

BODYWHYS

The Eating Disorders Association of Ireland

Supporting people affected by
eating disorders

Jacinta Hastings, CEO

Who we are

- National voluntary organisation
- To provide support to people affected by eating disorders
- To promote awareness and understanding among the wider community



Eating Disorders



- 200,000
- 10,000
- 15% male

meals dinner nibbles life gift time
icecream caring joke anorexia connect eating group
family links therapy recovery miracles giggles blog
lunch soul support nutrition laughter food together gentle healthy shoulders
feelings help friends writing EDbites healing love
better climbing share cake smile breakfast bulimia hugs
comment mirror hope progress

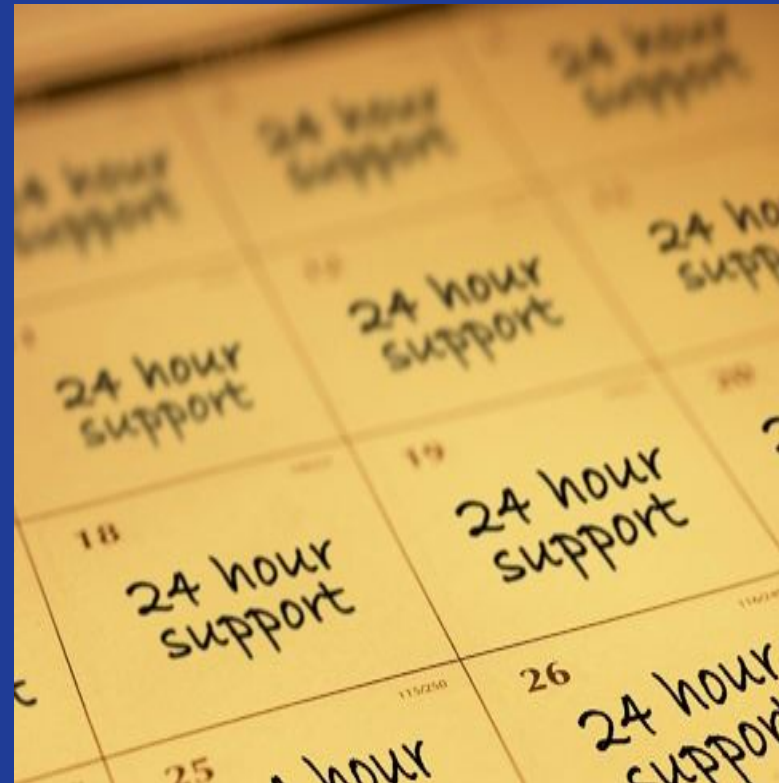
Eating Disorders

- Complex, serious mental health problem
- Potentially life threatening
- Not primarily about food
- Coping mechanism

- Highest mortality rate of mental illnesses

Bodywhys Services

- Lo-call helpline service
- Support Group Network
- Website
- Email Text support
- Information & Education
- Campaigns
- Online support groups



Online Support



it's just a button away.

Internet

- 81% of young people have used or are willing to use the internet as a source of mental health information
- (Health Research Board, 2008)

LOOKING

4
PRO
ANA
BUDDY

and when the rest of the
world walks out,
i'll still be here.

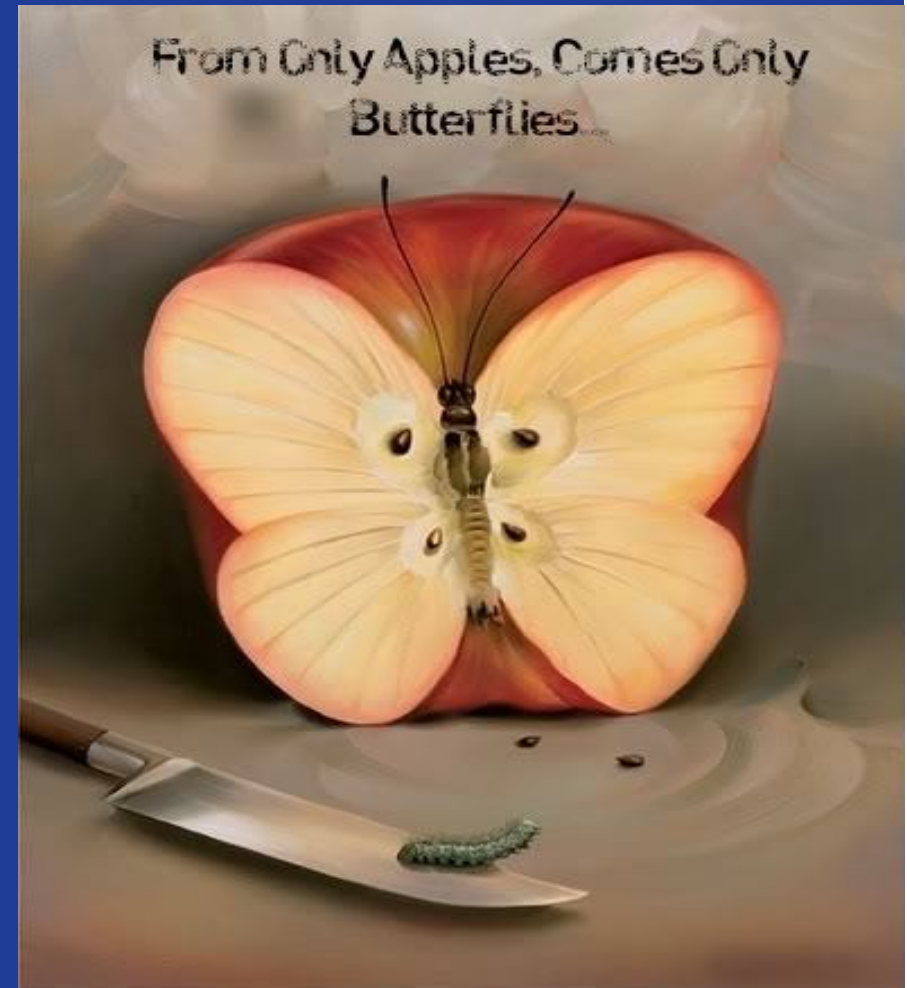
i promise. ☆



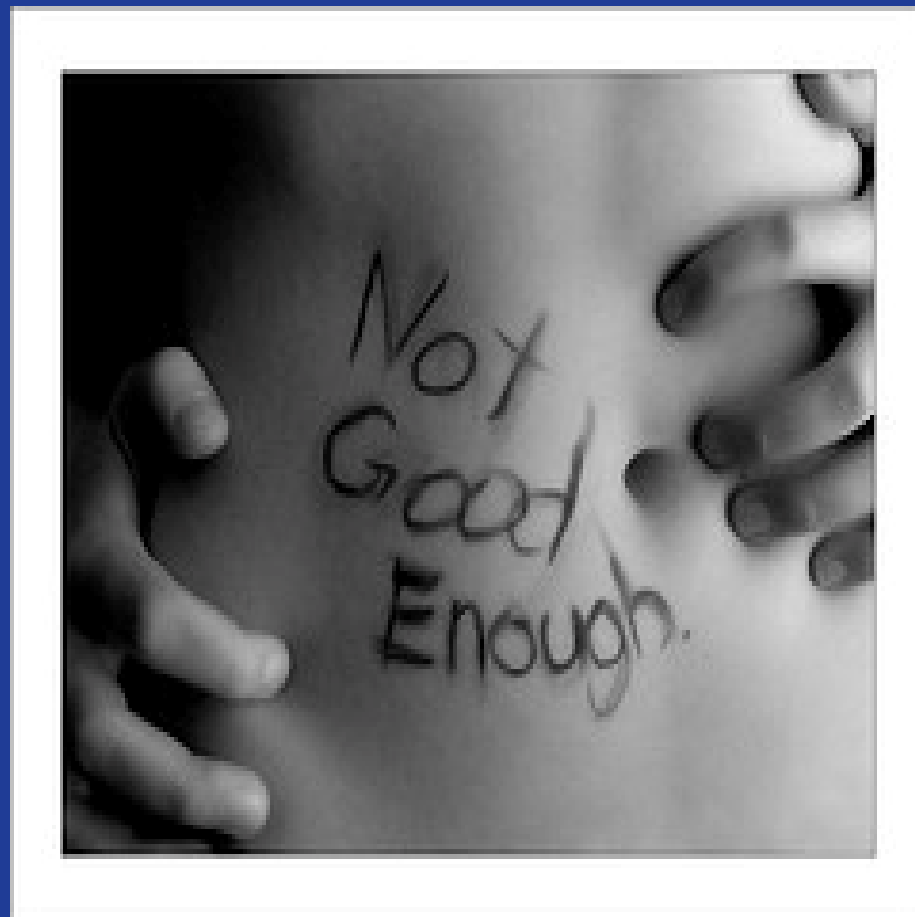
Pro Ana/Pro Mia sites

- Dangerous tips
- Compete
- Fast
- Encourage
- Post photos

- Average age = 13 yrs.



Thinspiration'



Pro-ana/Pro-mia sites increase

Optenet survey

– 470% increase 2006-2007

Maastricht University (2006)

University Leuven (2009)

Stanford Medical School (2006)

Effect

- Lower self esteem
- Preoccupied with exercise and weight loss
- Negative body image
- Dissatisfied with body shape

BodywhysConnect

- Mirrors face to face groups
- Facilitator led
- Pre-registration
- Group open at specific times only
- 'Real time'



YouthConnect

from BODYWHYS

Questions?

