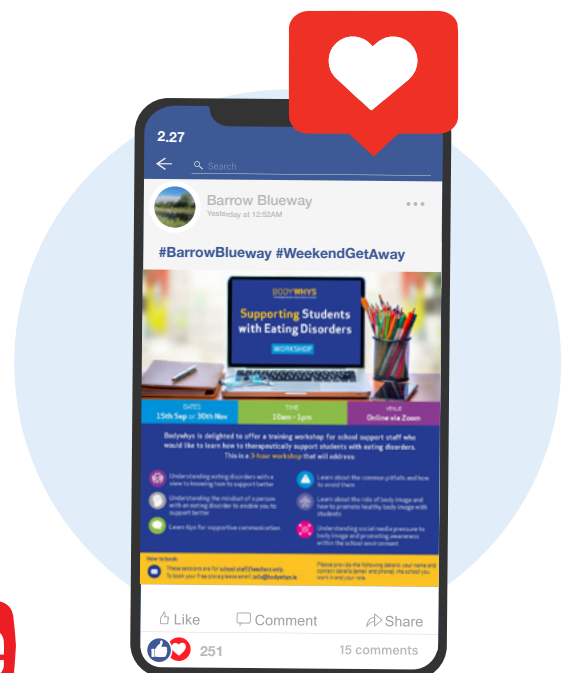


Strategic Aim 7

To promote online safety related to eating disorders

Bodywhys will meet this objective by:

- ✓ Engaging with social media platforms in Ireland and offering guidance related to eating disorders
- ✓ Supporting calls for regulation of harmful online content in Ireland
- ✓ Reporting concerns to platforms, website hosts or www.hotline.ie
- ✓ Continuing to attend meetings with international eating disorders organisations
- ✓ Develop Digital Literacy Guidelines



Stakeholder Engagement



About Bodywhys

Founded in 1995, Think Bodywhys CLG, trading as Bodywhys – the Eating Disorders Association of Ireland, is the national organisation supporting people affected by eating disorders including to families and friends.

We provide a range of non-judgemental support services as well as information, education, training and youth specific resources.

Bodywhys is the support partner to the HSE's National Clinical Programme for Eating Disorders (NCP-ED).

Think Bodywhys CLG is a registered charity in Ireland.

Registered Office: 18 Upper Mount Street, Dublin 2

Registered Charity Number (RCN): 20034054

Companies Registration Number: 236310

CHY (Revenue) Number: 11961



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This Strategic Plan 2022 – 2025, was approved by the Trustees
at the Board Meeting held on 15th December, 2021

BODYWHYS

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Seirbhís Sláinte
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á Forbairt

Building a
Better Health
Service