



& anorexia  
bulimia  
care

# IMPACT REPORT 2018

A SUMMARY

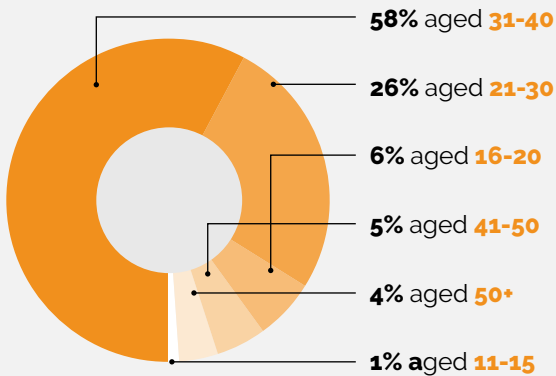


# OUR SERVICES: TELEPHONE HELPLINES

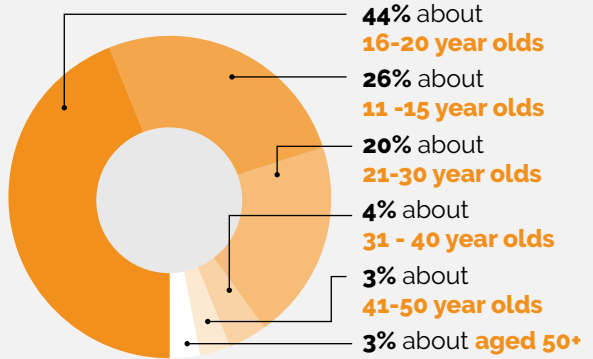


One for carers, one for service users. Led by a counsellor, nurse, dietitian and parent with lived experience. Open 7 hours a day, 5 days a week. Offering time to listen, empathy, emotional support, guidance and practical strategies.

## WHO USES OUR HELPLINE?



## WHO DO PARENTS AND CARERS CALL ABOUT?



87% OF CALLERS WERE CALLING ABOUT FEMALE LOVED ONES

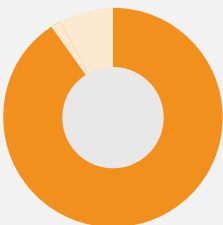


88% OF CARERS SEEKING HELP WERE FEMALE



### “EXTREMELY HELPFUL”

98% of callers replied 'extremely helpful' putting being able to talk to someone who really understands the illness and can offer practical suggestions the most important factor.



### “NO ONE ELSE TO RING”

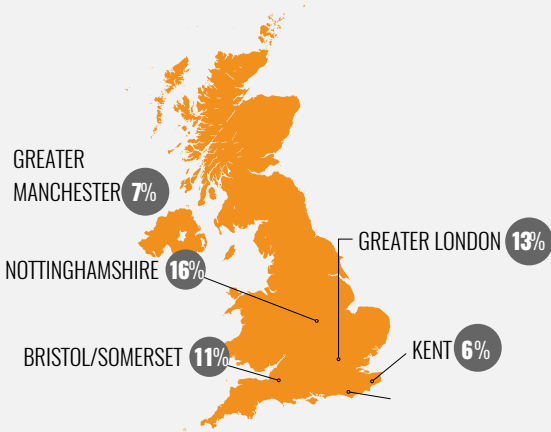
90% of those calling our helplines say that there was no one else they would have rung, with GP and friend being cited as the most likely alternatives and reported that other providers' helplines were closed or not open when needed.



**89%** OF SERVICE USERS STRUGGLING WITH EATING DISORDERS CONTACTING ABC IN 2018 WERE FEMALE.

“SO HELPFUL BECAUSE YOU ARE OBJECTIVE AND NOT PATRONISING AND IT IS A RELIEF TO SPEAK TO SOMEONE WHO IS REAL. I WISH EVERY GP SURGERY HAD SOMEONE LIKE YOU WORKING THERE. EVERYONE WOULD LOVE YOU. IT FEELS GOOD NOT TO BE JUDGED.”

Female Service User



Geographical data from call locations demonstrates high call volume from Nottinghamshire, Greater London, Bristol and Somerset, Greater Manchester and Kent, with a smaller even spread across England and Wales, and 15 regions of Scotland. 50% increase in the reach of regions in Scotland

IN 2018 WE RECEIVED:

**3,152**

TELEPHONE CALLS TO OUR HELPLINES  
STAFF SPENT **307** HOURS ON HELPLINE CALLS

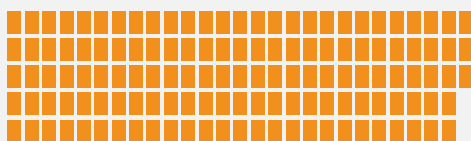
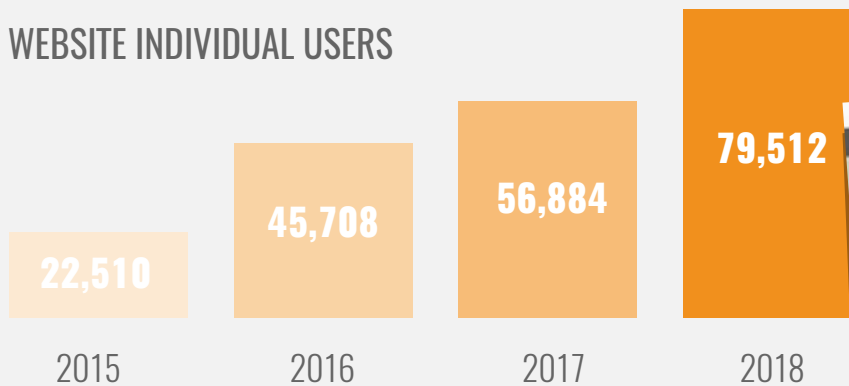
“THAT’S REALLY HELPED, I WAS AT SUCH A LOSS I DIDN’T KNOW WHAT TO DO, YOU HAVE BEEN ABSOLUTELY BRILLIANT, YOU’VE HELPED ME TO FOCUS.”

**£39,798** THE COST OF RUNNING OUR HELPLINES

## OUR SERVICES: ONLINE

Two email helplines, one for carers, one for service users and website with 91 pages of information, support and guidance. Two ‘peer to peer’ support communities, a blog site and a network for health professionals.

### WEBSITE INDIVIDUAL USERS

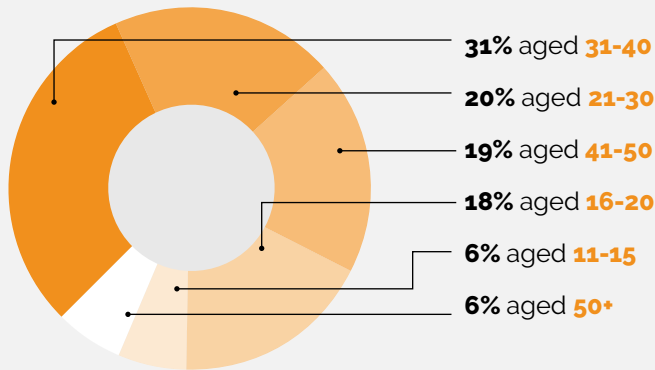


**133 PAGES**  
OF OUR ONLINE  
HELP DIRECTORY



**96,425** INDIVIDUALS USED OUR ONLINE PLATFORMS IN 2018, A 32% RISE FROM 2017.

## WHO CONTACTS OUR EMAIL HELPLINE?



We respond personally and at length to every email within 2-3 working days.

" I NEEDED PRACTICAL HELP - PARTICULARLY IN HOW TO TALK TO MY DAUGHTER.

I DIDN'T HAVE ANYONE ELSE TO TALK TO TODAY, I'M GRATEFUL YOU HAVE A HELPLINE I CAN CALL WHEN I NEED TO, I WOULD HAVE GONE AROUND AND AROUND IN MY HEAD WITH MY WORRIES AND QUESTIONS.

I FELT IN 'SAFE HANDS' TALKING TO YOU; I FEEL QUITE TEARFUL AS I HAVEN'T GOT THIS KIND OF SUPPORT ANYWHERE ELSE.

Grateful parent



## NETWORK ED

A HEALTH PROFESSIONAL NETWORK FOR PRIMARY HEALTHCARE PROFESSIONALS WORKING WITH EATING DISORDERS



**21** University health centres and surgeries across the UK and, a potential reach of **507,000 STUDENTS.**

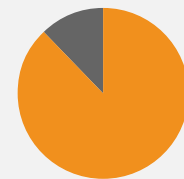
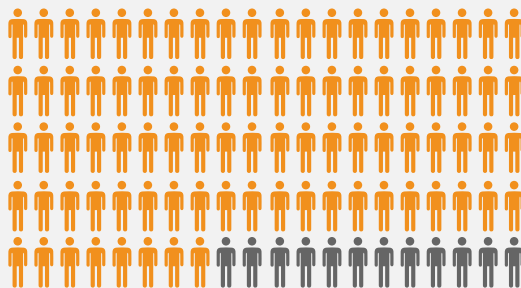
IN 2018 WE RECEIVED:

**7,757**

EMAILS FOR HELP

## HealthUnlocked

We have **2,615** members of our peer to peer support community 'Health Unlocked' recognised by NHS Choices



**88%** OF WEBSITE USERS WERE FIRST TIME USERS

**3,000**

VISITORS TO OUR BLOG SITE AND A NEWLY LAUNCHED ONLINE PEER TO PEER CARERS' SITE WITH 302 MEMBERS TO DATE WITH 423 POSTS

# OUR SERVICES: UNIQUE ADULT BEFRIENDING SERVICE



ABC volunteer Befrienders across the UK have a former lived experience and are trained to support those trying to recover from an eating disorder. Support is weekly by telephone for 6 months – 1 year. Befriending offers emotional support, motivation, tools for recovery and nutritional guidance. It helps to reduce social isolation, increase hope, rebuild life and normal eating.



## 21 NEW VOLUNTEER BEFRIENDERS



SUPPORTING **42 PEOPLE**  
WEEKLY ON A ONE TO ONE BASIS ACROSS THE UK

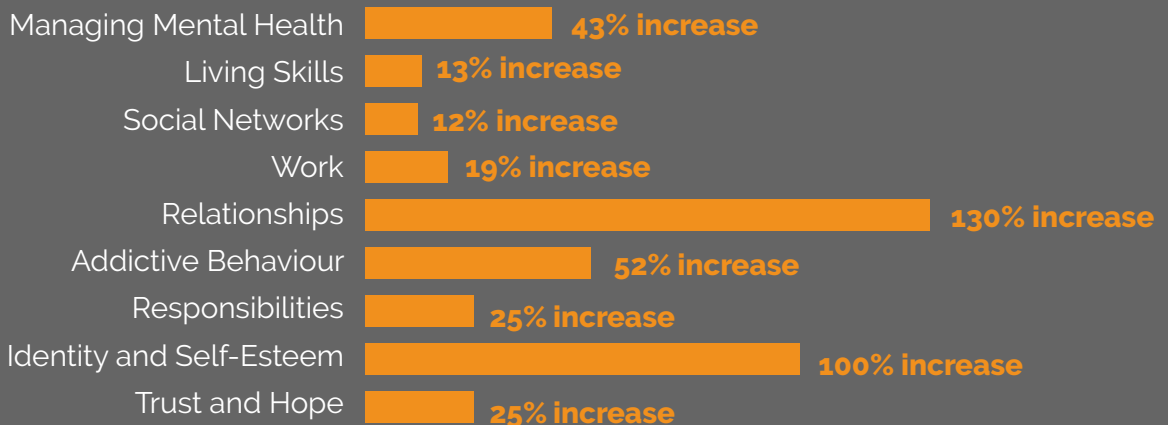
**265**  
HOURS GIVEN BY OUR  
BEFRIENDERS

“I’VE COME A LONG WAY, I’VE LEVELLED OUT AND I’M IN A MUCH BETTER PLACE TO CONTINUE MY RECOVERY. I LEARNED WITH MY BEFRIENDER THAT IT’S HELPFUL TO TALK. I FELT AWKWARD TO START WITH BUT MY BEFRIENDER HELPED SO MUCH”

“MY BEFRIENDER IS BRILLIANT AND EXTREMELY HELPFUL IN MAKING ME THINK THROUGH MY ISSUES AND CHALLENGES ME TO CONTINUE TO MAKE PROGRESS HOWEVER SMALL AT TIMES! HER SUPPORT IS ESPECIALLY VALUABLE NOW THAT I HAVE COMPLETED THERAPY WITH MY LOCAL NHS EATING DISORDER SERVICE.”

## OUTCOMES

Mental Health Recovery Star - Service users achieved change in the following areas from start to end point of Befriending



**£34,192** THE COST OF RUNNING OUR  
BEFRIENDING SERVICE

BEFRIENDERS’ PHONE  
COSTS FOR 2018: **£1,504**

# VOLUNTEERS

We greatly appreciate people supporting our cause, our beneficiaries and wanting to 'give back'.



# 227

PEOPLE VOLUNTEERED TO HELP ABC IN 2018 RAISING OVER £50K IN DONATIONS AND SPORTING EVENTS.

“HEARING THAT MY SHARING OF DARK EXPERIENCES AND THINGS THAT I’VE FELT EMBARRASSED ABOUT HAS HELPED SOMEONE TO FEEL UNDERSTOOD AND LESS ALONE, AND BEING ABLE TO EMPATHISE, BECAUSE I’VE BEEN THERE, IS VERY REWARDING.”

# 28.5 million

OUR MEDIA REACH FIGURE IN 2018

We calculate our potential media reach using the readership, viewing and listener figures provided by each media outlet based on the statistics for one day. Coverage this year included Sky News, Granada TV news, Buzzfeed, Women's Health magazine, The Guardian, The Telegraph, BBC Radio 5 Live, The Eamon Holmes radio show, BBC local radio programmes.

# TRAINING

We offer face to face and online courses for students, teachers, colleges, universities, health professionals, fitness professionals and have written guidelines for the British Universities and Colleges of Sport (BUCS) and for UK Active, Cimsa and the Register of Exercise Professionals (REPS)



ABC HAS WRITTEN THE ONLY ONLINE COURSE TO TRAIN GPs IN EATING DISORDERS FOR THE **ROYAL COLLEGE OF GENERAL PRACTITIONERS. OVER 1500 GPs** COMPLETING THE COURSE SCORED AN AVERAGE **52% RISE** IN KNOWLEDGE

# RESEARCH

ABC's 3-year research with the University of Bath addresses **body disaffection** in secondary school students.

Conducted with teachers and young people across two schools with contrasting backgrounds.

**Piloted 39 workshops**, followed by a 5-week creative lunchtime initiative, and showcase assembly event

Evaluated through 200 **feedback forms** after each workshop, **10 focus groups** and **12 staff interviews**.



2 Schools

# 39

workshops



12 staff interviews

# [www.anorexiabulimiare.org.uk](http://www.anorexiabulimiare.org.uk)

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