



Annual Report

2022

BODYWHYS

The Eating Disorders Association of Ireland

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 ”

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Chairman & CEO's Report



Parvez Butt
Chairman



Jacinta Hastings
CEO

It is my great pleasure to present the Bodywhys Annual Report for 2022, which serves as a comprehensive overview of our activities, achievements, and impact throughout the past year. This Annual Report will showcase the work of Bodywhys and demonstrate our commitment to transparency and accountability.

From the outset, we remember with sadness, our friend and colleague, Marie Devine, RIP, who died on 7th February 2022. A separate appreciation to Marie is included in this Annual Report.

Since the organisation's inception in 1995, our unwavering commitment to supporting people affected by eating disorders has always been at the heart of our mission. Every year since then, we have continued to provide essential support services, raise awareness, and advocate for the provision of appropriate, accessible eating disorder services and resources. Throughout the coming years, Bodywhys will continue to advocate for specialist healthcare provision for people with eating disorders. We will continue to build on public awareness activities aimed at challenging discrimination and stigma.

This Annual Report offers an in-depth analysis of the impactful support provided as well as initiatives introduced, through collaborative efforts, co-production, and partnerships throughout the year. As you will see, we are constantly reviewing our services and expanding initiatives to meet rising needs

as identified. An example being the Bodywhys Family Support Package, which provides ongoing support, psychoeducation, and skills training to those caring for someone with an eating disorder. As well as offering the PiLaR programme, families can now avail of follow-on support structures, including the New Maudsley Carer Skills Training.

Our support services are an essential part of who we are as an organisation. All our support services are based on the principle that we recognise an eating disorder is not just about food or weight but concerns underlying issues and feelings specific to the person. In 2022, new initiatives included a men's online support group, a student online support group and a new virtual support group. To strengthen the provision of our support services, new volunteers were recruited and trained, and we thank them sincerely for the time and effort they give to Bodywhys. Online support is a growing part of our services with over 75% of contacts to Bodywhys via online services. Our helpline saw a 9% increase over the previous year, and our email service, alex@bodywhys.ie, is also continuing to grow in demand.

Reflecting over the past few years, like everyone, we found ourselves faced with the significant impact of COVID-19 from 2020. The Bodywhys team of staff and volunteers adapted to remote working, ensuring that services took priority during this challenging time as eating disorders increased in presentation and severity, particularly amongst young people. During 2022, still dealing with the increased demand for our services as a consequence of COVID-19, our team changed and expanded, and a blended working policy was introduced. Post-pandemic, the staffing format was re-structured to accommodate a central office team with a regional team operating remotely. A hybrid/blended working model was introduced to sustain a work-life balance while meeting the essential needs of the organisation. Across each department in Support Services; Training & Development; Youth Development; Research & Policy; Communications; Finance & Administration, and under the leadership of our CEO, the new model is working successfully with regional opportunities offering a greater reach. Despite the challenges posed with a new working framework, our dedicated team, once again, have enabled us to adapt and continue our vital work in supporting people affected by eating disorders across the country.

Change, of course, is inevitable and during the year, we said goodbye to Ruby Whyte as she took up a full-time study opportunity. We welcomed Maja Dumana as Office Manager. It



was with great excitement that we were able to expand the team by recruiting two new posts of Regional Development Officers. Shauna McGroarty joined the team in November, with a second Regional Development Officer due in early 2023. These new appointments strengthen the Youth Development Team, under the management of Fiona Flynn, Youth Development Manager.

Despite the challenges we faced during the year, the issue of governance remains a key issue for Bodywhys to attain compliance with the Charities Governance Code. Approved in December 2021, a new Strategic Plan 2022-2025 sets out clearly the course of action for the coming years. A broad stakeholder engagement was undertaken, and the views of those who contributed are reflective of service users, trustees, staff, volunteers, partners, and supporters in mental health. Each of our seven strategic objectives will be advanced through the lens of our mission, vision, and ethos to guide us to continue to provide, expand and develop services as we navigate

the way ahead. Bodywhys strives to bring best practice into all of our work and to evaluate our services to inform improvement and change.

Finally, I wish to pay tribute to my fellow Trustees who continued with their duties, in challenging times, with dedication and commitment. We, of course, recognise with sincere thanks the incredible efforts of the Bodywhys team of staff and volunteers, to ensure that all of our support services were delivered with minimum disruption through innovation and dedication. This is my last Annual Report as I will be handing over the Chairing role to Sene Naoupu, who I know will continue to steer Bodywhys on a steady path.

Parvez Butt
Chairman

Jacinta Hastings
Chief Executive Officer



Marie Devine RIP

An Appreciation by Jacinta Hastings, CEO

It was with incredible shock and sadness, that we learned of the unexpected death on 7th February, 2022 of our longtime volunteer, and fellow Board member, Marie Devine, RIP.

Marie was a dedicated, long-term volunteer of Bodywhys who was involved at all levels of the organisation at various times, from a support group facilitator to a serving board member at the time of her death.

Marie had an unwavering commitment to Bodywhys and made an invaluable contribution through insightful, and sometimes challenging, discussions and decisions. Marie inputted into the strategic direction and contributed with insight, oversight and experience at all times.

Marie was always ambitious for the growth of Bodywhys, constantly looking for new and innovative additions to Bodywhys and indeed the greater mental health community.

Marie represented Bodywhys at Mental Health Reform's (MHR) grassroots forum and on the 'Speak Out Project' to empower experts by experience to discuss all aspects of mental health. Nominated by Bodywhys, Marie served a term of office as a member on the Mental Health Commission.

Dr. Parvez Butt on behalf of the Board;



I recollect Marie's enthusiasm and contributions to the challenges of awareness creation, particularly in the early years of Bodywhys. Marie attended many conferences and external meetings representing Bodywhys nationally, and on occasion, internationally. Marie's commitment to the work of Bodywhys was unstinting, so much so that

in recent times she continued with her input and attendance at meetings and events whilst undergoing medical treatment and hospitalisation. Marie will be remembered fondly for her passion for her beliefs. On behalf of the Board, volunteers and staff of Bodywhys, we extend our sincerest sympathies to Marie's family and friends. May she rest in eternal peace."



Marie was always ready to help in any way she could, and I learned a lot from her."

Harriet Parsons, Training & Development Manager



Marie was a committed and empathetic volunteer, providing support and understanding to many service users.

For many years Marie was a support group facilitator. She facilitated Dublin groups for people with self-experience of eating disorders, and another for families and friends. Marie also assisted in training volunteers on this service.

Alongside this, Marie was a SeeMySelf supporter, our online programme, offering assistance and a listening ear to those on the service."

Kathy Downes, Support Services Manager

Ar dheis Dé go raibh a hanam. 



Overview of Services

Overview of Services



*Kathy Downes
Support Services
Manager*



*Terri Coffey
Support Services
Officer*



*Christopher Cash
Support Services
Officer/Admin Support
Officer*

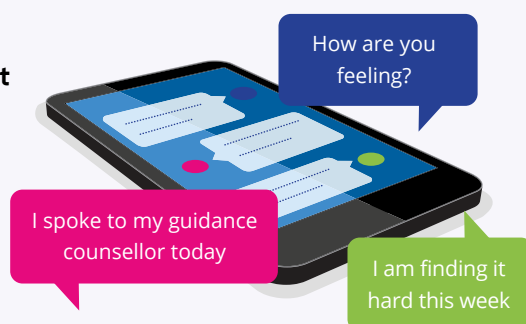
The support services are an essential part of who we are as an organisation. All our support services are based on the principle that we recognise an Eating Disorder (ED) is not just about food or weight, but concerns underlying issues and feelings specific to the person. Each person can use our services whenever, and as often as they wish, whether they are engaged in treatment or not.



The COVID-19 pandemic made a sizeable impact on the Bodywhys services, and in 2022 we continued to support People with Eating Disorder (PWED), and their loved ones, through the repercussions of this uncertain time.

This year saw Bodywhys expanding supports, introducing:

- ✓ a **men's online support** group
- ✓ a **student online support** group and
- ✓ a new **virtual support** group.



Our ethos is to provide non-judgemental understanding to everyone who contacts us. Each service, in its own way, provides a 'listening ear', offering compassion and respect for everyone's personal journey. We also place importance on providing extensive up-to-date information and psychoeducation.

Smooth running of all the support services is sustained by our dedicated **volunteer team**.

In 2022, we trained new volunteers who gave generously of their time, and refined their skills before joining our team of volunteers. This year we saw an increase in our volunteer body, with the number of active volunteers doubling in 2022, to 64. We want to wholeheartedly acknowledge our volunteers for the commitment they bring to our support services. As always, it is with much gratitude that Bodywhys recognises the immense contribution that all our volunteers offer the organisation.

They personify the Bodywhys ethos to ensure that the support and information we provide is offered in a non-judgemental way.

We would like to thank each one of them for the personal time and diligence they have given the service users and organisation in 2022.

THANK YOU!

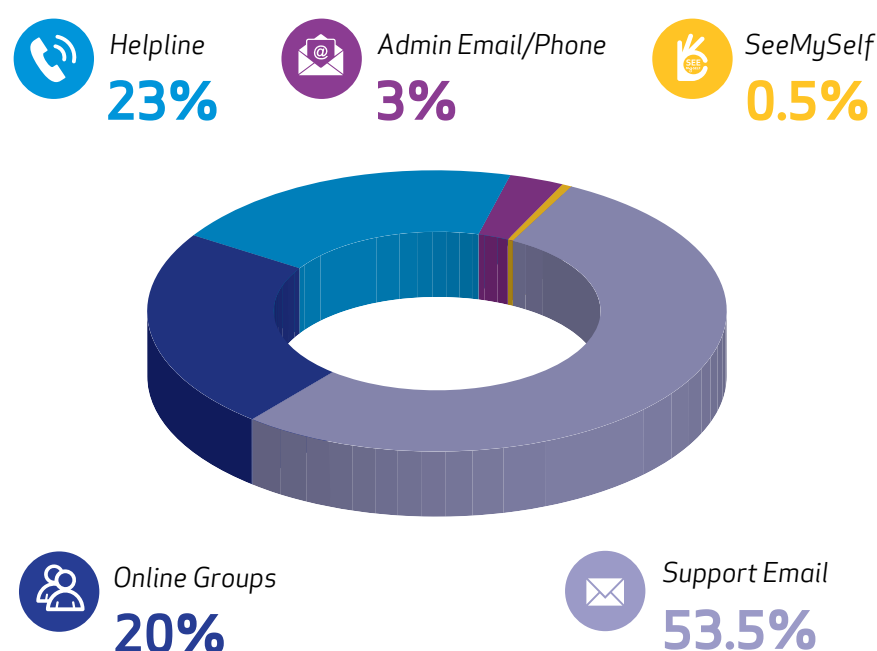


Each support service is used by a wide range of people, navigating their way through the experience of an eating disorder.

This might be a person who has self-experience of an eating disorder, or a family member looking for guidance to help them support their loved one. Important to us, is that everyone is treated as unique in their own experience of an eating disorder.

Looking at the breakdown of services, Figure 1 tells us that online support is a growing part of our service, with over 75% of contact to us done so online.

Figure 1. Shows the breakdown of how people contacted us for support in 2022





Helpline

Helpline

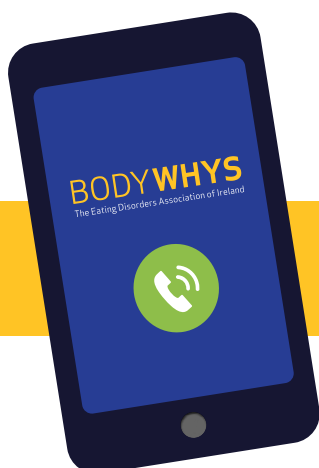
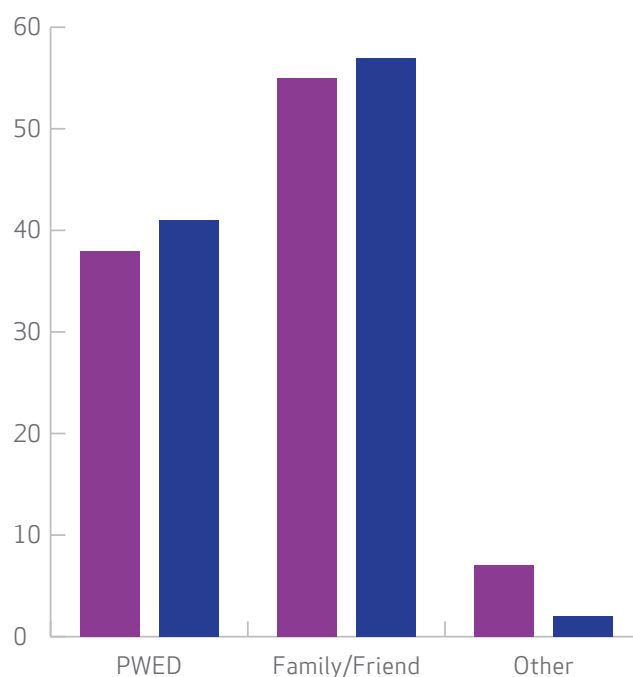
The aim of the helpline is to deliver safe, non-judgemental listening and support, along with the provision of up-to-date clear guidance and information, to people affected by eating disorders. The Bodywhys helpline in 2022 operated for 2 hours per day, 4 days per week, and offered a call back service outside these times. We received a total of 959 helpline calls in 2022, which increased by 9% from 2021.

We do not always know whether a person is calling the helpline for the first time, or if they use the service repeatedly. In the case when we do know, we found that 281 people, or 76% of callers, were calling us for the first time, and 86 people, or 23%, were repeat callers.

Generally, calls to our helpline can be broken down into calls from a person needing support for themselves, or from family and friends who are supporting a loved one. Figure 2 shows, when we know the type of contact, who called the helpline in 2022. As noted, the percentage increase of family and friends calling the helpline is growing yearly.

Figure 2: Who contacted the helpline?

| | 2021 | 2022 | |
|------------------|------|------|-------------|
| PWED: | 38% | 41% | 180 callers |
| Family / Friend: | 55% | 57% | 250 callers |
| Other: | 7% | 2% | 7 callers |



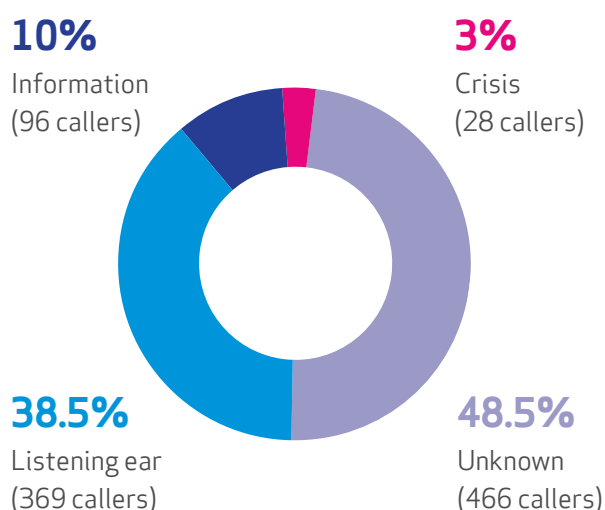
01 210 7906

2 Hours
Per Day

4 Days per
Week

Of course the content of calls on the helpline can vary, depending on the service user's needs. We can see in Figure 3 below, that when we do know why people called, most service users call for a listening ear.

Figure 3: Why did people call the helpline?



We know that eating disorders are not just a female issue. Figure 4 outlines, when we know, the gender of the person with an eating disorder.

Figure 4: Gender of the person with an eating disorder

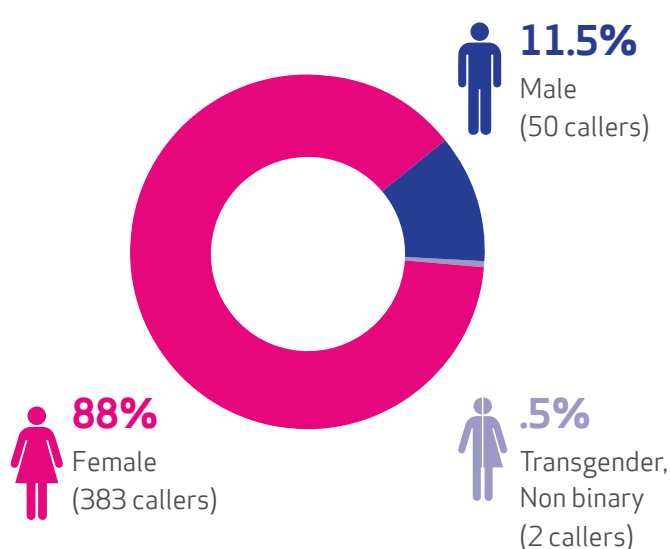
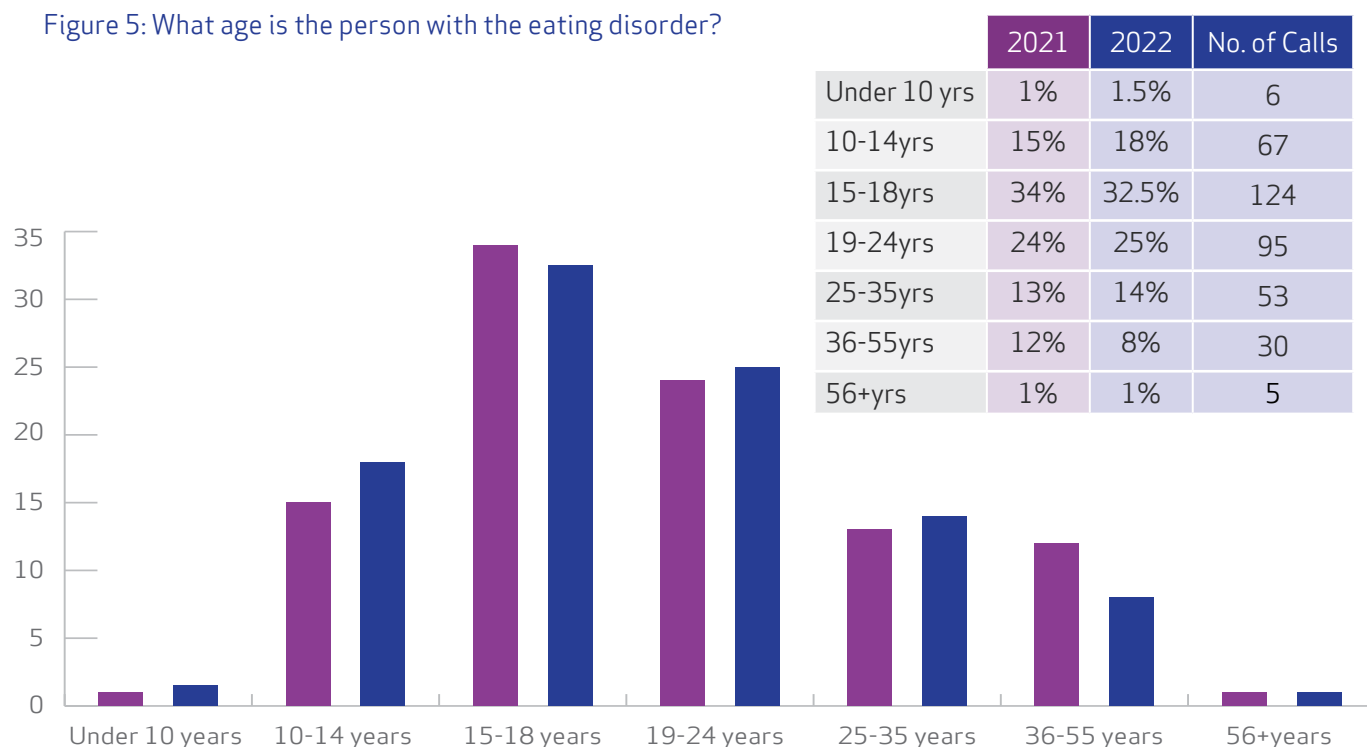


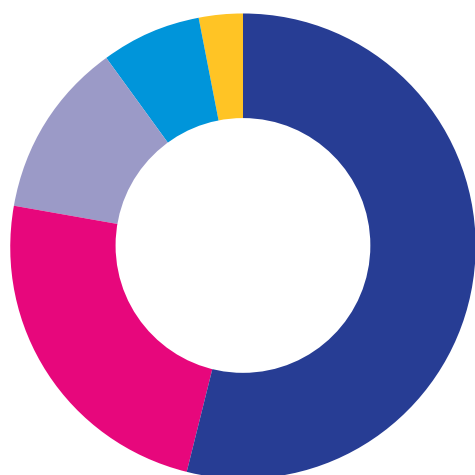
Figure 5 shows us, when disclosed (in 380 calls), the age of the person with an eating disorder. This year saw an increase of calls within the 10-14 age range, which account for almost 20% of calls.

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



People do not need to have a diagnosis to use our support services. In Figure 6, we have looked at the breakdown of types of eating disorders, in 359 of calls, when the caller has named a specific eating disorder.

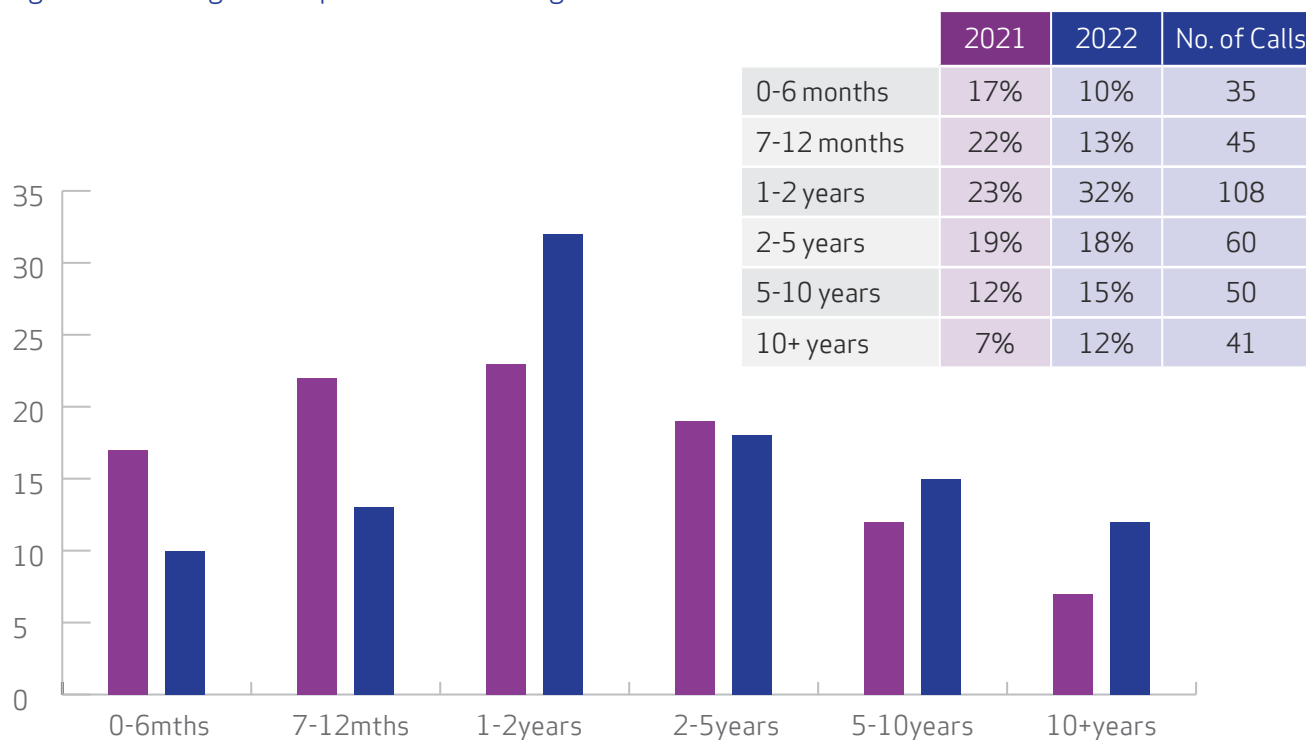
Figure 6: What type of eating disorder?



| | 2022 | No. of People |
|------------------|------|---------------|
| Anorexia Nervosa | 54% | 195 |
| Bulimia Nervosa | 24% | 85 |
| BED | 12% | 43 |
| EDNOS/OSFED | 7% | 24 |
| ARFID | 3% | 12 |

In Figure 7 below, we look at how long a person has had an eating disorder. Again the figures are taken from the number of calls when we know duration - in this case, 339 calls. In 2022 there was a notable increase in the amount of calls we received from people who had been experiencing an eating disorder for the past 1-2 years.

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



We do not always know whether callers are in treatment at the time of calling. In Figure 8, we can look at the overall breakdown of treatment engagement from people who used the helpline.

Breaking down further the 200 calls when we do know if a person is in treatment, Figure 9 shows types of treatment with which those callers are engaged. Notably, 70 people, or 35% of these callers were also using Bodywhys support services on an ongoing basis.

Figure 8: In Treatment

4%

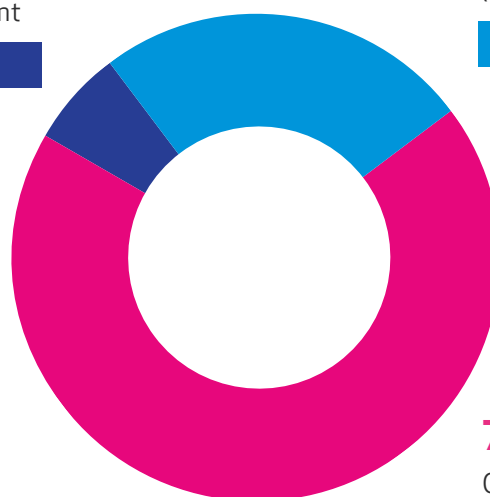
In Treatment

36 people

21%

Current Treatment
(None)

200 people



75%

Current Treatment
(Unknown)

723 people

Figure 9: Type of Treatment



| | 2022 | No. of Calls |
|--------------------------------|-------|--------------|
| GP only | 34% | 69 |
| Psychotherapy | 15% | 30 |
| GP + Psychotherapy | 7% | 14 |
| GP + Psychotherapy + Dietitian | 5.5% | 11 |
| Hospital | 6% | 12 |
| CAMHS* | 19% | 37 |
| AMHS* | 13.5% | 27 |

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

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

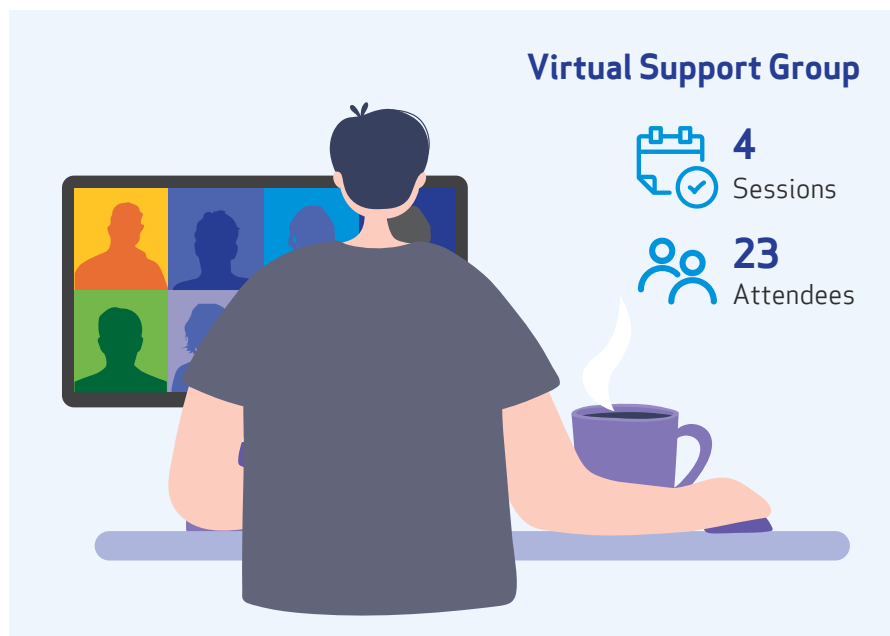


Online Support Groups

At Bodywhys, we run a number of online support groups. BodywhysConnect, an adult group for those aged 19+ yrs, and YouthConnect, a separate group for adolescents (13-18 yrs) are chat-based online support groups, giving attendees the comfort and privacy of anonymity, whilst being able to receive and give support to other attendees within the groups. Like all our services, these groups are facilitated by trained Bodywhys volunteers, and supervised by our Support Services Manager. In 2022, 641 participants attended the adult group, and 174 participants attended the teen group (see figure 10)

In 2022, Bodywhys launched a number of new online support groups. During Men's Health Week in June, we launched our **Men's Support Group** which takes place monthly. This group provides understanding, support and information to those who identify as male and may be experiencing the stigma that has been a barrier to help-seeking. During 2022, the group ran 6 times, and had 13 attendees.

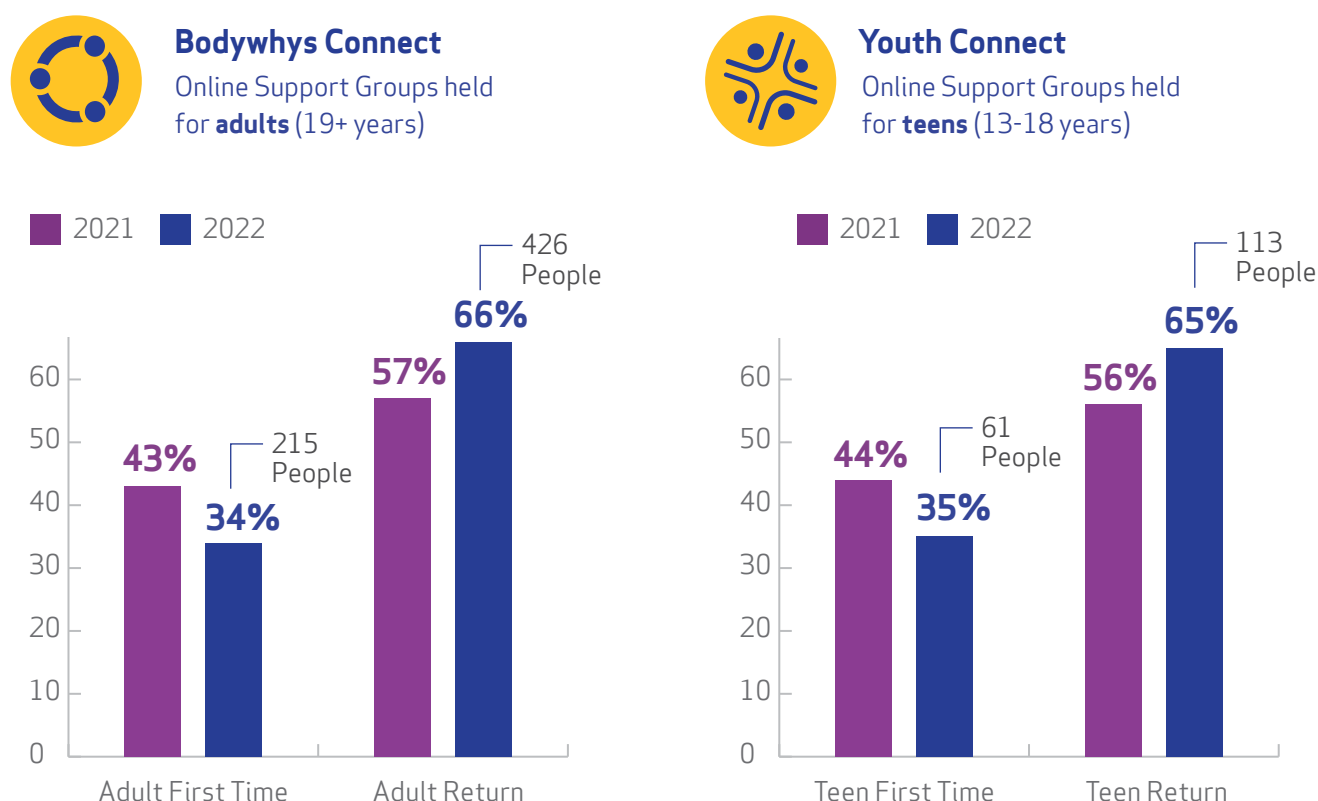
October saw the launch of our monthly **Student Support Group** (19+) and welcomed 10 participants. At Bodywhys, we appreciate the challenges that are specific to students who are trying to manage an eating disorder. This group is a space where people can avail of mutual support and share personal experiences that may be unique to students during the transition to third level and university/college life.



Bodywhys also launched its first **Virtual Support Group** (18+), which runs fortnightly, and enables participants to see and hear one another - the first group of this kind since our in-person support groups were suspended during COVID-19. Since the service was established in October, 23 people have joined us, highlighting the demand for a space where people can feel an increased sense of connection.

Taking a look at those who used the adult online chat-based support groups (BodywhysConnect, the Men's Group, and the Student support group) in 2022, as well as those who used the Teen online support group, Figure 10 shows the breakdown in those attending for the first time and those who are returning to the groups. Both the Adult and Teen groups saw an increase of return users this year.

Figure 10: First time or Return?

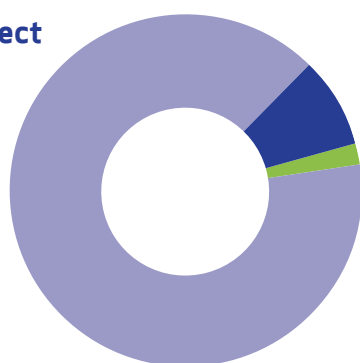


Taking a closer look at who attended the groups, Figure 11 shows the genders with which the participants of the groups identified.

Figure 11: Gender of online group users

Bodywhys Connect

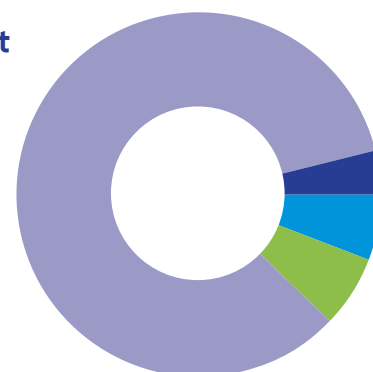
Online Support Groups held for **adults** (19+ years)



| | 2022 | No. of People |
|-------------|-------|---------------|
| Male | 8.6% | 55 |
| Female | 89.6% | 574 |
| Transgender | 0.1% | 1 |
| Non-binary | 1.7% | 11 |

Youth Connect

Online Support Groups held for **teens** (13-18 years)



| | 2022 | No. of People |
|-------------|------|---------------|
| Male | 4% | 7 |
| Female | 84% | 146 |
| Transgender | 6.3% | 11 |
| Non-binary | 5.7% | 10 |

Figure 12: Type of Eating Disorder?

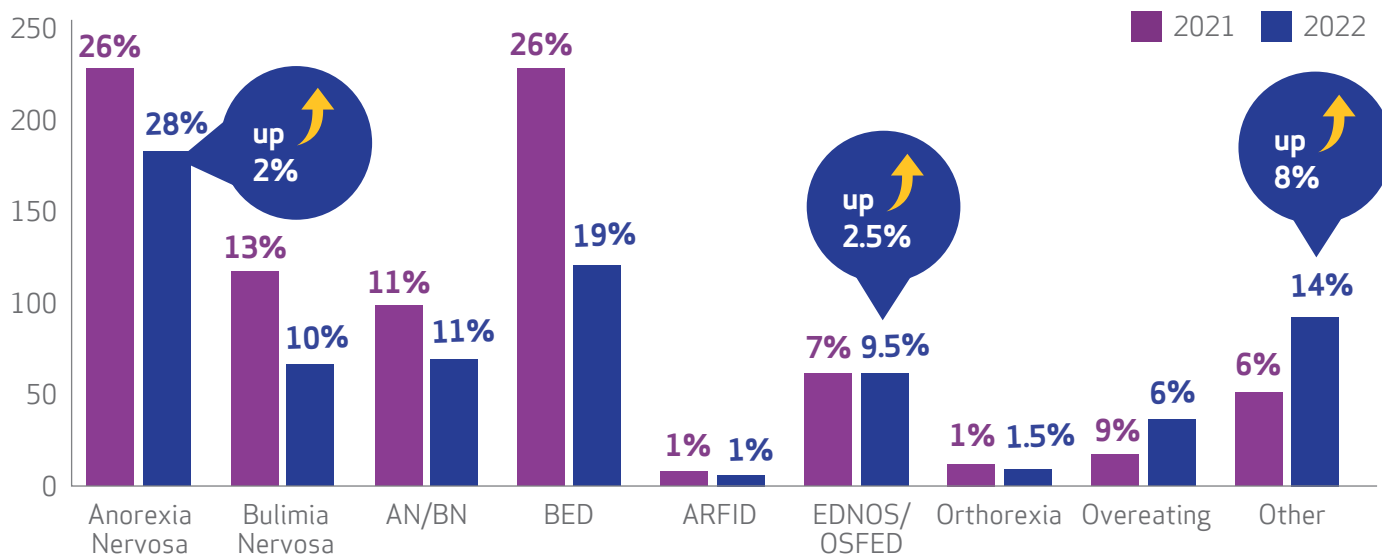
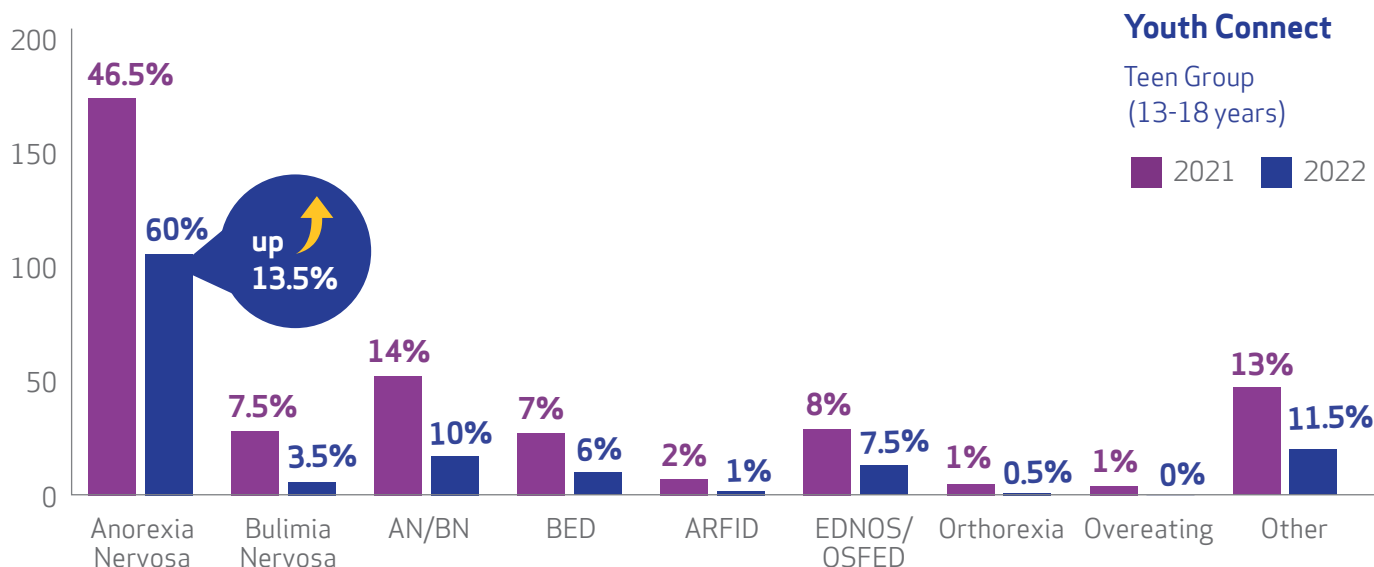


Figure 13: Type of Eating Disorder?



BodywhysConnect:

As seen in the previous year, the vast majority (28%) of service users who attended the adult groups reported being affected by anorexia nervosa, a proportional increase of 2% from 2021. The next most commonly reported eating disorder types, as outlined in Figure 12, were binge eating disorder (19%) and bulimia nervosa (10%). In 2022, we saw a 2.5% proportional increase in service users experiencing EDNOS/OSFED, and a significant 8% proportional increase in reports of those identifying with an 'other' type of eating disorder.

YouthConnect:

In 2022, 60% of those who attended the teen group experienced anorexia nervosa, which is a proportional increase of 13.5% from the year 2021. As seen in Figure 13, the next most commonly reported eating disorder types amongst this group in 2022 were EDNOS/OSFED (7.5%) and binge eating disorder (6%). One distinction between our groups is attendance by people experiencing binge eating disorder which was noticeably more common in the adult groups.

When registering for the groups, users are asked to choose an age category into which they fall. Looking at the adult group by age, we see that most users are over 25 yrs.

Figure 14: What age are the adult users?

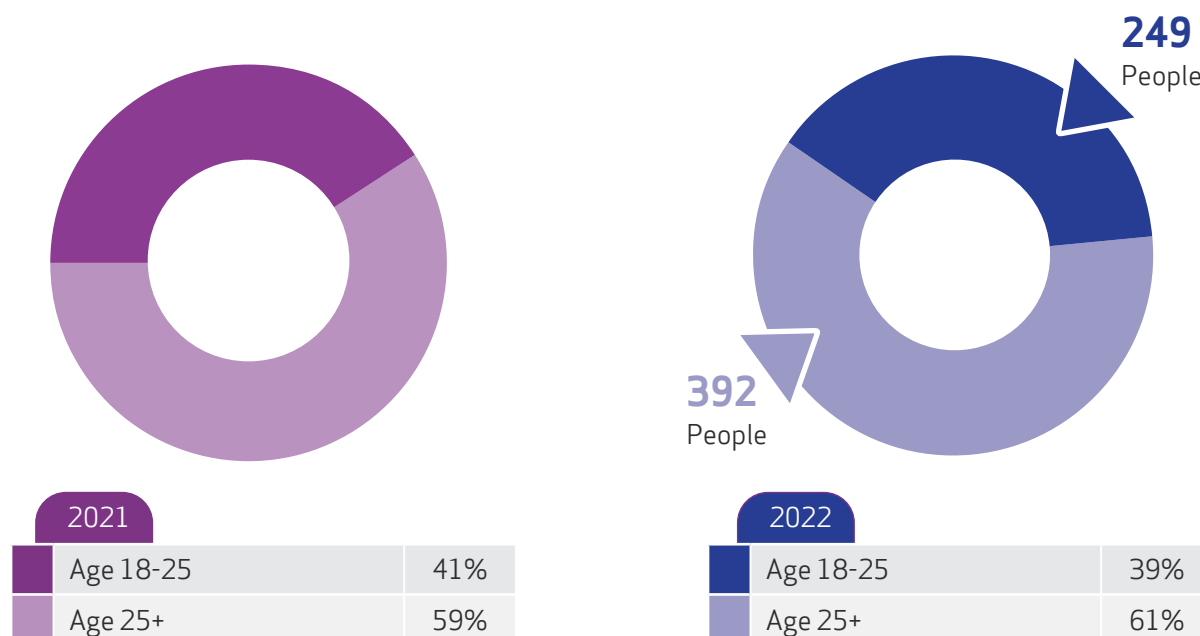
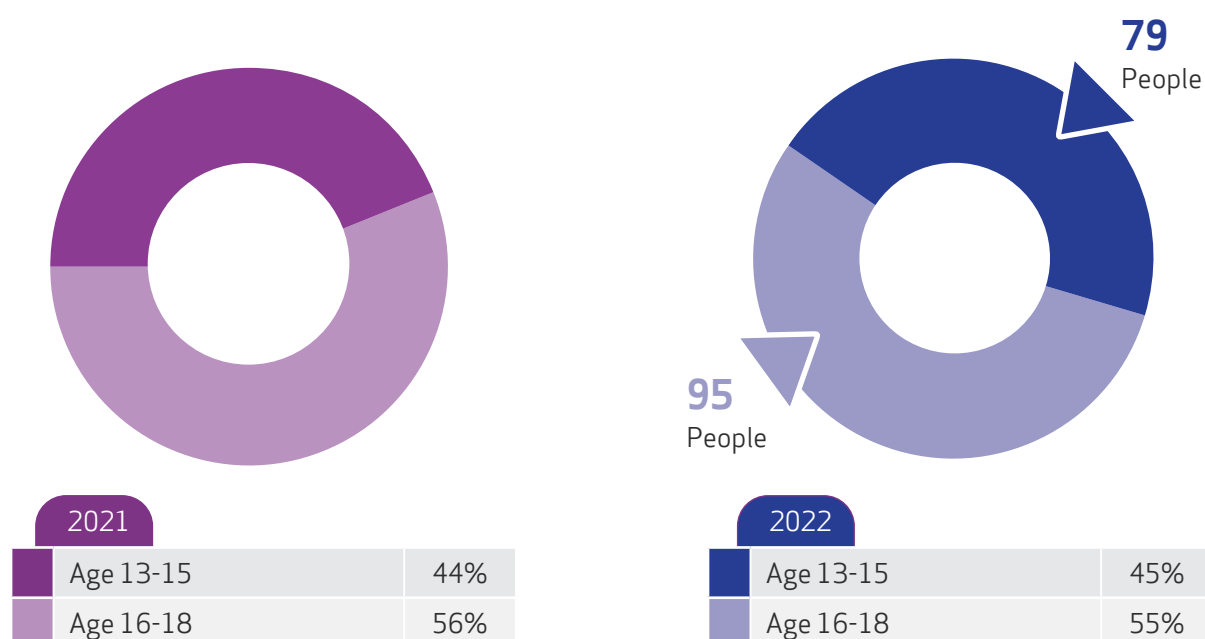


Figure 15 shows the breakdown in age on our teen group.

Figure 15: What age are the teen users?





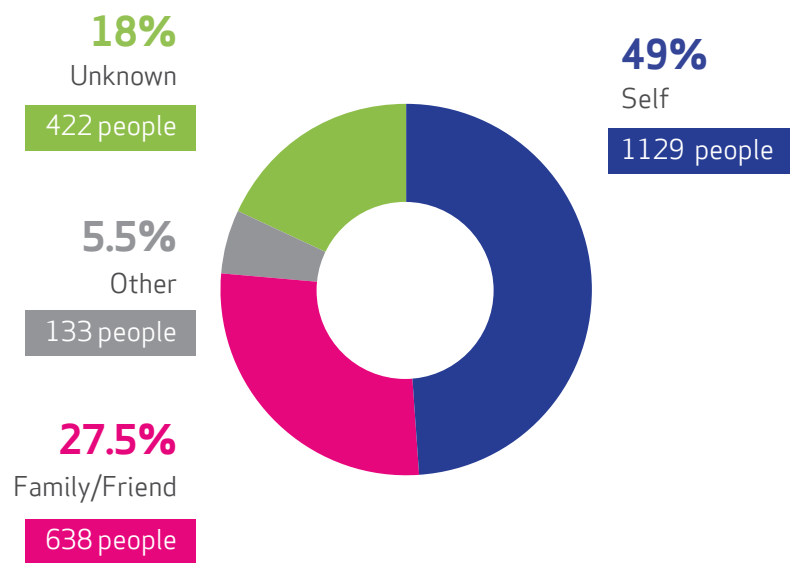
Email Support

'Alex' is a group of volunteers who write our support email replies. We receive a large volume and a wide variety of emails to this service, and this service saw huge growth during the COVID-19 pandemic, with 2,322 support emails received in 2022.

Emails are used by many to express and work through thoughts and feelings, and by others who might need guidance and specific information. "Like a helpline call in an email", is one way of describing our email support service. All replies are reflective, non-directive, and written specifically for the person who has emailed.

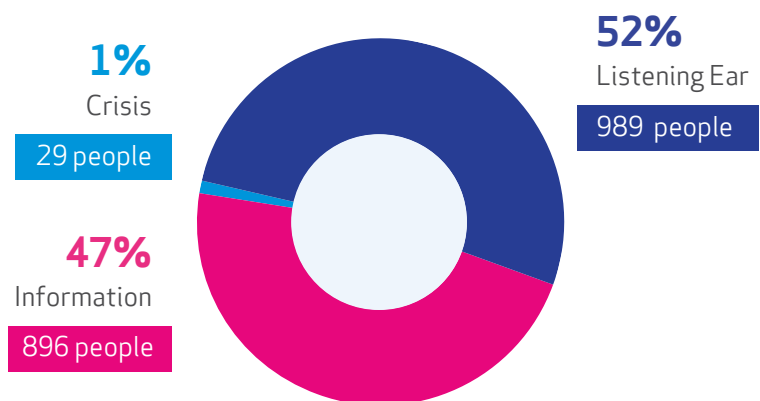
In Figure 16, we look at the breakdown of who contacted the service. We can see that in 2022, people contacting for themselves, accounts for nearly half our email support.

Figure 16: Who contacted the email service?



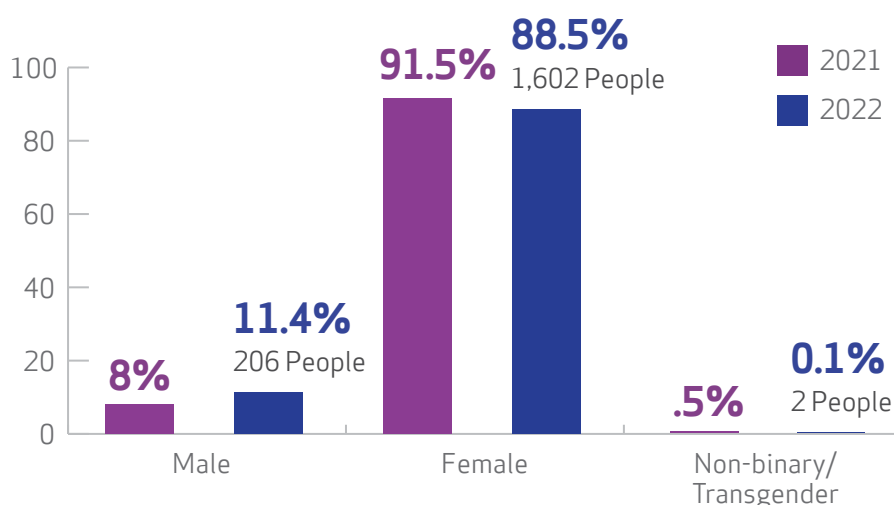
The email service provides something different to each service user. When we are clear on why people emailed, we can see that in 2022 over half of emailers wrote in need of a listening ear. These emails, together with crisis emails, tell us service users needed more than just information or signposting (see Figure 17).

Figure 17: Why did people email Bodywhys?



In Figure 18, we look at the gender breakdown of emails, when we know the gender of the person with an eating disorder. We see more females than males contacted this service, but it is important to note that the percentage for males increases year on year, increasing by nearly 3.5% in 2022.

Figure 18: Gender of person with an eating disorder

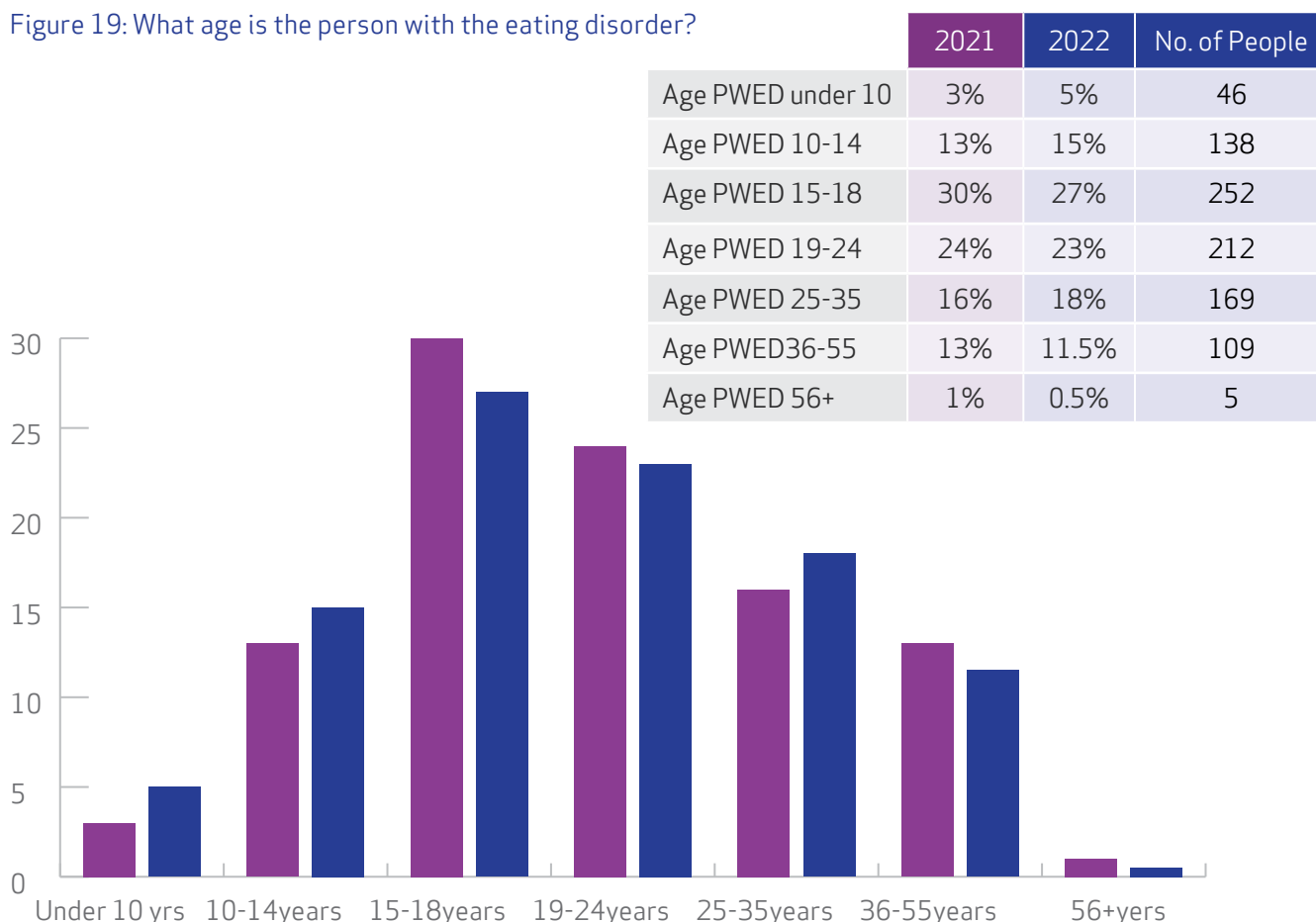


Looking at the age of those with an eating disorder who contacted the email service, we know the age range of 931 emails. Figure 19 shows a breakdown on this figure.

Taking a closer look on percentage comparisons, we see year on year the age group of 10-14 yrs increases, as does 15-18 yrs.

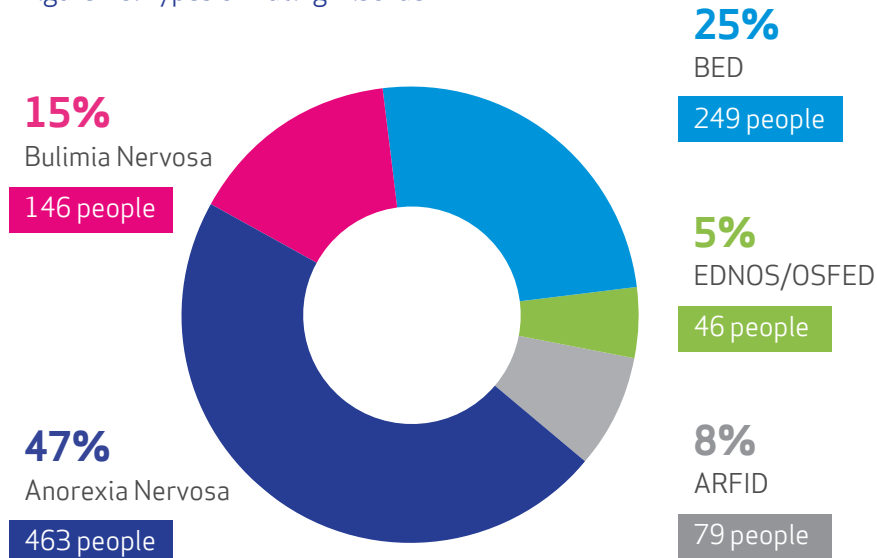
So, in 2022 emails concerning child and adolescent eating disorders, or under 18s, amounted to 47% of emails.

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



As with all our services we do not diagnose anyone who contacts us, and people do not need to have a diagnosis to use our support services. We do not know what type of eating disorder the person is experiencing in 1339, or 57%, of all emails received in 2022. But when we know the type of eating disorder a person has, in 983 emails, Figure 20 shows the breakdown.

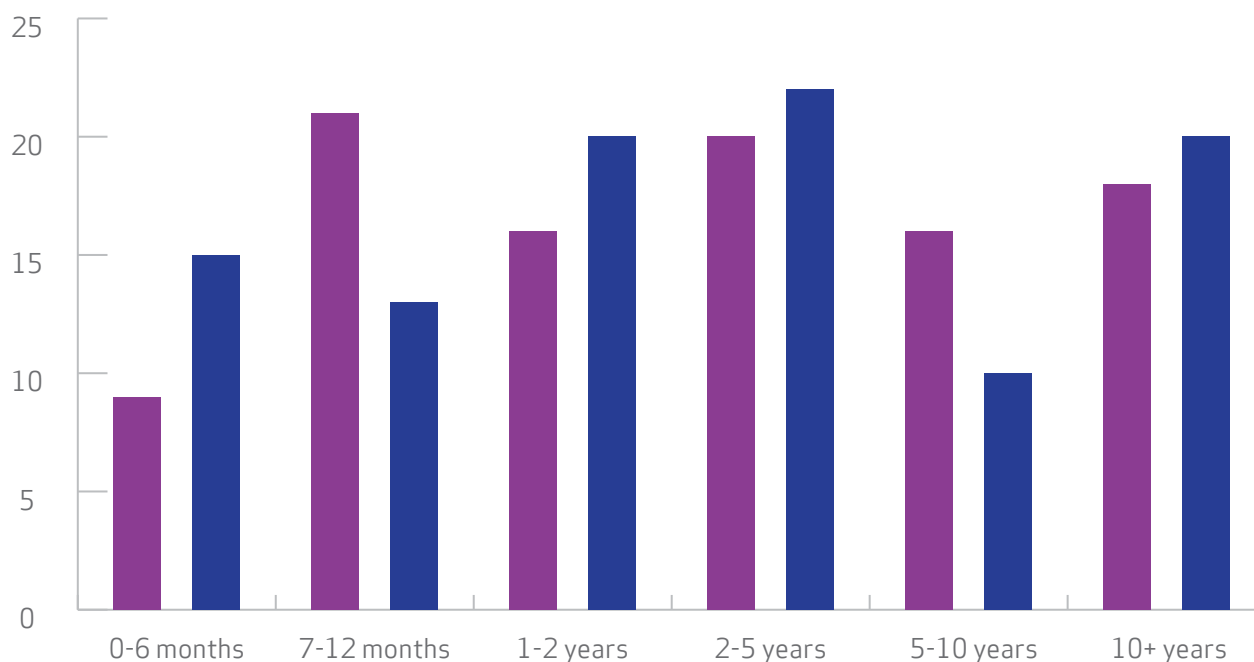
Figure 20: Types of Eating Disorder



The number of emails when we know how long a person has had an eating disorder is 576, or about 25% of emails. Figure 21 shows the breakdown in duration of this number. We see a growing increase in the 0-6 months bracket, so more people are contacting us at an earlier stage in eating disorder behaviour. This could be interpreted that awareness and understanding around early intervention for eating disorder behaviour is increasing.

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

| | 2021 | 2022 | No. of People |
|-------------|------|------|---------------|
| 0-6 months | 9% | 15% | 85 |
| 7-12 months | 21% | 13% | 76 |
| 1-2 years | 16% | 20% | 115 |
| 2-5 years | 20% | 22% | 125 |
| 5-10 years | 16% | 10% | 60 |
| 10+ years | 18% | 20% | 115 |





We do not always know from those who email whether they are in formal treatment. Out of all emails received in 2022, in 1376 or 60%, treatment is unknown.

Of the 956 individuals who contacted the Alex email service, we found that 284, or 30%, were not receiving any treatment at all.

As with the helpline, we looked at treatment accessed this year, to get a more accurate picture of the 672 email service users who told us they were engaged with treatment. We have broken down individual treatment services. Notably, this year we see an increase in emails concerning inpatient stay (see Figure 22).

| | 2021 | 2022 | No. of People |
|---------------------------|------|------|---------------|
| None | 36% | 30% | 284 |
| GP only | 21% | 17% | 161 |
| GP + Psychotherapy | 3% | 1% | 10 |
| Psychotherapy | 11% | 11% | 103 |
| Dietitian | 1% | 1% | 11 |
| Dietitian + Psychotherapy | 1% | 3% | 29 |
| Inpatient | 8% | 11% | 109 |
| CAMHS | 11% | 13% | 123 |
| AMHS | 7% | 12% | 111 |
| Other | 1% | 1% | 15 |

Figure 22: Type of Treatment?



It is important for us to support a person regardless of where they are at. So that might be supporting a person through the ups and downs of treatment, or offering understanding to a person who isn't ready yet for treatment.

Many people who use our email support, correspond with us on a regular basis, whilst others use other Bodywhys supports along with repeat emailing. So, when we know that email service users are not in any formal treatment (284), 140 of them, or nearly 50%, use Bodywhys services on a returning basis for support.

We also noted that where a person, or their loved one was engaged in treatment (673 people), 322 people, or 48%, used this email service on an ongoing basis as support.



Your guidance has really helped me over these past few weeks. It's been so nice to have someone else to talk to about my thoughts and worries. You've been so kind and unjudgmental and your advice has been really helpful. Between you and the different tools and pages in this course I feel like my self-image has improved."

2021



14 Participants

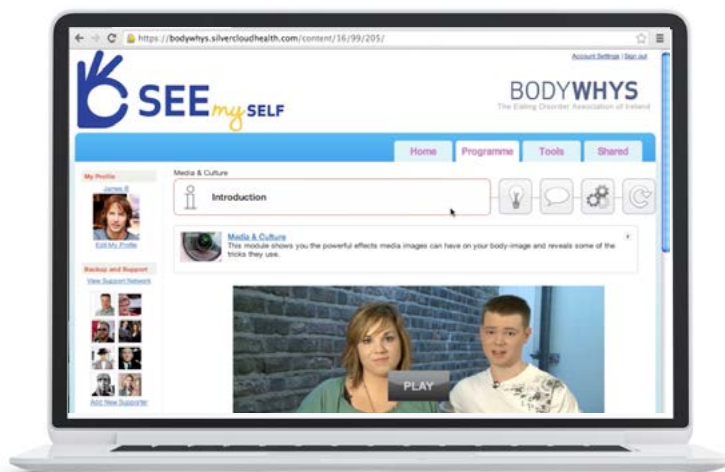
2022



17 Participants

SeeMySelf is an 8-week online programme for those aged 15-24. Psychoeducational in nature, it focuses on topics such as body image and media, self-esteem, and cultural effects on self-image.

SeeMySelf runs parallel to the other services offered by Bodywhys, and while the modules provide education and background about the important topics covered, the programme also encourages participants to reflect upon their views of these topics. SeeMySelf is not exclusively for individuals who have an eating disorder but is open to all young people who may experience difficulties with their body image, self-worth and self-esteem.





Training and Development

Training & Development



Harriet Parsons
*Training and Development
Manager*

The Training & Development Manager's role at Bodywhys is to provide, supervise, and implement the support component of the HSE National Clinical Programme for Eating Disorders (NCP-ED) Model of Care. This past year has seen the work of the Training & Development Manager go from strength to strength, providing support to the NCP-ED, as well as families and carers, and the wider eating disorder community.

To ensure core values of the NCP-ED and Bodywhys are at the heart of all work components, including the provision of support services and training practitioners within the eating disorder treatment community, collaboration and co-production between the NCP-ED and the

Training & Development Manager is central. The value of this relationship is reflected by the benefit to service users, who are supported, educated, and trained in skills central to their own well-being and the well-being of their loved one with an eating disorder.

Bodywhys 'Family Support Package'

Since the initiation of the NCP-ED, Bodywhys has established a family support package which provides ongoing support, psychoeducation, and skills training to those caring for someone with an eating disorder. Although this package aims to support and help people with eating disorders, its primary focus is on supporting the carers. Providing carers with support to improve their own mental health and well-being is effective when developing caring skills for supporting someone with an eating disorder.



Attending Bodywhys' free **PiLaR (Peer Led Resilience) programme** is the gateway into accessing this support package. The PiLaR programme provides a foundation of shared understanding among carers, as well as priming and preparing attendees to get the full benefit of subsequent supports.

Part one of the 'Family Support Package'



The PiLaR Family Support Programme for those supporting a person with an eating disorder

PiLaR programme is a **free** four-week (1 evening per week) structured programme offered to parents, families, friends, and carers of a person with an eating disorder. Our family support programme incorporates both psychoeducation and support, as well as practical advice and skills to help those support their loved one towards recovery.

In 2022, the PiLaR programme was delivered online over four weeks, with each week building upon the knowledge from the last. Although the programme continues to be developed and improved, current topics include:

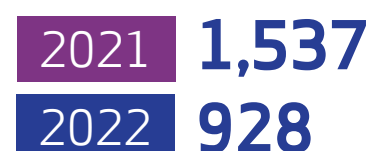
- ✓ Understanding EDs as coping mechanisms
- ✓ The main types of EDs and their respective mindsets
- ✓ Common features including distorted body image, black and white thinking, difficulty making decisions, and hyper-sensitivity
- ✓ Understanding how a person with an ED interprets their world including sensitivity, thinking style, and the role of disordered eating behaviours
- ✓ How to think through an ED cycle to provide a framework for understanding
- ✓ Reframing behaviours to allow for better support
- ✓ Separating a person from their eating disorder
- ✓ Avoiding power struggles
- ✓ Communication skills including how to have conversations
- ✓ The role of an eating routine in recovery and how to provide meal support
- ✓ Support for siblings
- ✓ Understanding triggers
- ✓ Thinking about what recovery is and how it feels for a person
- ✓ Treatment including what is working or not working and how to ask questions to healthcare providers
- ✓ Managing relapse.

PiLaR
PEER LED RESILIENCE

The number of people signing-up for the PiLaR programme increased enormously in 2021, and we continued to see a significant level of interest in 2022. We ran the PiLaR programme 6 times during 2022 and 928 people registered to attend. Since the launch of the NCP-ED, a total of 3,675 people have accessed the programme over the past five years.

Figure 23 shows the number of people accessing the PiLaR programme since the programme moved online in 2021.

Figure 23. Number of PiLaR programme participants



Before the beginning of each PiLaR programme, attendees are invited to complete a comprehensive survey.

Demographic trends of programme attendees in 2022 is comparable to previous years.

We review the PiLaR programme delivered in March 2022 as an example: 123 people completed this survey (see Figure 24).

Figure 24. What is your sex?

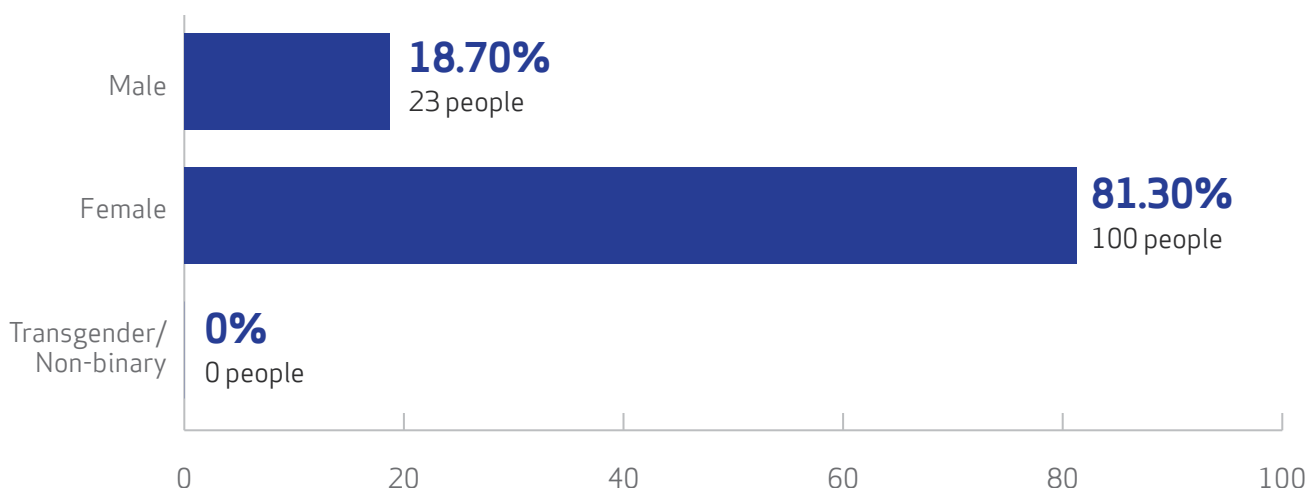


Figure 25. Where are you based?

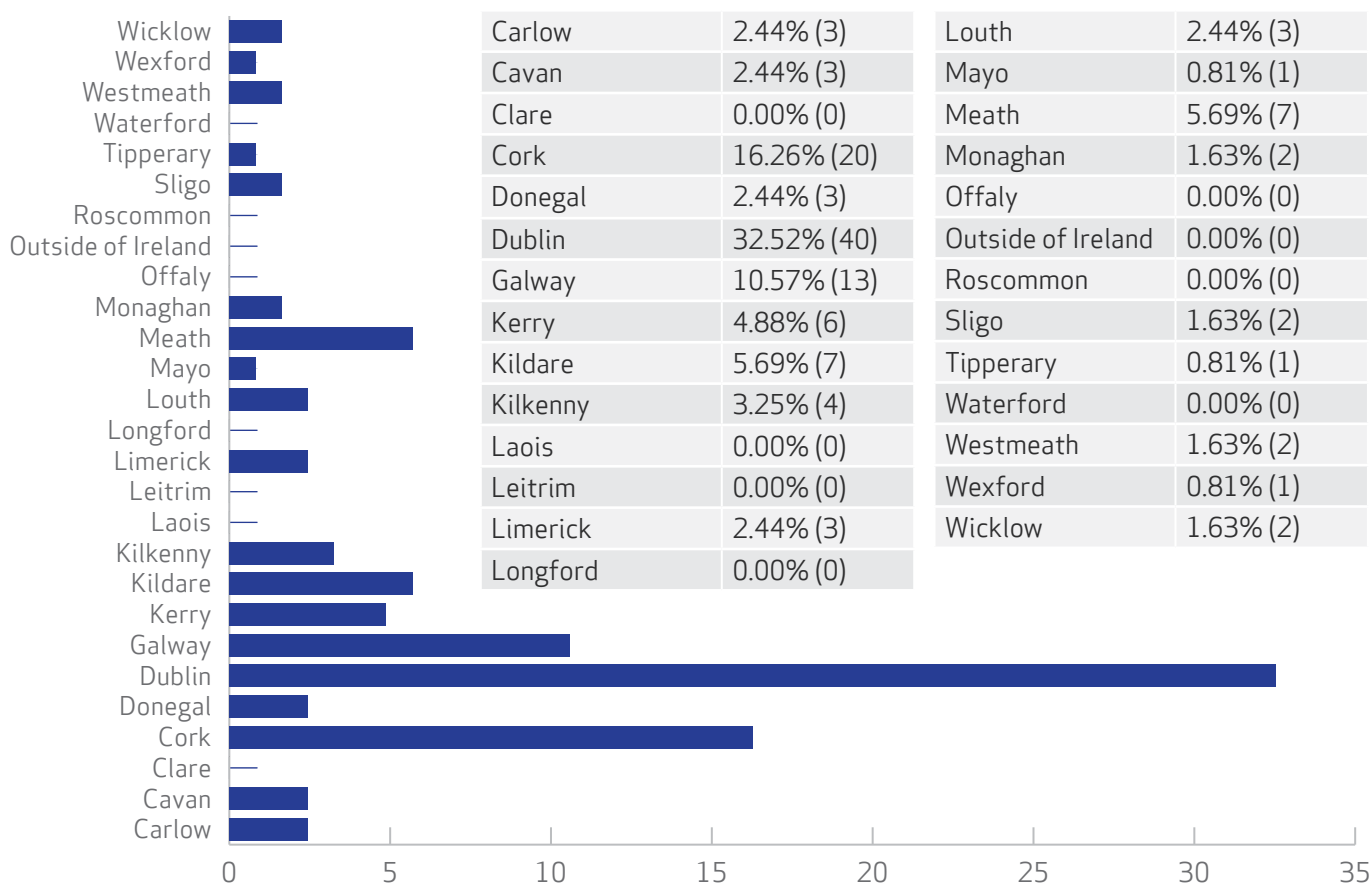


Figure 26: What sex is the person you are supporting?

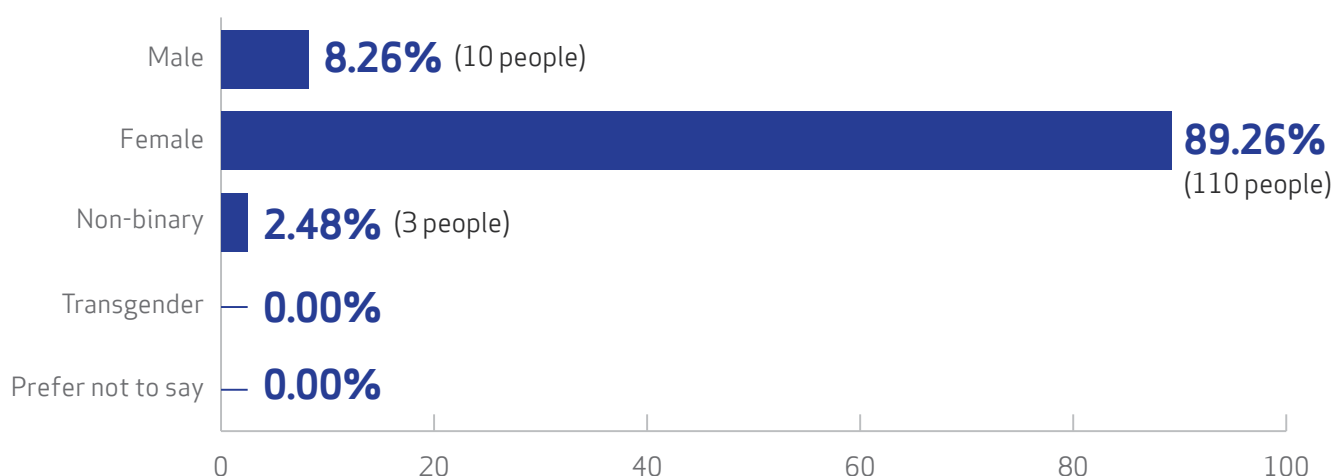
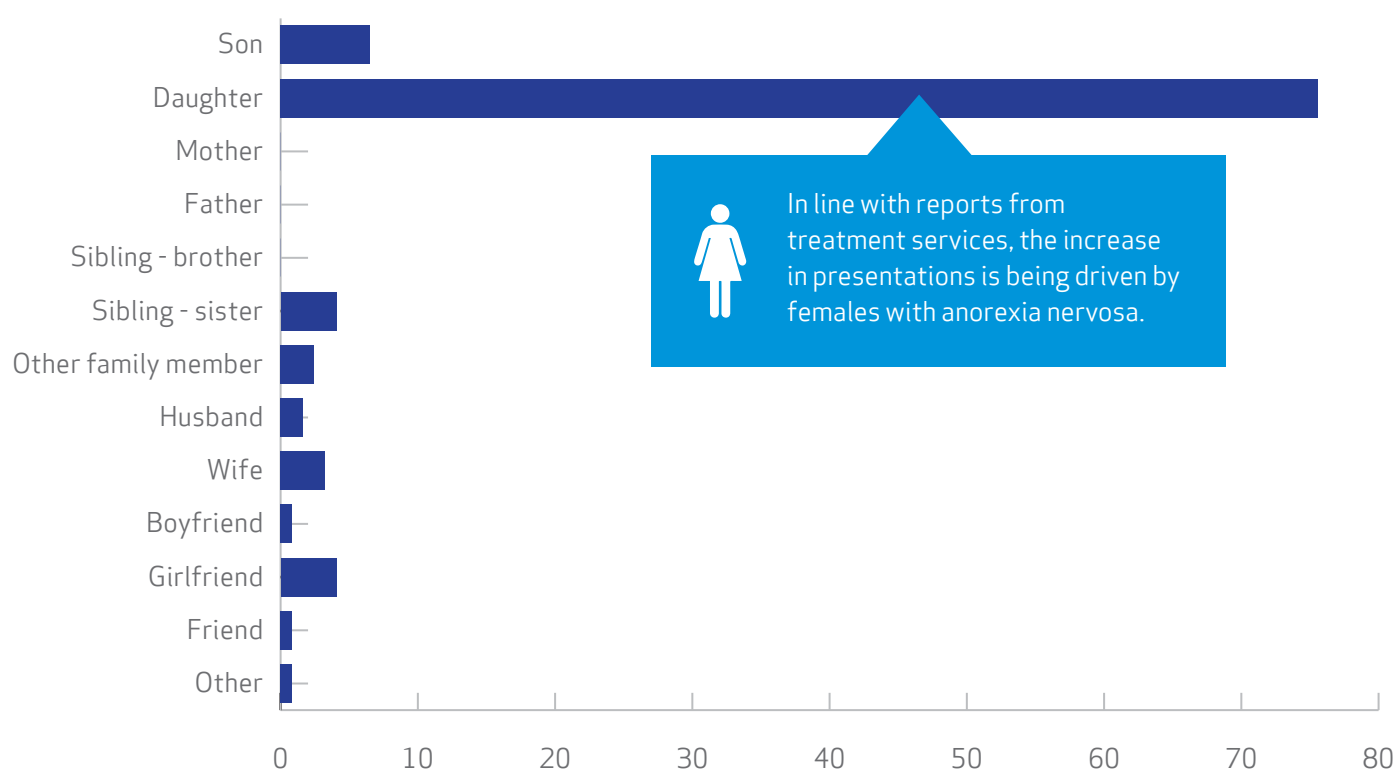


Figure 27: I'm here to support my...

| | | | | | |
|-------------------|-------------|---------------------|-----------|------------|-----------|
| Son | 6.50% (8) | Sibling - sister | 4.07% (5) | Boyfriend | 0.81% (1) |
| Daughter | 75.61% (93) | Other family member | 2.44% (3) | Girlfriend | 4.07% (5) |
| Mother | 0.00% | Husband | 1.63% (2) | Friend | 0.81% (1) |
| Father | 0.00% | Wife | 3.25% (4) | Other | 0.81% (1) |
| Sibling - brother | 0.00% | | | | |



Figures 25 – 27 indicate that the majority of PiLaR attendees were female (mothers), mainly joining from Dublin and Cork. Furthermore, the majority of people were supporting a female, typically a daughter.

Figure 28: What age is the person you are supporting?

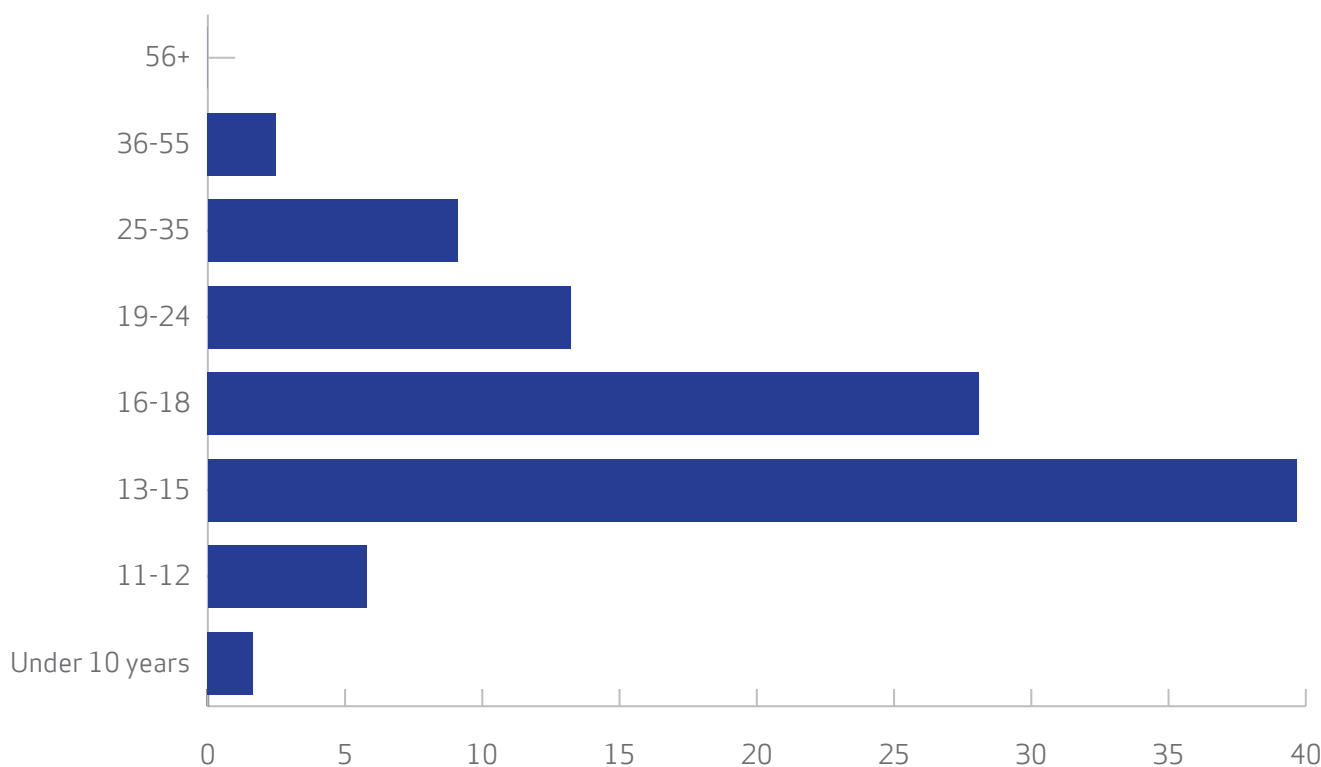


Figure 28 highlights that people of all ages experience eating disorders; an eating disorder is not just a teenage illness. The average age of onset for anorexia and bulimia is 13-18 years, and we can see that the majority of people being supported by PiLaR attendees fall into this age group.

Furthermore, approximately **25% of people are adults**, which means that a quarter of PiLaR attendees are supporting an adult with an ED. It would be reasonable to assume that many of these carers have been supporting their person for many years, such that it's likely a number of these adults have a Severe and Enduring ED (SEED) or a long-standing eating disorder.

Thus, a need for a working group focusing on developing treatment and support interventions for people with SEED was identified and subsequently established in 2022, by the NCP-ED, including Bodywhys. This group is co-chaired by Dr Caroline Maher, Consultant Psychiatrist, and Harriet Parsons, Bodywhys Training & Development Manager.

Figure 29: What type of ED do they have?

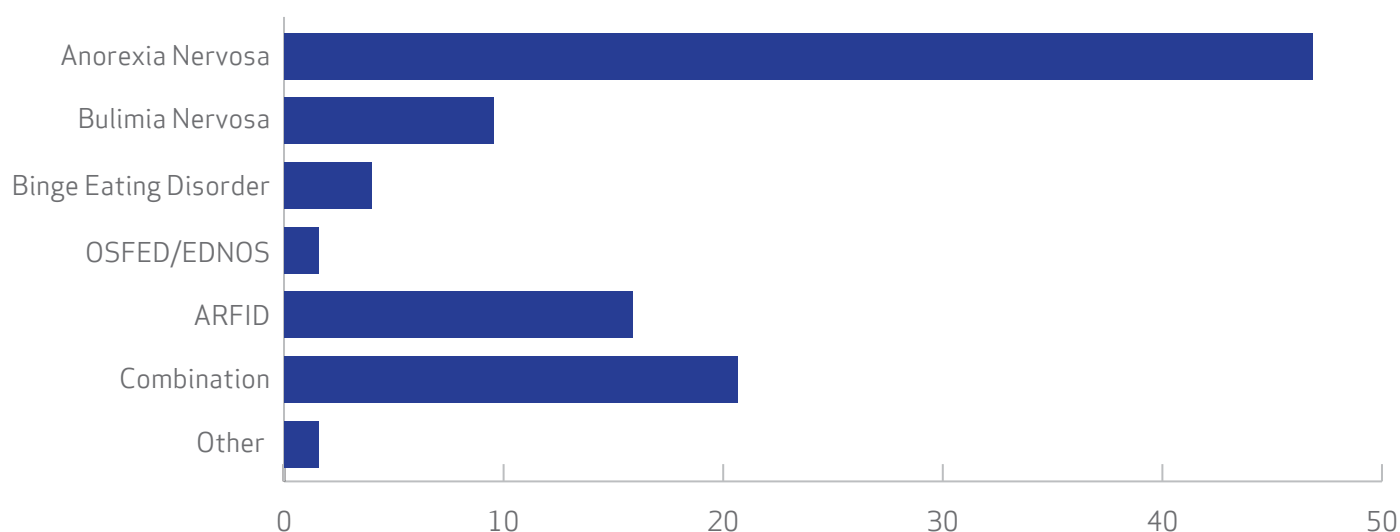
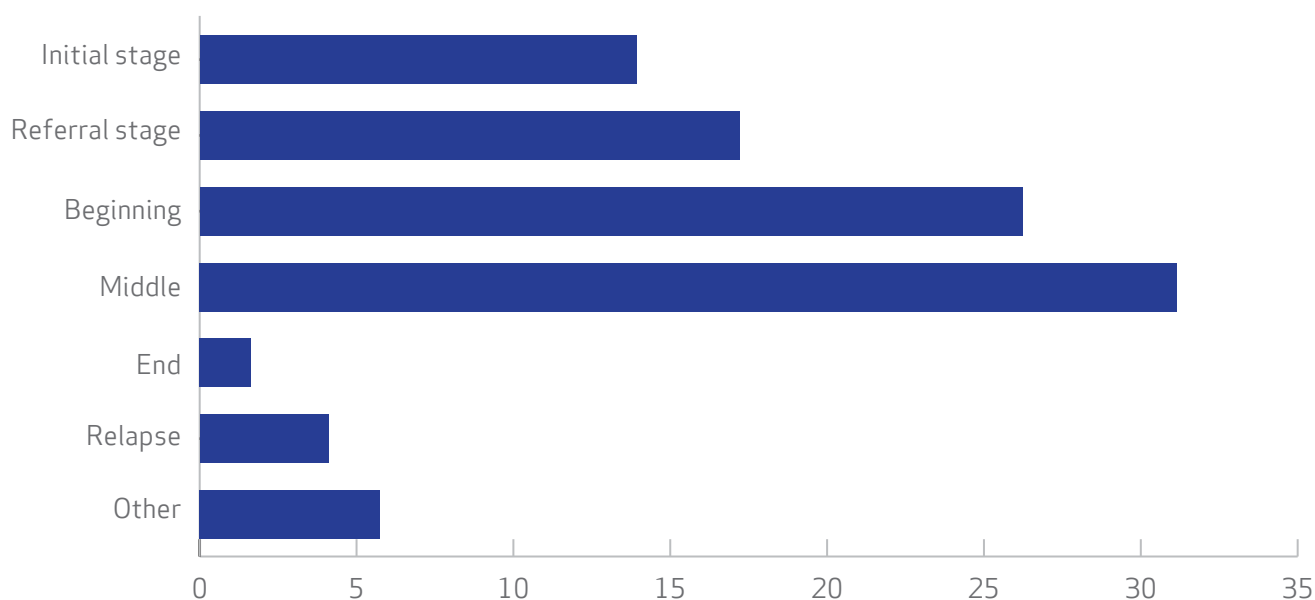


Figure 29 indicates that the majority of PiLaR attendees are supporting a person with anorexia nervosa. However, there is a large number of people attending who are supporting a loved one with comorbid EDs and ARFID.

Figure 30: Where in the process do you consider your person to be?



The content of the PiLaR programme is suitable for all. Figure 30 outlines that many people attend the PiLaR programme as their person is beginning treatment, similar to what we saw in 2021. 31% of people are in the middle of treatment, and the remainder are in the final stages, relapse or maintenance of recovery. From the 2019 evaluation and clinician feedback, we know that families attending the PiLaR programme in the early stages of assessment and treatment benefit hugely from better knowledge, education, and support.

Figure 31: Due to eating concerns/eating disorder my person has, they have...

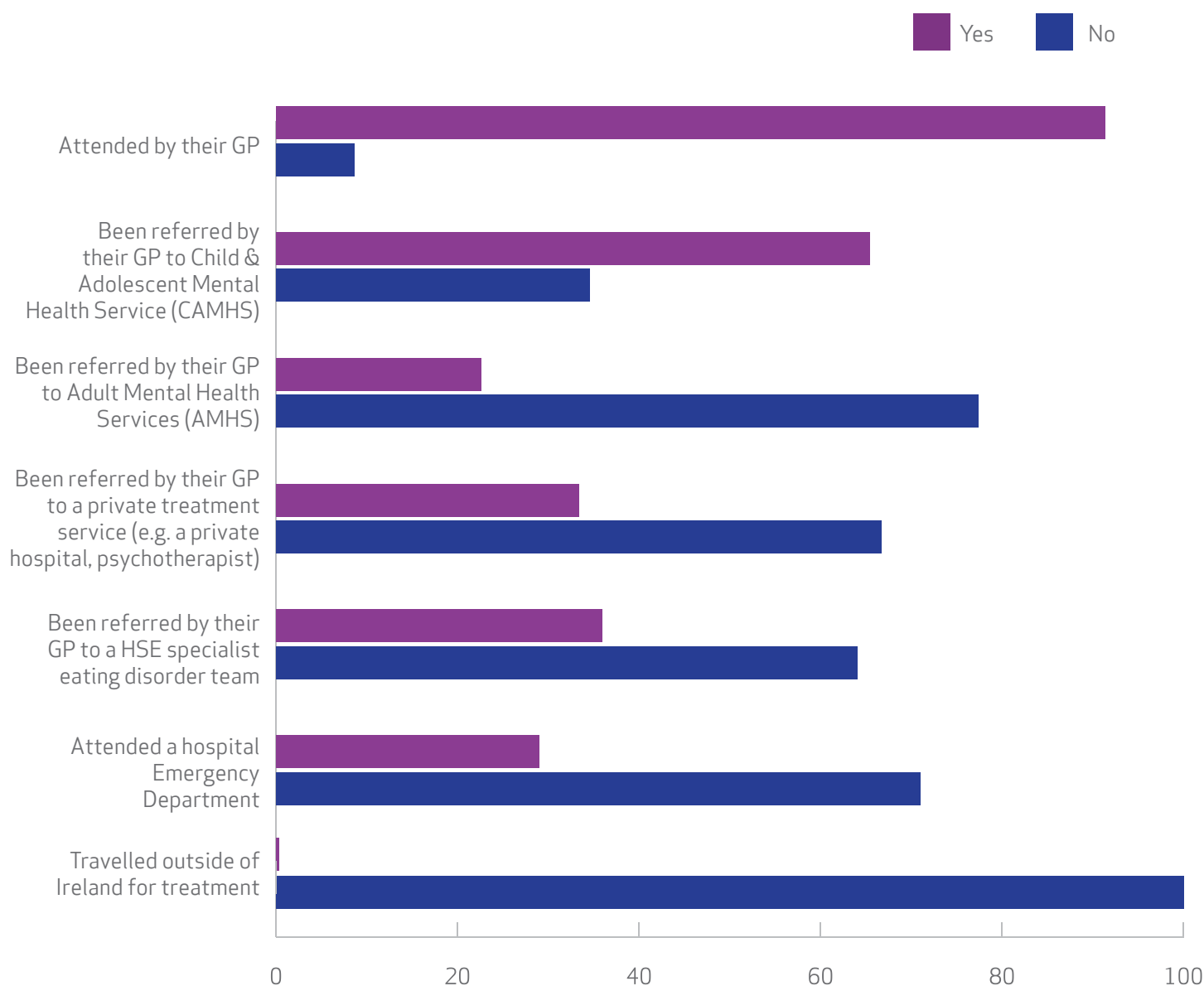


Figure 31 shows us how complex an ED is, as many professionals working in varied settings might be approached for the first time. This is why the 'training' aspect of the Training & Development Manager's role is vital. See Figure 32 later for the range of training workshops delivered to various professionals.

We asked PiLaR attendees if they would like to comment on their experience of the referral pathway or treatment. The following comments are a snapshot of some people's experiences. They highlight the importance of the continued funding of the NCP-ED and the strength and benefit of the collaborative working relationship between Bodywhys and the NCP-ED.



We asked PiLaR attendees if they would like to say something about their experience of services. The following are a snapshot of some people's experiences, and they highlight the importance of the continued funding of the NCP-ED and the strength and benefit of the collaborative working relationship between Bodywhys and the NCP-ED.

'Difficult to get treatment while daughter is open to it.'

'The private service only offered residential support and there was a 4-6 month waiting list.'

'Awaiting appointment with community-based dietician approx. 7 months.'

'Our son was referred to a psychologist for a number of months, he stopped going.'

'CAMHS service is not consistent and has let my niece down. Staff missing and not available weeks on end for appointments or not good to follow up.'

'It seems that there are fewer supports in place for those aged 12 and under.'

'No referral. Denied there was an issue when with GP. Persuaded her to get help and we are waiting two months on appointment.'

'Inpatient in hospital, CAMHS involved from here.'

'Attending dietician and awaiting start with psychotherapy.'

'GP didn't take seriously enough.'

'I found the private services myself then asked the GP to refer - initial referral letter had to be amended though as the GP wasn't familiar with these issues.'

'Did stay in hospital for 1 week after being referred to specialist by the GP.'

'Currently in CAMHS and referred to specialist eating disorder team (referred by CAMHS).'

'GP provided info on resources to check. But I have been unable to get an appointment with a nutritionist or a psychotherapist.'

'Referred to CAMHS for other reasons and this became apparent.'

'Very lengthy wait times particularly between referrals.'

'Referral took a very long time for CAMHS to contact me.'

'Currently anxiously trying to access services for the last two months both privately and public. Seeing a therapist as a stopgap.'

Our work addresses the concerns expressed in these comments, by supporting the treatment services provided by the NCP-ED. For example, we provide support programmes and skills training to carers that is advantageous regardless of what stage of treatment the person is in. Moreover, we offer clear information on treatment pathways, so people are informed of available options and how to access both public and private treatment pathways. We also provide knowledge regarding an appointment with a GP, so both patients and GPs understand the assessment process and progression of referrals. Finally, we offer active waiting resources for those who have been referred for an assessment, or are awaiting the beginning of treatment, so they are equipped with accurate and helpful information in support of the treatment process.

Figure 32: Why are you coming to the PiLaR programme?

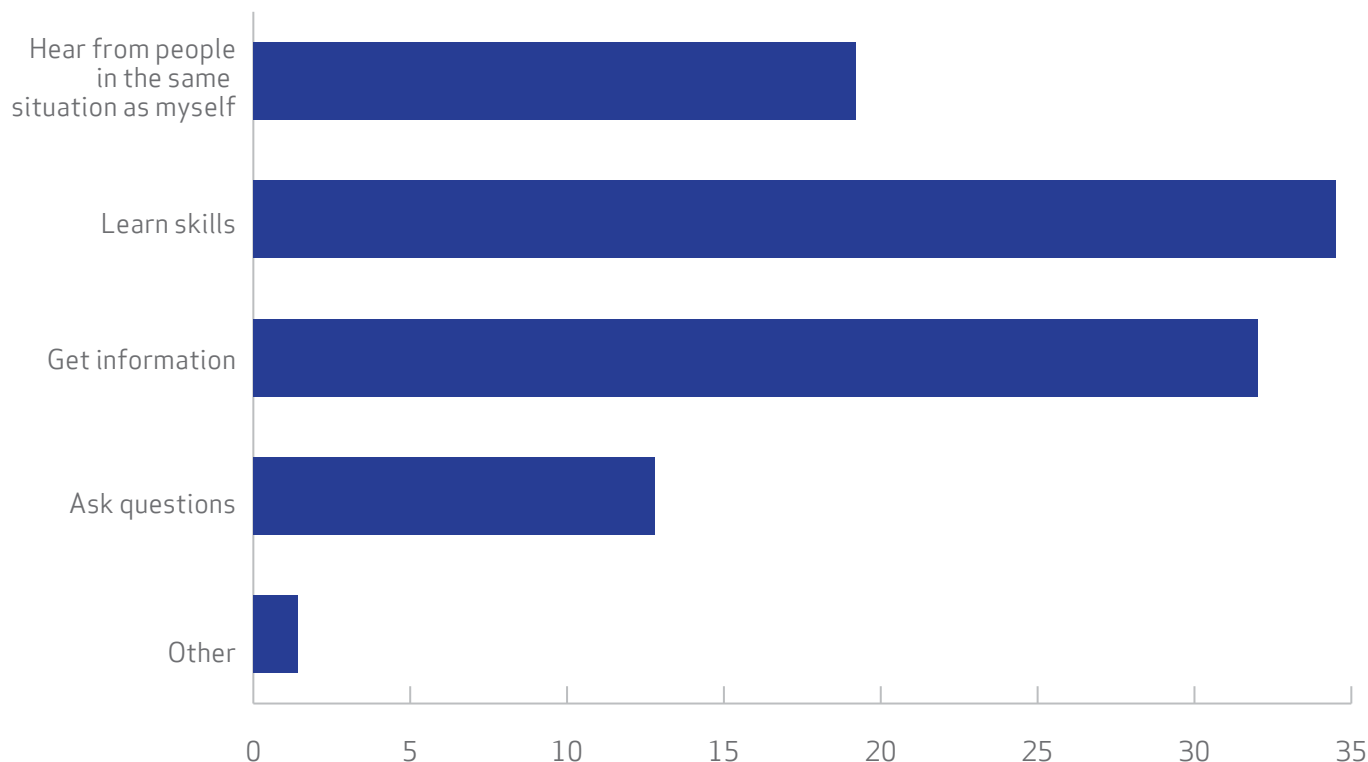
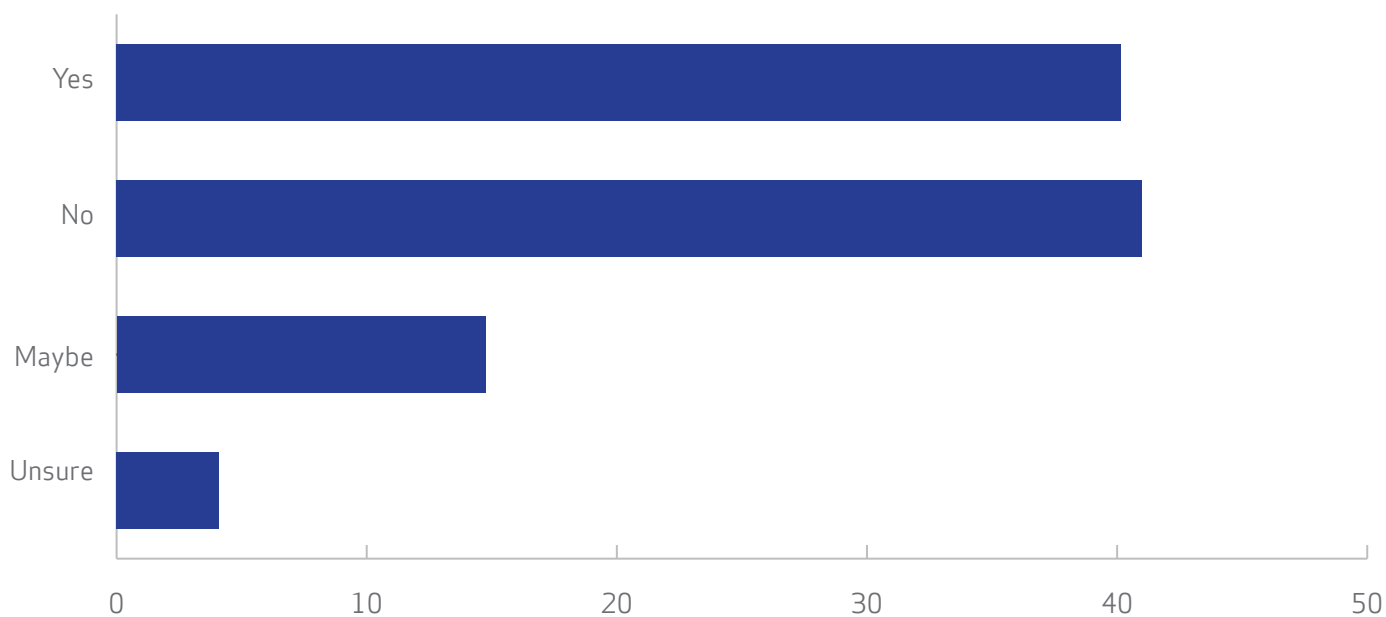


Figure 33: Do you intend to take part in the PiLaR Programme with other people in your family?

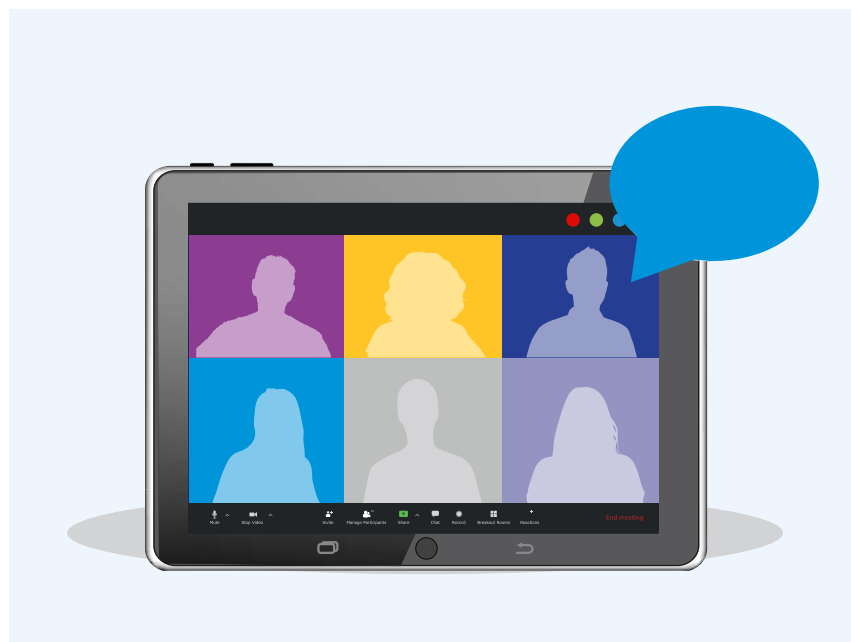


Figures 32 & 33 indicate that people are actively joining the PiLaR programme to mainly learn skills, and that almost half of attendees join with another family member.

Part Two of the Family Support package:

Post-PiLaR Support Group

As we saw in 2021, taking the PiLaR programme online has been a great success. It doesn't matter where people are in the country, they can access the programme from their own home. Also, multiple members of one family can access the programme, which is so important to enable everyone to be on the same page and have a shared understanding of what is happening to their loved one and how they can best support them. However, there was one element missing, and that was attendees being able to talk to one another during the coffee break. Looking at feedback from every programme, whether in person or online, people always remark on the positive experience of being in the 'same room' as others going through similar experiences. Having a chat over a cup of coffee is a valuable experience and this was missing when we took the programme online. To address this we began a 'Post-PiLaR Support Group'.



This group, facilitated by the Training & Development Manager, runs twice a month and is open to anyone who has attended the PiLaR programme. This group has limited places, and attendees can talk to one another, share difficulties and experiences. This group follows the same ethos of all Bodywhys support services,

i.e. that we understand an ED as a coping mechanism and our focus is on how a person is feeling about what they are doing. The group is a safe and supportive space in which carers can bring a question or talk through a current issue with other carers.

Post PiLaR Support Groups ran in 2022:

| Month | Number of sessions | Attendees |
|----------|--------------------|-----------|
| January | 2 | 34 |
| February | 1 | 13 |
| March | 2 | 26 |
| April | 2 | 33 |
| May | 2 | 31 |
| June | 2 | 31 |

| Month | Number of sessions | Attendees |
|-----------|--------------------|-----------|
| July | 1 | 13 |
| August | 1 | 12 |
| September | 2 | 21 |
| October | 2 | 23 |
| November | 2 | 21 |
| December | 1 | 14 |

TOTAL



20
Sessions



272
Attendees

Part Three of the Family Support package:

New Maudsley Carer Skills Training

The Training & Development Manager was trained to deliver the New Maudsley Carer Skills Training in 2018-2019. Subsequently, our first group began in June 2021. These workshops have been delivered online due to the COVID-19 pandemic, which enabled access to many carers across the country.

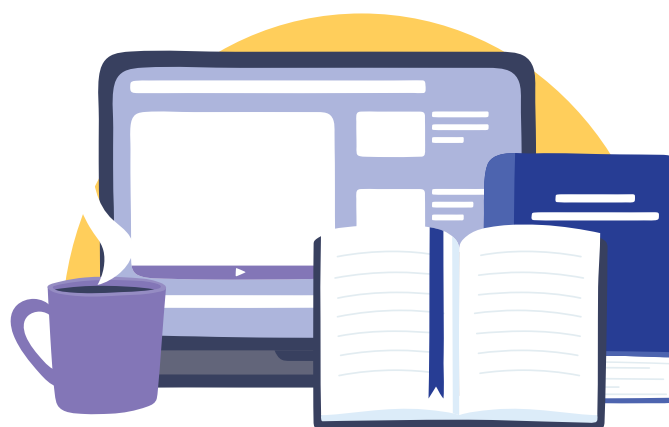
In 2022, we have continued to run New Maudsley Carer Skills Training workshops to carers. We now run an 8-workshop series to carers over four months, two workshops per month, with a maximum capacity of 25 attendees.

Each workshop lasts for two hours and each group work together across the four months, learning the core caring skills of the New Maudsley Carer programme including:

- Externalising the eating disorder
- The Red and Blue Balloon
- Animal Metaphors – understanding instinctive caring styles
- Basic communication skills – Open questions, Affirmations, Reflective listening, and Summaring (OARS)
- Advanced communication skills – Developing discrepancy, Expressing empathy, Amplifying ambivalence, Rolling with resistance, Supporting self-efficacy (DEARS); Desire to want to change, Ability/skills needed for change, Reasons to change, Need to change, commitment (DARN-C)
- Emotional Intelligence coaching – Attend, Labelling, Validate, Soothe (ALVS)
- The Stages of Change model and the Decisional Balance tool
- The Reassurance Trap
- Planning change and the 5-step approach to change.

New Maudsley Carer Skills training workshops ran in 2022:

| Group No. | Number of workshops | Number of registrations |
|--------------|---------------------|-------------------------|
| 1 | 8 | 17 |
| 2 | 8 | 28 |
| 3 | 8 | 45 |
| 4 | 8 | 35 |
| 5 | 8 | 67 |
| Total | 40 | 192 |



Part Four of the Family Support package:

Monthly Regular New Maudsley Carer Skills Group

Following completion of a full 8-workshop series, carers can opt in to attend a monthly regular New Maudsley Carer Skills group which combines support with skills practice. We focus on the application of the Maudsley skills to situations carers are currently dealing with as well as looking at content and modules that are not covered in the original workshop series.

Maudsley Regular Monthly Group numbers in 2022:

| Month | Number of attendees |
|--------------|---------------------|
| May | 7 |
| June | 9 |
| July | 9 |
| September | 11 |
| October | 11 |
| November | 21 |
| December | 14 |
| Total | 82 |

Let's hear from carers who have been engaging in our family support package in 2022:

Couple's perspective:



We did the PiLaR programme together and were fortunate to be able to attend the New Maudsley Skills Course offered shortly after this. We found it very worthwhile that both of us were doing the programmes at the same time. It meant we could discuss what we learned and, in relation to the skills course, practice the various techniques or at least observe the other in their use/non-use. It was really important to have the same exposures even if we got different things out of the programmes. The other advantage of doing them together is that if one of us couldn't make it at least the other was there and could brief on it.

Being of the same understanding and holding a cohesive position is we have come to learn, essential in helping our person manage her E.D."

Post-PiLaR Support Group:



The Post PiLaR support group offers me a safe haven to express my thoughts, fears and little achievements. When no one gets it, they do. When sometimes family and friends don't understand, they do. We might have very different lives but our people are the link that draw us together. Harriet is an amazing person who listens, and provides us a reassuring ear and offers hope and consolation to us on our dark days and provides the mantra of if nothing changes, nothing changes! Bodywhys provides friendship, education, laughter in this little group! Thank you."

New Maudsley Carer Skills Workshops



Using the New Maudsley Methods has made a difference. Gratifying to witness the difference your approach and use of words can make. To see the mist/fog of anxiety slip down off the shoulders of your loved one when you get it (the Maudsley ingredient) right is very, very rewarding and fills you with hope."

Carer, in the context of nigh on 20 years of 'trying to make a difference'



Sharing experiences gives us a high support to cope and ideas to try. The Maudsley workshop group has also given ideas how to tackle situations and the ideas behind them make sense. Just thank you for being part of the support structure it's very helpful and invaluable."



Before the Maudsley series we felt lost, alone and unsupported. The Maudsley series has given us a tool box to go to in any given situation."



Doing the Maudsley course was different to anything else we had done. It gave us an opportunity to explore from the inside - out, how we were relating to our daughter and her eating disorder, and how we were communicating with her about it."





The programme offered us tools and skills that we got to practice experientially and then reflect on as a group before we tried them out with our daughter. That was a crucial bit, the opportunity to take the real life situations that we were all struggling with, and really take them apart to see how we could do things differently. Before doing the course it always felt we were 'reacting in the moment,' not knowing what to do or how, the Maudsley offered us ways of 'responding in the moment' with skills that we had practiced in the group.

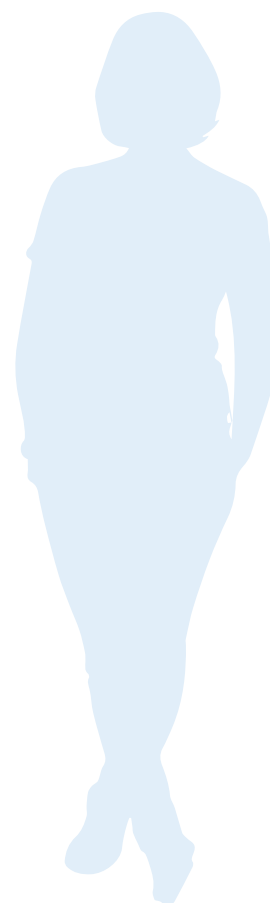
It wasn't easy, the tools didn't always work, but it was a vital resource for us that no CAMHS teams were offering.

One of the challenges for me doing the group was that it felt like the programme assumed the young person was at least at a pre-contemplation stage in terms of wanting things to change. Our daughter wasn't even there, so at times it felt we couldn't apply the theory to practice. However, being in a group with other parents who were also really struggling, and like us, were not 'new' to the reality of an eating disorder in the family was invaluable. I think we had particular bond and care for each other that kept me coming back, even when I felt we were beyond

trying to work on things at home. Since doing the course things have changed somewhat following our daughters inpatient stay, and it has been so valuable to have the Maudsley follow up group to come back to, so we get to try out the skills again months later. The follow up group and monthly support has been crucial, and I really believe the programme would not work without that opportunity to come back and keep practicing in a safe and supportive space.

You have to remember that most parents doing this course are often at their wits end and totally exhausted and even taking time out to do the course in the evening was a challenge. So opportunities to come back, revise, re-learn and practice are really valuable and I think could be developed. The course does need a very skilled and knowledgeable facilitator. We were so lucky to have that with Harriet, not everyone could run it and that is something that had to be considered for the programme to be a success. It requires far more than just imparting information to parents. There has to be something very special about a course that fosters such care and concern among the group for each other despite never having met in person (the course was all online

which was the only way many of us could do it). There were honest to goodness shared joy for each other every time someone reported back a success or a small change that had occurred in between the sessions. And there was honest to goodness heartfelt tears shared when things were not going so well.....That's the sort of group you want, in fact need to be part of when dealing with the relentless challenge, horror and heartache of an eating disorder in the family.



1. Attendance at NCP-ED meetings.

Throughout 2022, the Training and Development Manager attended monthly NCP-ED oversight meetings. These meetings enable the sharing of important developments and information as well as ensuring collaboration and consistency of support to the NCP-ED.

2. Eating Disorders Training delivered:

Providing Continuing Professional Development (CPD) training for professionals (Clinicians and Allied Health Professionals in various settings) continues to be a central part of the Training and Development Manager's role. The high demand for professional training in supporting people with eating disorders was reflected in 2022 (see Figure 34).

Figure 34: Training/Workshops delivered

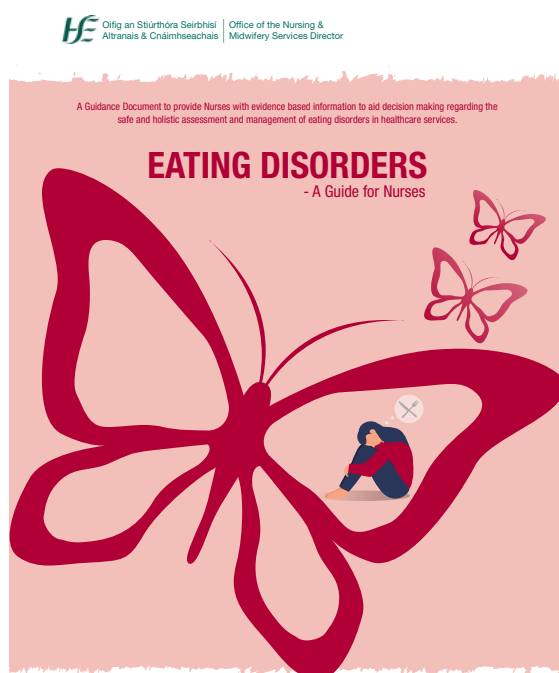
| Date | Title | For... | Number of participants |
|----------|--|--|------------------------|
| January | Working Therapeutically with people with Eating Disorders | TCD Higher Diploma in Mental Health Nursing | 9 |
| February | Working Therapeutically with people with Eating Disorders | HSE Clinicians – Speech and Language Therapists (SLTs), Nurses, Dietitians, Social workers. | 30 |
| | Working Therapeutically with people with Eating Disorders | HSE Clinicians – CAMHS Grangegorman, psychiatrists, psychologist, family therapists, SLTs, Nurses, Dietitians, Social workers. | 12 |
| | Understanding Eating Disorders. Bodywhys, who we are and what we do. | St. Angela's College Sligo, Nursing | 8 |
| | Understanding Eating Disorders x 2 Workshops. | Staff and service users at Reach Deaf Services | 16 |
| | Supporting people with EDs Therapeutically | Ivy Mews semi-independent residential unit in Drogheda, staff members | 14 |
| | Supporting people with people with EDs Therapeutically | Solas Óg Children & Young People's Service. Galway & Women's Refuge Team, staff members | 40 |

| Date | Title | For... | Number of participants |
|-------|--|--|------------------------|
| March | Working therapeutically with people with EDs. | Mullingar Regional Hospital, Nurses / dietitians | 20 |
| | Understanding Eating Disorders | UL Abnormal Psychology lecture | 25 |
| | Supporting people with people with EDs Therapeutically | Attuned Programme – Staff from residential aftercare programme | 15 |
| | Working therapeutically with people with EDs | Wexford MH nurses in training | 19 |
| | Working therapeutically with people with EDs | Irish Association for Play Therapy and Psychotherapy (IAPTP) | 70 |
| April | Supporting young people with Eating Disorders | Foróige Youthworkers | 10 |
| | Working therapeutically with people with EDs | HSE Laois / Offaly CAMHS | 25 |
| | New Maudsley Carer Skills for CAMHS | Dublin North City & Ballymun CAMHS | 20 |
| | Supporting Students with Eating Disorders | Teachers Webinar | 38 |
| May | Supporting people with EDs Therapeutically | Griffith College care workers | 12 |
| June | Working therapeutically with people with Eating Disorders | Irish Nutrition & Dietetic Institute (INDI) CPD Training event | 35 |
| | Understanding Eating Disorders | Connect4work | 10 |
| | Live Q&A for ICED | International Conference on Eating Disorders (ICED) | - |
| | Feedback from SEED/ L-ED focus groups: Supporting people with SEED/L-ED and their families | NCP-ED Hub Network Day | 350 |
| | Supporting parents within CAMHS | CAMHS – North Great George's Street | 14 |

| Date | Title | For... | Number of participants |
|-----------|---|--|------------------------|
| September | Working therapeutically with people with EDs | In person. Cork University Hospital (CUH) Dietitians | 20 |
| | Working therapeutically with people with EDs | Crosscare | 15 |
| | Debate | European Council on Eating Disorders delegates (ECED) | - |
| | Working therapeutically with people with EDs | Wexford Paediatric Study Day | 35 |
| | Working therapeutically with people with EDs | CUH Dietitians | 20 |
| November | Working therapeutically with people with EDs & How Bodywhys can support your team | North City Specialist AMHS team | 8 |
| | Supporting people with Eating Disorders | Irish Society for Prevention of Cruelty to Children (ISPCC) Volunteer Event, Athlone | 10 |
| | Working therapeutically with people with EDs | Aisierí Rehabilitation | 15 |
| | New Maudsley Carer Skills CAMHS training | Laois / Offaly CAMHS service. Part 1 | 15 |
| | Understanding Eating Disorders | Griffith College Students | 12 |
| | Working therapeutically with people with EDs | Waterford IT – student lecture | 20 |
| | Coping with Christmas | Bodywhys Public Webinar | - |
| | Understanding Eating Disorders | PERFORM Dance teachers Workshop. RDS Dublin | 5 |
| December | New Maudsley Carer Skills CAMHS training | Laois / Offaly CAMHS service. Part 2 | 15 |
| | Supporting people with Eating Disorders | Wexford Hospital Nurses Education Session | 15 |

3. Member of the Steering Group

In 2022, the Training and Development Manager was a member of the Steering Group, which aided the development and completion of the 'Eating Disorders - A Guide for Nurses' publication. This resource was published online in September, 2022, and aims to provide Nurses with evidenced based information to foster the safe and holistic assessment and management of eating disorders in healthcare services.





Communications

Communications



Ellen Jennings
Communications Officer

As in previous years, Bodywhys had plentiful engagement with media outlets throughout the year. We continued to see a strong interest from the media in relation to eating disorders and body image, with media requests remaining consistent with 2021.



Media Queries

|  |  |  |  |  |  |  |
|--|--|--|--|---|--|--|
| National Radio | Regional Radio | National Newspapers | Regional Newspapers | Television | Magazine | Online |
| 26 | 36 | 44 | 6 | 8 | 4 | 10 |
| TOTAL: 134 | | | | | | |

Topics included:

- Weight stigma and TV shows
- service provision
- eating disorders and men
- treatment overseas
- eating disorders awareness week (EDAW)
- muscle dysmorphia
- men and body image
- body image in young boys
- celebrities and body image
- young people and gym culture
- calorie posting on menus
- summertime and specific challenges for teenagers with eating disorders
- body image and parents
- the rise in eating disorders
- budget 2023
- NCP-ED funding
- ARFID
- eating disorder myths and misconceptions
- 'meanspo'
- body image
- New Years and eating disorders
- Orthorexia Nervosa
- January weight loss and diet culture
- cosmetic procedures and body image
- body neutrality
- eating disorders and young people
- plus size models and obesity
- social media filters and body image
- male body image
- 'what I eat in a day' videos, airbrushing of images
- binge eating and body image
- Christmas and eating disorders
- body dysmorphic disorder
- 'clean eating'
- diet culture and disordered eating.

Media Spotlight on Eating Disorders

In January and February, there was an emphasis on weight loss and diet culture pressures associated with the New Year. The media focused on proposed calorie posting on menus, weight loss shows, and services for people affected by eating disorders in Ireland. In March and April, coverage was given to Eating Disorders Awareness Week, body image, young people, and service provision. May and June saw an increase in media coverage around service provision and Bodywhys'

address to the Oireachtas Joint Sub-Committee on Mental Health in relation to eating disorders. The media also shed light on eating disorders and men. Social media and eating disorders were highlighted in July and August, alongside increased attention on social media platforms and online harms. In September, ahead of Budget 2023, the rise in eating disorders and service provision were in the spotlight. Orthorexia nervosa, body image and young people were discussed across

multiple platforms throughout October. November focused on men and eating disorders, with 'Unspoken', a documentary about eating disorders and Irish men, being nominated for the Headline Mental Health Media Awards. Families and myths and misconceptions about eating disorders were also highlighted during this month. December saw the focus move to the challenges of Christmas and New Years for people affected by eating disorders.

Articles by Keyword (print and online) – source from Onclusive analytics

| Articles by Keyword | Total |
|-------------------------------|-------|
| Anorexia | 505 |
| ARFID | 7 |
| Bulimia | 145 |
| Binge Eating | 77 |
| Eating Disorders | 1185 |
| Body Image | 647 |
| Bodywhys | 282 |
| Other* | |
| Orthorexia | 4 |
| Muscle Dysmorphia | 4 |
| Body Dysmorphia | 125 |
| Total (online and web-based): | 2981 |

January, March and June were the busiest periods for web articles, whereas March, April and June were the busiest periods for print articles. 1,467 articles (49%) were web-based, and 1,514 (51%) were from print media. In total 282 articles reference Bodywhys, 159 of those were web-based and 123 were print articles.

Top news sources by reach:

- Irish Independent, Irish Times, Irish Examiner (web editions)
- Sunday Independent, Irish Independent, Irish Daily Mail (print)

Top news sources by volume of articles:

- Irish Independent, Irish Examiner, Irish Times (web)
- Irish Examiner, Irish Daily Mail, Irish Independent (print)

Top sources with keyword – Bodywhys

- Irish Examiner, The Irish Independent, The Irish Times (web)
- The Irish Examiner, The Irish Independent, The Irish Daily Mirror (print)

Headline Awards



Five out of ten nominations for the Headline Mental Health Media Awards 2022 brought eating disorders into focus. Congratulations to Ann Murphy (Irish Examiner), Alan Bradley (Alleycats TV), Maria Delaney (Noteworthy.ie) and Micheál Costello.

Website



Of the visitors who accessed www.bodywhys.ie in 2022

54,755

were based in **Ireland**

5,680

were in the **United States** and

5,273

were in the **United Kingdom**

January to March
was a busy period
on the site with

11,000 - 12,000

users per month

The **summer months**
were quieter not
exceeding

5,000

users per month

**September and
October** saw
numbers pick up
again to

9,354

September

10,513

October



73,762

of visitors were **new users**



15,010

were **return users**



53,031 (69%)

of users came via **organic search**



Page views remained
strong with

533,618

page views
throughout the year



46,592

users accessed the site
via **mobile phone**



27,338

were on a **desktop**



27,338

on a **tablet device**

The most accessed sections of the site, in order, were:

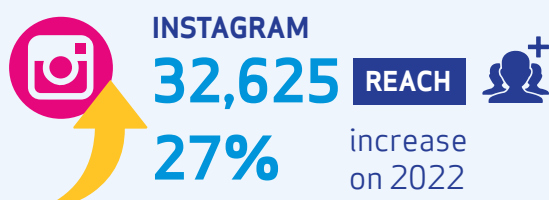
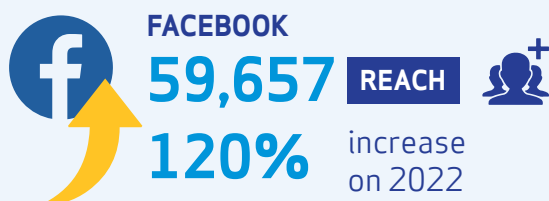
- 1 The homepage (77,934 page views)
- 2 The services directory (41,268 page views)
- 3 Support services (18,954 page views)
- 4 The helpline (18,351 page views)
- 5 The treatment guide (15,700 page views)
- 6 Binge eating disorder (12,406 page views)
- 7 PiLaR programme (10,352 page views)
- 8 Understanding eating disorders (9,770 page views) and
- 9 ARFID (9,604 page views).

Throughout June we had five meetings with various website specialists from the Gerson Lehrman Group (GLG) network with regards to potential website improvements. As a result we made some adjustments to the website (listed below) and plan to make further improvements in the year to come:

- We updated the slider images on the website
- We re-arranged the menu navigation to improve the user experience
- We added a new section called 'Active Waiting Resources' which includes various resources for those who have visited the GP and are now at the referral stage or in treatment.

Social Media

We are grateful to all those who set up birthday fundraisers through Facebook, with the proceeds going to Bodywhys.



Popular posts on Facebook and Instagram included:

- Eating Disorders Awareness Week 2022: Calendar of Events
- Research related posts
- Podcast clips
- Bodywhys recruitment posters
- January and diet culture
- Eating Disorders Awareness Week webinars and content.

Our EDAW messages were supported by See Change. Bodywhys supported activities such as:

- HSE National Clinical Programme for Eating Disorders (NCP-ED) Conference 'Recognising and Managing Medical Emergencies in Eating Disorders' during EDAW
- Mental Health Awareness Month, International Nurses Day and National Volunteering Week in May
- Publication of the new Medical Emergencies in Eating Disorders (MEED) guidelines in May
- World Eating Disorders Action Day in June with the theme 'Caring for Carers'
- Men's Health Week in June with the launch of our new Men's Support group
- Pride Month in June, with a webinar and various posts
- UCD Body Image and Society (Blas) event in August
- European Council on Eating Disorders Conference (ECED Belfast) in September
- See Change Green Ribbon Campaign in September with a focus on 'Shame'



Green Ribbon 2022 campaign launch in the Smock Alley Theatre, Dublin

- World Mental Health Day in October
- A Christmas campaign and content from those with lived experience.



TWITTER

964,200 IMPRESSIONS

On Twitter, Bodywhys generated approximately 964.2K impressions throughout the year, consistent with previous years.

Popular tweets throughout the year included:

- Eating disorders and diet culture in January
- the eating disorder voice animation and EDAW events in March
- Cormac Ryan's cycle and Project EDucate
- our Pride webinar in June, and
- our Coping with Christmas webinar in November.

European Council of Eating Disorders (ECED) Conference 2022, Belfast



Child & Adolescent Psychiatrist and Professor of Clinical Psychopathology Annemarie van Elburg (left), and Bodywhys Training & Development Manager, Harriet Parsons (right), at the European Council of Eating Disorders (ECED) Conference 2022, Belfast.



Delegates at the European Council of Eating Disorders (ECED) Conference 2022, Belfast



Prof Finn Skårderud (right) and psychologist, PhD researcher, Bente Sommerfeldt (left), Institute for Eating Disorders, Oslo, who delivered a talk focused on eating disorders and pregnancy at the ECED Conference 2022, Belfast.



The Eating Disorder Voice Animation

We developed a script for a new animation in collaboration with voices from the Media Panel about their lived experience of the eating disorder voice.

We thank the National Office for Suicide Prevention (NOSP) for supporting this project.

You Tube 2,599 VIEWS

Watch the video here: www.bodywhys.ie/understanding-eating-disorders/key-issues/eating-disorder-voice/

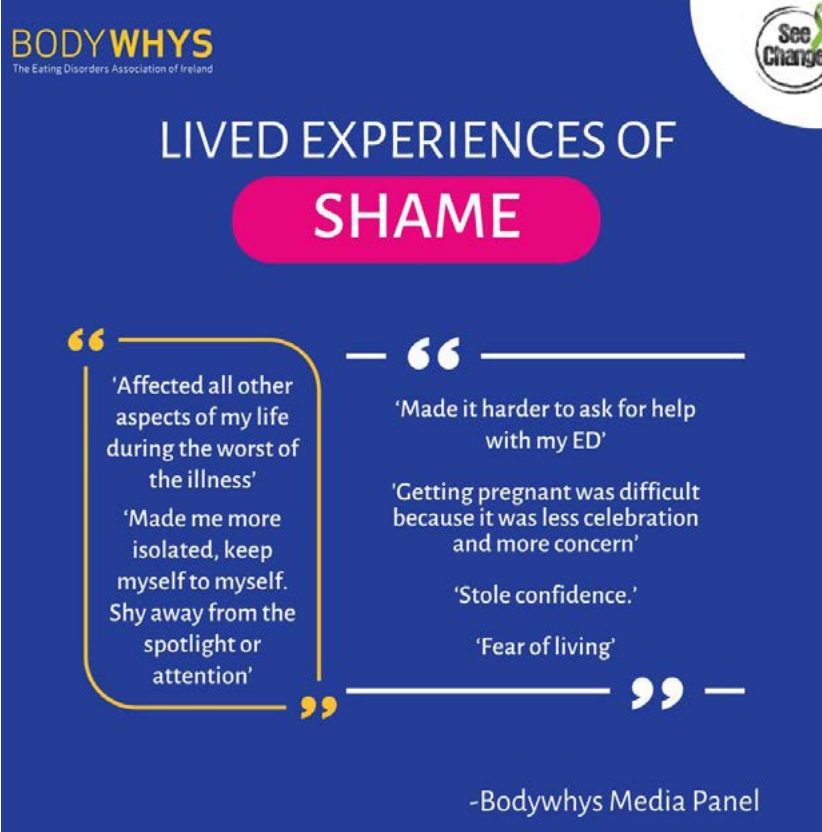
YouTube

We posted 7 public videos in 2022 including 6 webinar recordings and 1 animation. Our videos got 13,998 views in 2022, up 84% on 2021. 140 people subscribed to our channel throughout the year. Our most watched video is the Eating Disorder Voice animation at 2,599 views, other popular videos include 'Autism and Eating Disorders across the lifespan,' 'How to support someone' with Bodywhys Training & Development Manager, Harriet Parsons and 'Kate's Dad – A father's perspective.'

Media Panel Training

In February, we hosted a virtual Media Training for our Media Panel in conjunction with Al Dunne and Breda Brown, Unique Media. 9 members of the Bodywhys Media Panel availed of the training. We look forward to hosting another session in future.

Voices of the Media Panel



BODYWHYS
The Eating Disorders Association of Ireland

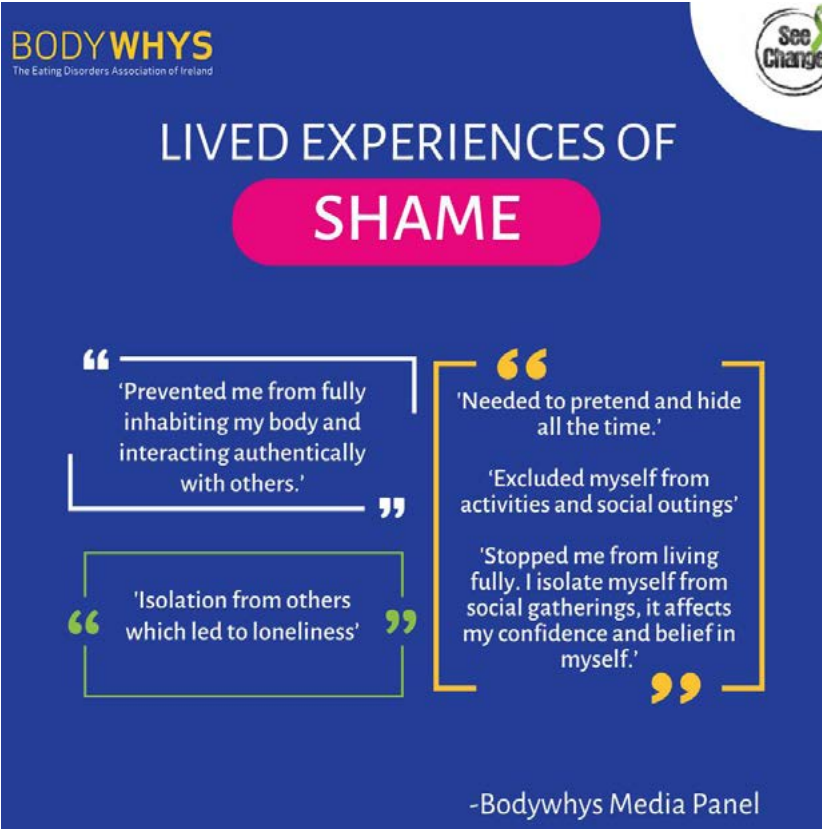
See Change

LIVED EXPERIENCES OF SHAME

“ ‘Affected all other aspects of my life during the worst of the illness’
‘Made me more isolated, keep myself to myself. Shy away from the spotlight or attention’ ”

— “ ‘Made it harder to ask for help with my ED’
‘Getting pregnant was difficult because it was less celebration and more concern’
‘Stole confidence.’
‘Fear of living’ ” —

-Bodywhys Media Panel



BODYWHYS
The Eating Disorders Association of Ireland

See Change

LIVED EXPERIENCES OF SHAME

“ ‘Prevented me from fully inhabiting my body and interacting authentically with others.’ ”

“ ‘Isolation from others which led to loneliness’ ”

“ ‘Needed to pretend and hide all the time.’
‘Excluded myself from activities and social outings’
‘Stopped me from living fully. I isolate myself from social gatherings, it affects my confidence and belief in myself.’ ”

-Bodywhys Media Panel

Podcast



Overall we published

24

podcast episodes
in 2022

There were

5,081

listens throughout
the year

We now have two series on the podcast, the main Bodywhys podcast with various guests and the New Maudsley Carer Skills podcast with Harriet Parsons and Jenny Langley. 8 episodes of the Bodywhys Podcast were released in 2022 and 16 episodes of the New Maudsley Carer Skills podcast.

Bodywhys Podcast

- ✓ EDAW 2022 highlights
- ✓ Eating disorders and the media
- ✓ Mental health and eating disorders at third level
- ✓ Sensory processing, eating behaviours and autism
- ✓ Learning about the experiences and perspectives of siblings and partners
- ✓ Learning about other specified feeding and eating disorders (OSFED)
- ✓ Learning about the experiences of eating disorders of boys and men
- ✓ Learning about eating disorders and Christmas (Bodywhys Media Panel)

New Maudsley Carer Skills Podcast

- ✓ Bringing the New Maudsley Carer Skills to life - in bite size pieces
- ✓ The Readiness Ruler
- ✓ Introducing Emotional Intelligence
- ✓ The Maudsley Animal Metaphors
- ✓ Communication Skills (O.A.R.S)
- ✓ The Stages of Change Model
- ✓ The Decisional Balance
- ✓ Building and improving emotional intelligence: Five Key Principles (DEARS)
- ✓ The Reassurance Trap
- ✓ The Accommodation and Enabling Scale for Eating Disorders
- ✓ A Five Step Approach to Change for Carers
- ✓ A Five Step Approach to Change for People with an Eating Disorder
- ✓ DARN-C and Solution Focused Questions
- ✓ Planning for change – SMART goals and the anxiety hierarchy
- ✓ The nutritional risk ruler and the concept of reasonable risk
- ✓ Coping at Christmas.

We look forward to creating more episodes in 2023.

Ongoing International Meetings

Ellen Jennings and Barry Murphy, the Research & Policy Officer, attended virtual meetings bi-monthly throughout the year with representatives from international eating disorders organisations, including **Beat (United Kingdom)**, the **Butterfly Foundation (Australia)**, **National Eating Disorders Association (NEDA; United States)** and **National Eating Disorder Information Centre (NEDIC; Canada)**. It has been very beneficial to keep in touch with international colleagues and learn about their work. We look forward to future meetings in 2023.

eBulletin

Overall, there were 5 editions of the eBulletin sent out to our 2,259 subscribers throughout the year. The quarterly updates were sent in February, May, August and October, followed by a Christmas special in December.

Webinars and Events

We organised, facilitated and/or attended the organisation of a number of webinars and events in relation to eating disorders throughout the year, including:

| | |
|---------------------|--|
| February 28th | Bodywhys Webinar: 'ARFID: Subcategories and Clinical Cases' with Dr Anne-Frederique Naviaux, Consultant Psychiatrist, HSE South. |
| March 1st | Bodywhys Webinar: 'Hidden Challenges' a research focused webinar on stigma and social identity, body image, approaching your GP and recovery |
| March 3rd | Bodywhys Webinar: 'Speaking up: Eating disorders and men.' |
| June 27th | Bodywhys Webinar 'In Pride: Opening a conversation' |
| August 11th | UCD event 'Body Image and Society (BlaS)' |
| September 22nd-24th | The European Council on Eating Disorders (ECED) conference in Belfast |
| November 25th | Bodywhys Webinar 'Coping with Christmas' |

Ellen Jennings, Communications Officer, represented Bodywhys at:

- A panel discussion on eating disorders for Spectrum Health hosted by Claire Mc Kenna
- An Instagram live Q&A about eating disorders with the Irish Association of Creative Arts Therapists – IACAT
- A Fianna Fail Women's Health Group meeting, along with Sinead Crowe (*Intuitive Eating Ireland*) and Clare Austick (*Union of Students in Ireland*)
- A European webinar with SME Connect focusing on 'Nutrition for Mental Health and Wellbeing' alongside Maria Walsh MEP and other health and nutrition experts across Europe.
- At the Department of Health stakeholders event for the revision of EU food labelling legislation under the

Commission's Farm to Fork Strategy and Europe's Beating Cancer Plan

- At the Healthy Ireland 'Healthy Weight Campaign' stakeholder meeting with the HSE Clinical Lead for Obesity, Prof Donal O'Shea and the Department of Health.

Ellen hosted a number of 'Understanding Eating Disorders' webinars throughout the year with various organisations, including:

- Coolmine Ashleigh House
- Bristol Meyers Squibb
- Stranmillis University in Belfast in collaboration with the Eating Disorders Association of Northern Ireland (EDANI)
- National College of Ireland (NCI) fashion society
- Irish Jobs.ie.

Ellen attended many webinars to learn about the latest research in the field of eating disorders and body image, including:

- Body image and motherhood (UCD)
- LGBTQI+ community and eating disorders (NEDIC)
- Autism and eating disorders (Beat)
- Nutrition Interventions for REDS in Disordered Eating and Eating Disorders with Renee McGregor (Sarah Elder Nutrition)
- Launch of 'Management of eating disorders for people with higher weight: clinical practice guideline' (National Eating Disorders Collaboration (NEDC))
- Eating Disorders in the Community (British Dietetic Association)
- 'The Role of Somatic and Yoga Therapy in Eating Disorder Treatment' and 'Caring For Someone With an Eating Disorder (Exam Results Week)' (Orri - Specialist Eating Disorder Treatment, London)
- 'Eating disorders in the community' (MyNutriWeb)
- 'Supplements and nutrition interventions for eating disorders explained' (Centre for Change)
- Health at Every Size (HAES) summit in Dublin (Niamh Orbinski and Intuitive Eating Ireland).

Ellen also attended various mental health related events throughout the year, including:

- Mental Health Reform 10th anniversary conference
- 'Stronger Together', the launch of the HSE mental health promotion plan
- SeeChange 'Lets Talk about mental illness' launch
- Children's Right's Alliance 'A Safer Internet for Children and Young People - Political Panel'
- See Change Green Ribbon information session
- Mental Health Reform pre-budget submission launch
- HSE Overweight and Obesity 'Let's Talk!' event
- 'Emotional Literacy' with Suicide or Survive.



Research & Policy

Research & Policy



Barry Murphy
Research & Policy
Officer

Engagement

Barry Murphy, Research & Policy Officer, collaborated with many groups and organisations, including:

- Filming a video about a young person's story about recovering from an eating disorder with SpunOut, which was later shared online
- Filming a piece for the ISPCC's Digital Ready Hub, an online safety information portal for parents and carers of children and young people
- Meeting with Edel Murphy, University of Galway, National Programme Manager for the Public Patient Involvement Ignite Network.

Barry represented Bodywhys at the following:

- ✓ The Disability Federation Ireland's (DFI) Autism Advisory group throughout the year
- ✓ The Family Carer Research Group (FCRG) meetings throughout the year, which were organised by Care Alliance Ireland
- ✓ The international virtual meetings alongside Ellen Jennings, Communications Officer, with representatives from, Beat (United Kingdom), the Butterfly Foundation (Australia), NEDA (United States) and NEDIC (Canada). It was great to continue conversations directly with our colleagues and learn about their work. We look forward to future meetings in 2023
- ✓ The Men's Health Forum Ireland's (MHFI) planning meetings during the year, alongside Ellen Jennings. The theme for the 2022 campaign was "MISSION: isPOSSIBLE" (sic) and the call to men (and those who support the health of men) was: "The Action Starts with You". The overall aims of Men's Health Week are to:
 - Heighten awareness of preventable health problems for males of all ages
 - Support men and boys to engage in healthier lifestyle choices and activities
 - Encourage the early detection and treatment of health difficulties in males
- ✓ The Network of Childhood Illness Organisations (NCIO) meetings throughout 2022, which were organised by Children in Hospital Ireland (CIHI).

Online Safety

In January, the Online Safety and Media Regulation Bill was published by Minister Catherine Martin. Under harmful online content, the Bill states: "Online content by which a person promotes or encourages behaviour that characterises a feeding or eating disorder". Amendments to the Bill were published in July.

In February, Facebook whistleblower Frances Haugen spoke to the Joint Oireachtas Committee on Tourism, Culture, Arts, Sport and Media and was asked about eating disorders, body image, body dysmorphia, and how things may shift from following healthy recipes to experiencing anorexia nervosa.

In March, Barry Murphy and Ellen Jennings met with TikTok to discuss online safety. TikTok has expanded the scope of content that is removed from its platform including eating disorders, disordered eating, extreme diet, fasting, and overexercising. This is done using human and artificial intelligence tools and consultation.

In May, the Report of the Expert Group on an Individual Complaints Mechanism was published

In August, the media reported that Instagram introduced a feature to filter out weight loss adverts

In November, Dr Colman Noctor expressed concern about people accessing TikTok for mental health advice and potential self-diagnosis

In December, RTÉ Drivetime spoke to Imran Ahmed, CEO at the Centre for Countering Digital Hate about harmful content on TikTok, including self-harm and eating disorders.

Public submissions

In May, Bodywhys submitted its response to the Autism Innovation Strategy to Department of Children, Equality, Disability, Integration and Youth (DCEDIY)

In September, Bodywhys sent pre-budget submissions to Ministers Butler, Donnelly, Donohoe, and McGrath calling for continued investment in public specialist eating disorders services.

Research Activities and Updates

Body Image and Society (BlaS)

In January, it was confirmed that Dr Sarah Cooney's (School of Psychology, University College Dublin) application to the Irish Research Council's (IRC) New Foundations grant was successful. Subsequently, a lively in-person event, supported by Bodywhys, took place in UCD in August

Speakers included: Dr Sarah Cooney, Professor Fiona McNicholas, Dr Ciara Mahon, Akansha Mahesh Naraindas, Fiona Flynn (Youth Development Manager, Bodywhys), Dr Jennifer Todd, Dr Kirsten Maudner, Dr Manja Engel, Dr Tracey Thornborrow and Nour N. El Assaad.

Irish research developments

Throughout the year, Barry Murphy participated in virtual meetings with BeLonG To's Research Advisory Committee, in preparation for its "Being LGBTQI+ in Ireland part II" survey. This launched in September and concluded in October. We look forward to the research findings being published in the future

In January, Professor Fiona McNicholas had a study published in the Irish Medical Journal which included a reference to increased use of Bodywhys services and that urgent action is needed to invest in Child and Adolescent Mental Health Services (CAMHS)

In February, paediatric hospital figures for Ireland across three Dublin hospitals, one Cork hospital and one Limerick hospital, indicated that admissions for girls under 16 experiencing anorexia nervosa were the highest they have ever been in the fourth quarter of 2020, with increases for other eating disorders continuing from October 2020-February 2021. This information was published in the International Review of Psychiatry

Dr Ciara Mahon, UCD, was awarded an Irish Research Council postdoctoral fellowship to evaluate the impact of a self-compassion intervention on adolescent body image and mental health. Dr Mahon's research paper, "Systematic Review of Digital Interventions for Adolescent and Young Adult Women's Body Image" was supported by Bodywhys and published in Frontiers in Global Women's Health.

A new publication from Dr Niamh McNamara, Nottingham Trent University, and Dr Sara McDevitt, HSE; NCP-ED, and colleagues titled “The link between family identification, loneliness, and symptom severity in people with eating disorders” was published in the Journal of Community and Applied Social Psychology.

In June, The Irish Examiner reported there has been an almost five-fold increase in cases of eating disorders at the Children’s Hospital in Tallaght over the past eight years.

In July, Freedom of Information (FOI) figures released to Newstalk FM noted that 237 children aged under 16 were hospitalised for anorexia nervosa in 2021, a significant increase from 121 in 2020.

In August, Bodywhys responded to a request from the Research and Evaluation Unit of the Department of Children, Equality, Disability, Integration and Youth (DCEDIY), for its Statistical Spotlight series.

In October, the Health Research Board (HRB) published figures for 2021 indicating that 116 children and adolescents were hospitalised for eating disorders, compared to 87 in 2020. This indicates a 33% increase. The report: “Activities of Irish Psychiatric Units and Hospitals 2021” can be accessed on www.hrb.ie

In December, the HRB announced that it is to develop Ireland’s first mental health research and evaluation strategy.

International research

In May, a study from Dr Jason Nagata, University of California, San Francisco, and colleagues found that half of male patients hospitalised for eating disorders have anaemia and a quarter have zinc deficiency. This research can be found in the journal Eating and Weight Disorders - Studies on Anorexia, Bulimia and Obesity.

In June, the World Health Organisation (WHO) published “World mental health report: Transforming mental health for all”. This is the WHO’s largest ever review of mental health.

In July, Professor Kate Tchanturia introduced a special issue with focus on the relationship between autism and eating disorders in European Eating Disorders Review. Patients, carers, researchers and clinicians were noted as key stakeholders.

In September, Dr Megan L. Gow and colleagues highlighted issues arising from #postpartumbody images posted to Instagram in the journal Healthcare.

Medical Publications

In January, the Scottish Intercollegiate Guidelines Network (SIGN), published its national clinical guidance for eating disorders.

In March, the American Psychiatric Association (APA) updated its Diagnostic and Statistical Manual of Mental Disorders (DSM) and published DSM-5-TR (text revisions), including changes that apply to avoidant/restrictive food intake disorder (ARFID) and other specified feeding or eating disorders (OSFED), in particular, atypical anorexia nervosa.

In May, the Royal College of Psychiatrists launched the “Guidance on Recognising and Managing Medical Emergencies in Eating Disorders” (MEED Guidance). This replaces the Management of Really Sick Patients with Anorexia Nervosa (MARSIPAN) guidelines. The MEED Guidance will benefit patients, families, and healthcare professionals.

In August, the National Eating Disorders Collaboration (NEDC), Australia, launched “Management of eating disorders for people with higher weight: clinical practice guideline.” This document recognises the difficulties faced by people with eating disorders with higher weight in having their needs met.

Attendance at Consultations, Forums and Webinars

| | |
|------------------|---|
| January | CAMHS, crisis and COVID-19 webinar, with Professor Fiona McNicholas, Consultant Child and Adolescent Psychiatrist, at Lucena Clinic and Our Lady's Children's Hospital, Crumlin. |
| | Mental Health Reform's "Brave New Connections" webinar. |
| February | Pre-legislative scrutiny of the Assisted Decision-Making (Capacity) (Amendment) Bill 2022 at the Oireachtas committee on Children, Equality, Disability, Integration, and Youth. |
| | "Stand Up to Stigma" research launch by See Change. |
| | Launch of the HSE's National Clinical Programme for Self-Harm and Suicide-related Ideation. |
| | Mental Health Reform's roundtable discussion about the Decision Support Service (DSS). |
| March | Policy Ireland event - Next steps for the Research and Innovation Strategy in Ireland. |
| April | The HSE's "Stronger Together" mental health promotion launch. |
| May | Mental Health Reform's "Frontiers in eMental Health - The Future is Now". |
| June | Joint Briefing on the Charities Amendment Bill by The Wheel. |
| July | See Change Green Ribbon planning meeting. |
| September | See Change's Green Ribbon 2022 launch in Dublin city centre. |
| October | A roundtable review and discussion of the Junior Cycle social, personal and health education (SPHE) curriculum, organised by the National Council for Curriculum and Assessment (NCCA). |
| | The HSE's World Mental Health Day "Making the Connections" webinar. |
| November | The "Men's Attitudes Now" (MAN) survey findings, Men's Development Network and the HSE. |
| | Autism and eating disorders webinar – Beat. |
| December | The Wheel's "Building a Research Plan for your Organisation" webinar. |

Legislation updates

In May, Mental Health Reform sent an open letter to An Taoiseach to ask that the rights of people with mental health difficulties are not omitted from the Assisted Decision-Making (Capacity) legislation.



Youth Development

Youth Development



Fiona Flynn
Youth Development Manager



In the first half of 2022, Fiona continued research in collaboration with Maynooth University and the Irish Research Council. This research into the development of schools-based interventions to promote positive body image and media literacy will inform the development of new schools-based programmes and resources for Bodywhys.

Be Body Positive

The first 'Be Body Positive' flag was awarded to St. Finian's Community College, Swords, Co. Dublin on June 1st, 2022. The 'Be Body Positive' Initiative was launched in October 2021 to encourage schools, youth groups and youth organisations to actively promote positive body image in children and young people. This initiative is intended to enhance and reward positive action taken in relation to promoting positive body image.

The 'Be Body Positive' initiative provides clear guidelines for promoting positive body image and awareness within the school setting. A 'Be Body Positive' flag is awarded upon completion of all tasks.

St. Finian's Community College also raised €950 for Bodywhys and this cheque was presented to Fiona on the day.



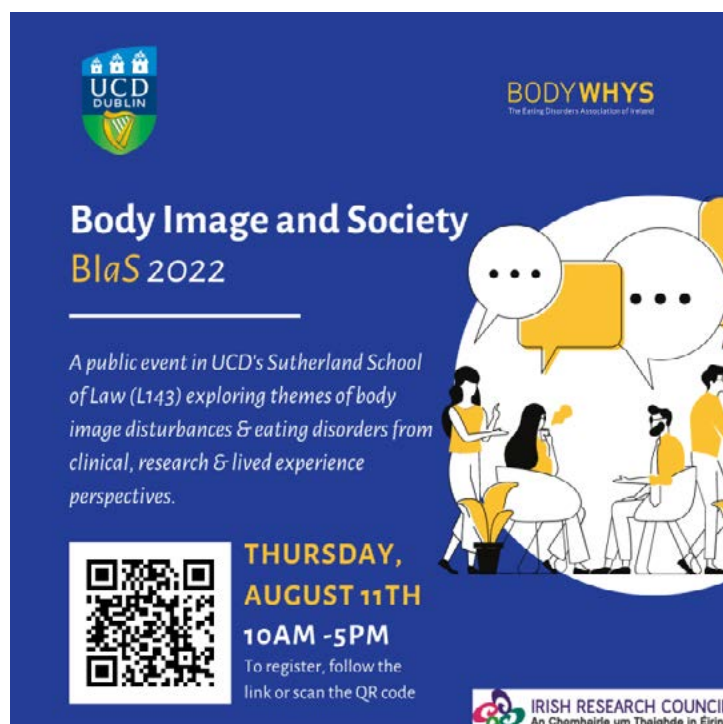
'Be Body Positive' flag flying at St. Finian's Community College, Dublin



Lana Farrell, St. Finian's Community College, presenting a cheque to Fiona Flynn, Youth Development Manager, Bodywhys

Presentations & Conferences

In August, Fiona presented research at the Body Image & Society Event in University College Dublin, on the development and evaluation of schools-based interventions to promote positive body image, media and social media literacy, and promote awareness of eating disorders within the school setting.



Fiona also chaired the session on lived experience, introducing Caitlin Grant from the SpunOut Action Panel, and outlining Bodywhys links with relevant youth organisations.



Fiona Flynn, Youth Development Manager, presenting at the 2022 European Council on Eating Disorders (ECED) Conference, Belfast

In September, Fiona presented at the European Council on Eating Disorders (ECED) Conference in Belfast. Fiona presented research on the development and evaluation of the Bodywhys #MoreThanASelfie programme to promote media literacy and improve body image in young adolescents.



Janet Noble, Clinical Director, Body Brave Canada, and Fiona Flynn, Youth Development Manager, Bodywhys, at the Canadian #BodyPeace Virtual Conference.



Fiona presented at the **Canadian #BodyPeace** virtual conference in October on the work Bodywhys undertakes in schools, and provided an overview of the Bodywhys resources for primary and secondary schools.



Recruitment, Training & Shadowing

Due to ever increasing demand from schools and youth organisations for Bodywhys talks, resources and schools programmes, Bodywhys secured additional funding to expand the Youth Development Team. Recruitment for a Youth Development Officer (East), and Youth Development Officer (Mid West), commenced in September.



Shauna McGroarty
Youth Development Officer

Shauna McGroarty commenced the role of Youth Development Officer (East) on November 7th. Shauna has been a coach in the Health, Fitness, and Sport industry for 8 years, in which she has worked with young people on multiple occasions in different organisations, across all demographics. She is passionate about safeguarding young people's mental health and believes that education and communication are key to achieve this.

Shauna was trained in the provision of school talks, which included provision of webinars and video content for review, and template slides for the school talk which Shauna was invited to update with more recent graphics. Training also included discussion of all items pertaining to communication with schools, teachers, scheduling talks, and formal email style. Relevant items on facilitation including answering questions in groups, acknowledging all responses from students, and tips on engaging

students and promoting class interaction were all addressed. Shauna shadowed Fiona's work in schools in November and was quickly up to speed with content and delivery. Shauna delivered the content in all the school talks reported for December confidently while Fiona remained present for support if required. Shauna has now progressed to contacting schools to schedule talks for 2023.

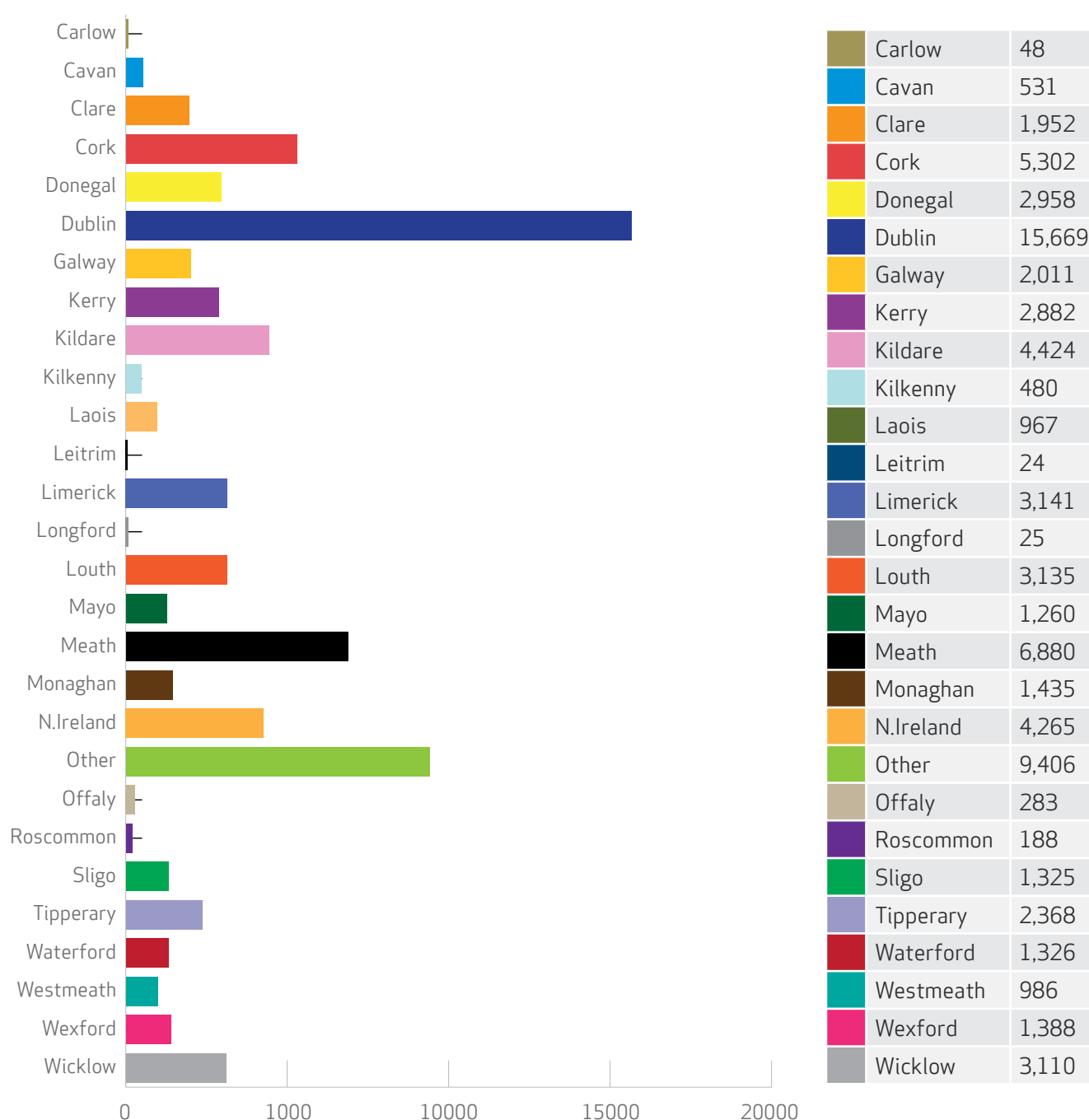
Claire Thornton will commence in the role of Youth Development Officer (West) in January 2023.

#MoreThanASelfie Statistics

The #MoreThanASelfie programme for secondary schools which was launched in October 2020 was again widely used in 2022. The #MoreThanASelfie resources include four lessons with videos and exercises embedded, facilitators guide, and student workbooks. These resources are accessible online.

In 2022 these resources were accessed 343 times by teachers and delivered to 77,769 students. The #MoreThanASelfie programme was delivered nationwide and in mixed, all girl and all boys schools. A breakdown of the number of students who received the programme by location is provided in Figure 35.

Figure 35. Number of students who received the #MoreThanASelfieProgramme delivered by Location



Primary Schools

Statistics generated on the use of the 'Happy To Be Me' Programme indicate that the resources were accessed 77 times and delivered to over 5,675 primary school children in 2022.

Ongoing work

The Youth Development activities for Bodywhys remained mostly online in 2022. Fiona continued to provide workshops and webinars online to schools and youth groups, and to provide training to teachers and school primary care teams upon request. Fiona resumed in-person talks in schools in November and delivered 16 workshops to groups of 30 in schools in Loreto College, Co Dublin, St Joseph's Mercy Secondary School, Co Meath and St Aidan's Comprehensive School, Co. Cavan.

Youth engagement activities with the Bodywhys Youth Panel also remained online for 2022, with plans in place for an in-person meeting with the new Youth Development Team in January 2023.

Fiona also continued to provide input to articles on the topic of body image and eating disorders in 2022 including articles for the Irish Examiner, Stellar Magazine and a TG4 documentary on body image.

Training & Development

Under the supervision of Fiona Flynn, Youth Development Manager, Shauna's training in delivering content was carried out within the following schools in the Leinster region.

| Date | School | County | Number of Attendees |
|---------------|------------------------|--------|---------------------|
| November 16th | Loreto, Crumlin. | Dublin | 60 |
| November 23rd | Loreto, Crumlin | Dublin | 90 |
| November 24th | Mercy Convent, Navan | Meath | 70 |
| November 29th | St. Aidan's, Cootehill | Cavan | 60 |
| December 7th | St. Aidan's, Cootehill | Cavan | 60 |
| December 8th | Mercy Convent, Navan | Meath | 60 |
| Total | | | 400 |

Shauna also attended Body Image in Motherhood: Making Research Real – a talk delivered by Dr. Zali Jager as part of the School of Psychology Seminar Series in University College Dublin on the December 12th.

Events Attended

| Date | Event | Details | Number of Attendees |
|---------------------|---|--|-------------------------------|
| November 25th, 2022 | Perform Dance Event at the RDS Simmonscourt, Dublin | Shauna set up a Bodywhys information stand and was on hand to give out information booklets and speak to any students & teachers that had questions relating to EDs/school talks | 2,000 young adults & teachers |

Youth Development Project work

Following Shauna's training in schools, she began research & development for the Body Image & Sports section for www.bodywhysbodyimage.ie, which has been broken down into the following sections: Gyms, Coaches, Sport Specific, Parents, Schools, and PE Teachers. Shauna gathered information for each section based on existing Body Image and Sport global research, publications, podcasts, and documentaries.



Awareness Activities & Fundraising

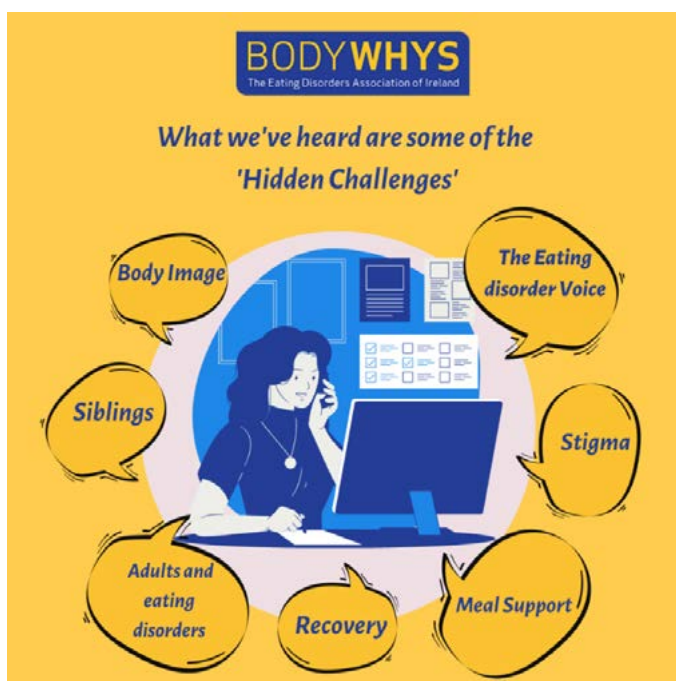
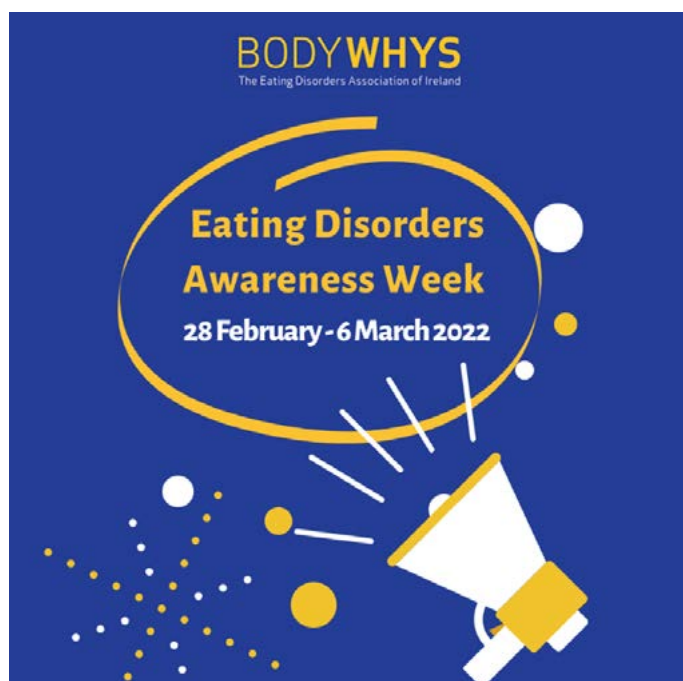
Awareness Activities & Fundraising

Ruby Whyte
Administrator (up to September)

Maja Dumana (from October)
Administrator

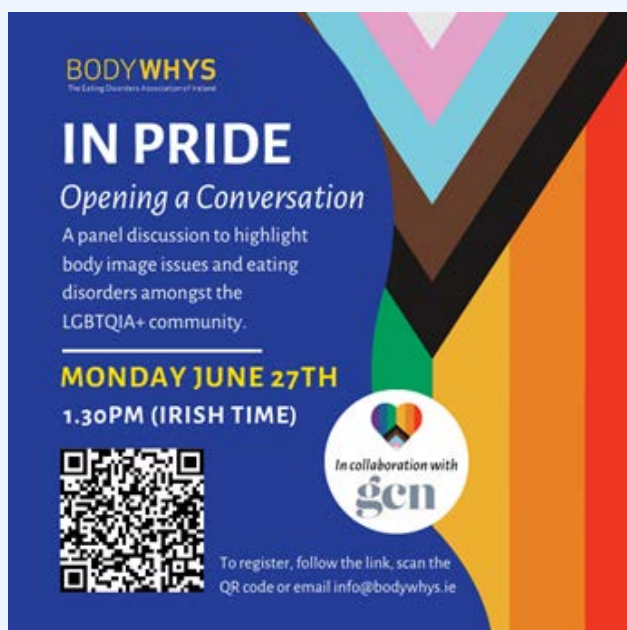
Eating Disorders Awareness Week

February 28th- March 6th: Activities and Webinars



“Hidden challenges” was the theme for EDAW 2022 and all Bodywhys activities took place fully online, which allowed for increased accessibility at events. Not all of these events were recorded, however some can be found on our YouTube channel.

- ✓ Avoidant/restrictive food intake disorder (ARFID) – Aetiology, Subcategories, Treatment and Clinical Cases, with Dr Anne-Frédérique Naviaux, Consultant Psychiatrist, HSE
- ✓ Hidden Challenges – Stigma, social identity, body image, approaching your GP, recovery and personal perspectives. A collaboration between Bodywhys and See Change
- ✓ Recognising and Managing Medical Emergencies in Eating Disorders, HSE National Clinical Programme for Eating Disorders (NCP-ED)
- ✓ Speaking Up – Men and Eating Disorders created and led by Bodywhys, facilitated by Gerry Butcher, MSc.
- ✓ Other activities were organised by the Eating Disorder Centre Cork, Lucena Clinic, the National Eating Disorders Recovery Centre (NEDRC), St. Patrick’s Mental Health Services, and St. John of God Hospital.



In June, we created “In Pride: Opening a Conversation”, a webinar featuring a range of LGBTQIA+ speakers.

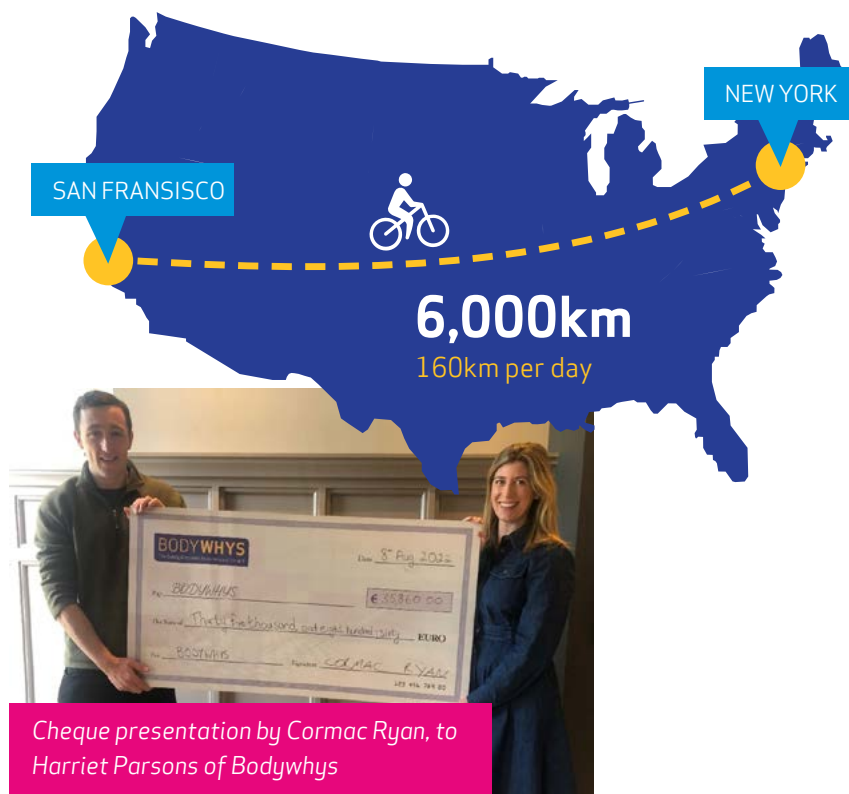
Fundraisers

From San Francisco to New York....

Cormac Ryan cycled solo from San Francisco on the west coast of America to New York City between May and June, 2022.

After spending more than 262 hours on his bicycle, Cormac travelled across 13 states, from San Francisco to New York. Cormac travelled more than six thousand kilometres in total, averaging 160km per day, and raised €35,860 for Bodywhys.

Thank you Cormac!



The Bodywhys team would like to extend our heartfelt thanks to each person who has been involved with and/or donated to fundraisers that have been held in support of our organisation.



Bodywhys Volunteer, Seán Beatty

The Wheel's 'We Act'

In December, Seán Beatty, Bodywhys volunteer, took part in The Wheel's 'We Act' campaign, shining a light on the involvement and experience of those who give their time to voluntary services, particularly around the Christmas and New Year period.

We thank Seán for his contribution, and thank all of our volunteers who give their time all year round.



Terri Coffey, Bodywhys (left), and Timmy Long of The Two Norries (right)

In September, Support Services Officer, Terri Coffey, represented Bodywhys at a Cycle Against Suicide event, in aid of Men's Mental Health at Marina Market Cork.



Terri Coffey, Bodywhys 'Positive Mind & Body Week' Munster Technological University, Cork

In November, Terri visited the Munster Technological University Campus in Cork, to raise awareness around eating disorders and positive body image, during MTU's 'Positive Mind & Body Week'.



Financial Statements and Balance Sheet

THINK BODYWHYS Company Limited by Guarantee

Statement of Financial Activities

(Incorporating an Income and Expenditure Account) for the financial year ended 31 December 2022

| | Notes | Unrestricted Funds | Restricted Funds | Total | Unrestricted Funds | Restricted Funds | Total |
|---|-------|--------------------|------------------|----------------|--------------------|------------------|----------------|
| | | 2022 | 2022 | 2022 | 2021 | 2021 | 2021 |
| | | € | € | € | € | € | € |
| Incoming Resources | | | | | | | |
| Voluntary Income | 5.1 | 61,103 | - | 61,103 | 65,059 | - | 65,059 |
| Activities for generating funds | 5.2 | 469,125 | 57,815 | 526,940 | 474,594 | - | 474,594 |
| Other income | 5.3 | 9 | - | 9 | - | - | - |
| Total incoming resources | | 530,237 | 57,815 | 588,052 | 539,653 | - | 539,653 |
| Resources Expended | | | | | | | |
| Charitable activities | 6.1 | 492,603 | 6,225 | 498,828 | 490,766 | - | 490,766 |
| Net incoming/outgoing resources before transfers | | 37,634 | 51,590 | 89,224 | 48,887 | - | 48,887 |
| Gross transfers between funds | | 17,104 | (17,104) | - | - | - | - |
| Net movement in funds for the financial year | | 54,738 | 34,486 | 89,224 | 48,887 | - | 48,887 |
| Reconciliation of funds | | | | | | | |
| Balances brought forward at 1 January 2022 | 13 | 561,424 | 17,104 | 578,528 | 512,537 | 17,104 | 529,641 |
| Balances carried forward at 31 December 2022 | | 616,162 | 51,590 | 667,752 | 561,424 | 17,104 | 578,528 |

The Statement of Financial Activities includes all gains and losses recognised in the financial year.
All income and expenditure relate to continuing activities.

Approved by the Board of Directors on 30 August 2023 and signed on its behalf by:

IMELDA REDMOND
Trustee

HENRY BLAKE
Trustee

THINK BODYWHYS Company Limited by Guarantee

Balance Sheet

as at December 2022

| | Notes | 2022 € | 2021 € |
|---|-------|-----------------|-----------|
| Current Assets | | | |
| Debtors | 10 | 11,324 | - |
| Cash at bank and at hand | | 696,983 | 627,599 |
| | | 708,307 | 627,599 |
| Creditors: Amounts falling due within one year | 11 | (40,555) | (49,071) |
| Net Current Assets | | 667,752 | 578,528 |
| Total Assets less Current Liabilities | | 667,752 | 578,528 |
| Funds | | | |
| Restricted trust funds | | 51,590 | 17,104 |
| Unrestricted designated funds | | 226,730 | 226,730 |
| General fund (unrestricted) | | 389,432 | 334,694 |
| Total Funds | 13 | 667,752 | 598,528 |

Approved by the Board of Directors on 30 August 2023 and signed on its behalf by:

IMELDA REDMOND

Trustee

HENRY BLAKE

Trustee

Acknowledgements

The Chairman, Board of Directors and Staff wish to record their sincere thanks to all those who volunteered, supported or donated to Bodywhys in 2022. Your interest in, and support of our work is much appreciated.

Department of Health and Staff

Health Service Executive and Staff

National Office for Suicide Prevention and Staff

St. John of God Brothers - CEO, Staff and Order

Sully Productions – Eavan O’Sullivan

All of those who undertook fundraisers for or who donated to Bodywhys during the year



Governance

Governance

Risk Management

Bodywhys has in place a Risk Register to monitor and mitigate controls arising from the risk across the full range of its activities. All governance, operational, legal and regulatory, financial, strategic and reputational risks are reviewed by the CEO and Trustees on a regular basis.

In line with the requirement for Trustees to undertake a risk assessment exercise and report on the same in their Annual Report, the Trustees have reviewed the risks that Bodywhys faces and have reviewed the measures already in place, or needing to be put in place.

Reserves Policy

As part of its good governance requirements and to ensure strong financial controls and the internal management of its resources, Bodywhys has a Board-approved reserves policy.

The policy stipulates that the organisation must hold a minimum of 3 months' unrestricted reserves equal to its average expenditure. This would facilitate the remuneration of employees and maintain the organisation's running costs for the period until new funding can be sourced. The reserves policy was reviewed in 2022, and as per the policy, the unrestricted reserves can be used to:

- Cover gaps in available funding
- Fund shortfalls in income being received from funders
- Address unexpected difficulties or crises.



Our People

Company Information

Company information
as of 31st December
2022

DIRECTORS

Parvez Butt
Henry Blake
Marie Devine (deceased 7th February, 2022)
Tiggy Hudson
Ann McCann
Sene Naoupu
Imelda Redmond
Siobhain McArdle
Sheila Naughton

The Board met on six occasions in 2022.

COMPANY SECRETARY

Henry Blake

REGISTERED OFFICE

18 Upper Mount Street
Dublin 2

AUDITORS

Dillon Kelly Cregan & Co.
18 Upper Mount Street
Dublin 2

Think Bodywhys CLG, trading as Bodywhys - The Eating Disorders Association of Ireland, is a company limited by guarantee, registered in Ireland with a registered office at 18 Upper Mount Street, Dublin 2.

Company Number: 236310. Charity Registration Number: 2003405. CHY number 11961.



Bodywhys Team (2022)

Jacinta Hastings, Chief Executive Officer

Harriet Parsons, Training and Development Manager

Kathy Downes, Support Services Manager

Terri Coffey, Support Services Officer

Christopher Cash, Admin Support Officer

Fiona Flynn, Youth Development Manager

Shauna McGroarty, Youth Development Officer (East)

Barry Murphy, Research and Policy Officer

Ellen Jennings, Communications Officer

Ruby Whyte, Administrator (January – September)

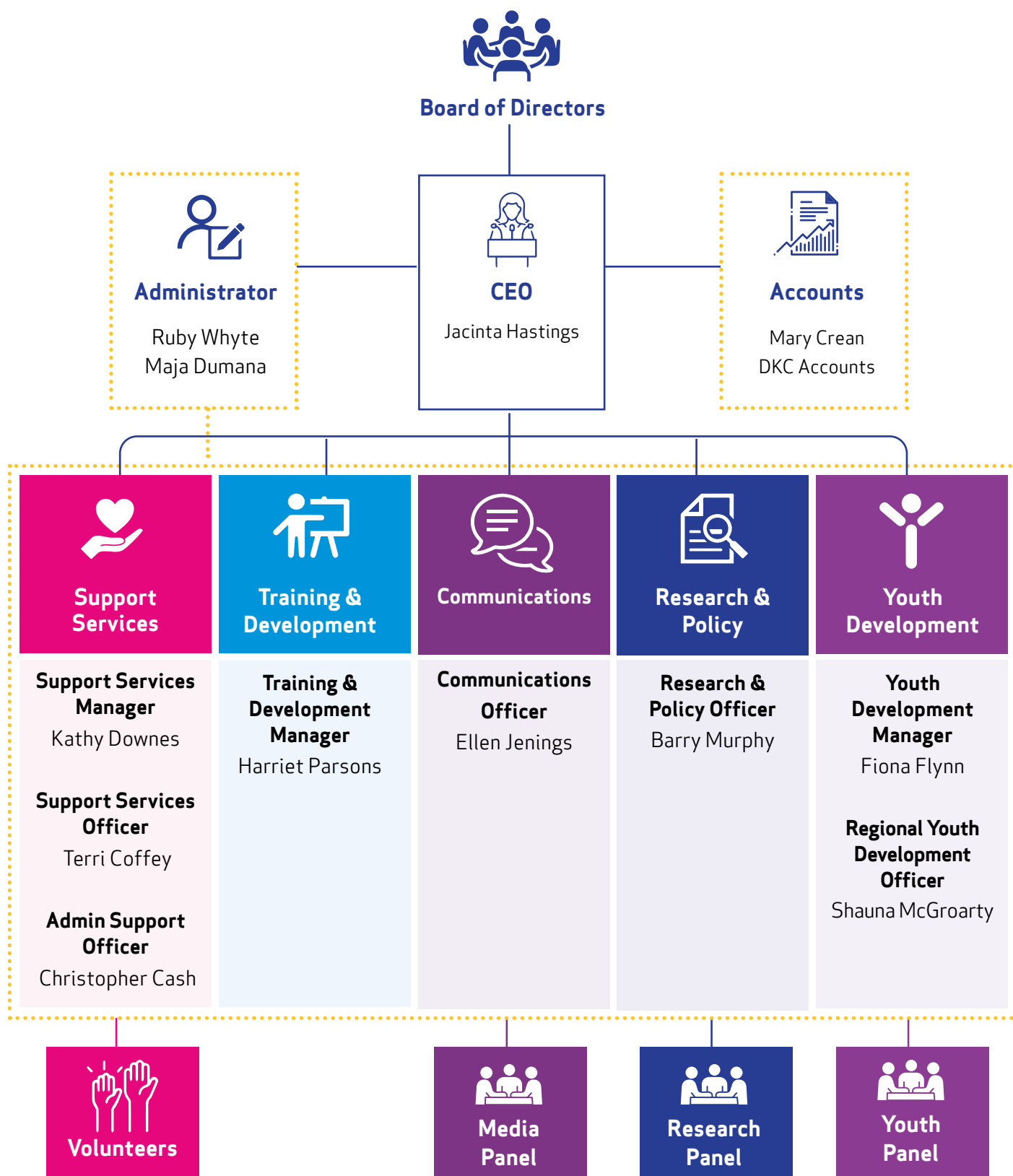
Maja Dumana, Office Manager (from October)

Mary Crean, Accounts 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 healthcare needs of people affected by eating disorders ”

Organisational Structure 2022



Collaborative Engagements

This Annual Report highlights the breadth of reach of all of Bodywhys' work in innovative ways which align with the goals of our Strategic Plan 2022-2025. All our work is underpinned by high level of engagements to inform and share insights, evidence, and perspectives to support our Vision, Mission, and Values.

CARED (Caring About Recovery in Eating Disorders)

A number of meetings were held throughout the year, with the CARED (Caring About Recovery in Eating Disorders) parents' group to share information and update on developments. These meetings will continue on a regular basis.

Meetings with Minister Mary Butler, Minister for State for Mental Health, and Older People

On Monday 28th February, together with Dr. Michelle Clifford, Clinical Lead, Rhona Jennings, Programme Manager, and Department of Health personnel, the CEO joined an online meeting with Minister Mary Butler, Minister for State for Mental Health, and Older People, to mark Eating Disorders Awareness Week 2022.

Throughout the year, very productive meetings were held with Minister Butler. We acknowledge the Minister's commitment to mental health and to progressing the National Clinical Programme for Eating Disorders (NCP-ED).

In October, we welcomed the announcement of €72.8m for mental health services in Budget 2023, the largest mental health budget in the history of the State.

The HSE Service Plan 2022

The HSE's Service Plan 2022 referenced the National Clinical Programmes, eating disorders, and the planned growth of teams improving access to mental health services by continuing to enhance the capacity of community mental health teams with particular emphasis on CAMHS, crisis resolution teams and the rollout of special eating disorder teams.

HSE National Patient & Service User Forum

The CEO represents Bodywhys on the HSE's National Patient and Service User Forum. The forum members met throughout the year to progress action on patient and service user engagement with health services. Through this forum, requests for participation in various aspects of health care are convened. The CEO was a member of the COVID-19 tracker advisory group, who met throughout the year.

Women's Health Taskforce

The CEO engaged with the Department of Health's Women's Health Taskforce. In relation to eating disorders, the focus was on available support; barriers to access; gaps in services; family support and the work of Bodywhys.

Fianna Fáil Women's Healthcare Policy

In July, the CEO attended the launch of Fianna Fáil's Women's Healthcare Policy by Minister for Health, Stephen Donnelly, T.D. The policy development, led by Senator Lisa Chambers, included a commitment to supporting the NCP-ED.

Mental Health Reform 10th Anniversary Conference

In March, Mental Health Reform celebrated their 10th anniversary with a half-day hybrid conference held in Wood Quay, Dublin. Over 200 delegates attended with the Chairman, Parvez Butt, who attended in person and the CEO, Jacinta Hastings, who attended virtually. During the conference, the second report of the Brave New Connections series 'Resetting the Not for Profit

voluntary and community mental health sector after the pandemic' was launched. As one of five founder member organisations, Bodywhys is very proud of the achievements of Mental Health Reform (formerly the Mental Health Alliance).

As outlined in the Mental Health Reform Annual Report 2022, members of Mental Health Reform are kept up to date on developments including:

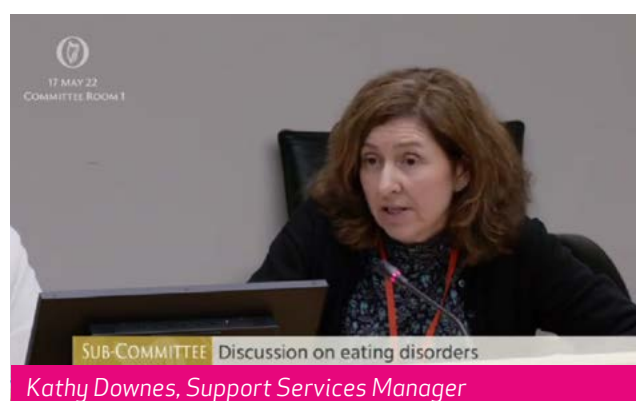
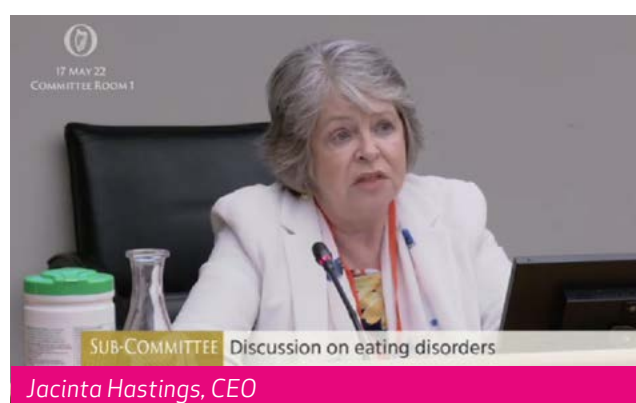
- The publication of the South Kerry CAMHS (Child and adolescent Mental Health Services) review in January. The report led to national discussion on the significant gaps in mental health services for young people, including long waiting lists, inadequate staffing, and insufficient funding
- The Sharing the Vision Implementation Plan 2022-2024 which was published in March. This plan is a crucial tool for oversight and accountability of the 100 recommendations in Ireland's national mental health policy. The Implementation Plan will be overseen by the National Implementation Monitoring Committee (NIMC)
- In the legislative landscape, the Pre-Legislative Scrutiny of the Mental Health (Amendment) Bill to reform the Mental Health Act, 2001 was completed and the report was launched. Mental Health Reform welcomed the tone of the report, as well as the 19 recommendations by the Sub-Committee on Mental Health. In September, the Government announced changes to the Assisted Decision-Making (Capacity) Amendment Bill 2022 that will extend rights in the legislation to people involuntarily detailed under Part 4 of the Mental Health Act, 2001.

HSE 'Stronger Together'

In April, the CEO attended the online launch of 'Stronger Together' which is the HSE's five-year Mental Health Promotion Plan 2022-2027. The plan includes a range of actions focused on promoting positive mental health across the population that are within the remit of the HSE and HSE-funded agencies.

Cross party sub-committee on mental health

The CEO, together with Training & Development Manager, Harriet Parsons, and Support Services Manager, Kathy Downes, appeared before the Oireachtas cross party sub-committee on mental health in May. The cross-party sub-committee, chaired by Senator Frances Black, posed questions on the NCP-ED; bed capacity; Bodywhys services and funding streams. This was a good opportunity to detail the role of Bodywhys and the increase in demand for services since COVID-19. Deputy Mark Ward, Sinn Féin opposition spokesperson on mental health, thanked Bodywhys for bringing so much valuable information to the committee's attention.



Health Dialogue Forum

The CEO attended the Health Dialogue Forum meetings, convened by The Wheel. Members, who are HSE-funded organisations and members of The Wheel, convened to discuss the role of the community and voluntary network in social and health care provision. The Health Dialogue Forum was established by the Department of Health on foot of the recommendations made by the Independent Review Group on the Role of Voluntary Organisations in Health and Social Services. Network members had an opportunity to respond to the report Building a New Relationship between Voluntary Organisations and the State in the Health and Social Care Sectors which will guide its work.

Roundtable Discussions on Health & Mental Health

The CEO attended online roundtable discussions on health and mental health hosted by Deirdre Clune, MEP, which were held virtually on a quarterly basis. These discussions present an opportunity to ensure that the issue of eating disorders is brought to the attention of those in attendance.

National Framework for Recovery in Mental Health:

This HSE initiative aims to focus on a person-centred approach to recovery in mental health. The CEO represents Bodywhys at quarterly meetings.

Operational Changes

Discussions with Adare HR were ongoing throughout the year along with The Wheel and Walshe Management Consultants, to undertake a 'due diligence' review of all internal policies and procedures.

Forced upon us by circumstances beyond our control, remote/hybrid working was nevertheless a feature of our working life in 2022. Thankfully, services were not impacted during the period of restrictions, in fact, innovation and the use of technology meant that a greater reach for service provision was achieved. Adare HR advised accordingly on issues like ergonomics, insurance, and risk assessment to support remote/hybrid working.

European Conference on Eating Disorders Conference (ECED) 2022 Belfast

The ECED conference, which had been deferred from 2021 due to COVID-19, was held in Belfast from 22nd – 24th September. Recognised as an important 'masterclass' conference on eating disorders, it was agreed to support a delegation from board, staff, and volunteers. The Conference Theme of Building Bridges was explored through an interesting and intellectually stimulating programme.

GAMIAN-Europe (GE)

The CEO represents Bodywhys on the board of GAMIAN-Europe. Bodywhys are members of GAMIAN-Europe with the intention of bringing forward discussions on eating disorders into this European forum.

National Eating Disorder Recovery Centre (NEDRC)

In 2021, a new 6-bed private facility, the National Eating Disorder Recovery Centre (NEDRC) opened in Ballsbridge, Dublin 4. The CEO, together with Parvez Butt & Henry Blake representing the Board, attended an Open Day at the facility in 2022.

Memberships



BODYWHYS

The Eating Disorders Association of Ireland

Postal Address: P.O. Box 105, Blackrock, Co. Dublin

Office: 01-2834963

Helpline: 01-2107906

Office email: info@bodywhys.ie

Email support: alex@bodywhys.ie

Website: www.bodywhys.ie

Think Bodywhys CLG, trading as Bodywhys – the Eating Disorders Association of Ireland, is a company limited by guarantee.

Registered Company Number 236310. Registered Office 18 Upper Mount Street, Dublin 2.

Registered Charity Number 20034054. CHY number 11961