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?
- 58% aged 31-40
- 26% aged 21-30
- 6% aged 16-20
- 5% aged 41-50
- 4% aged 50+
- 1% aged 11-15

WHO DO PARENTS AND CARERS CALL ABOUT?
- 44% about 16-20 year olds
- 26% about 11-15 year olds
- 20% about 21-30 year olds
- 4% about 31-40 year olds
- 3% about 41-50 year olds
- 3% about aged 50+

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.

“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

89% of service users struggling with eating disorders contacting ABC in 2018 were female.
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
£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

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>22,510</td>
<td>45,708</td>
<td>56,884</td>
<td>79,512</td>
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</tbody>
</table>

133 PAGES OF OUR ONLINE HELP DIRECTORY

Visitors to our blog site and a newly launched online peer to peer carers’ site with 302 members to date with 423 posts.

Who contacts our email helpline?

- 31% aged 31-40
- 20% aged 21-30
- 19% aged 41-50
- 18% aged 16-20
- 6% aged 11-15
- 6% aged 50+

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

“...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

In 2018 we received:

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

**OUR SERVICES:**

**UNIQUE ADULT BEFRIENDING SERVICE**

21 NEW VOLUNTEER BEFRIENDERS

Supporting 42 PEOPLE weekly on a one to one basis across the UK

OUTCOMES

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

<table>
<thead>
<tr>
<th>Area</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Mental Health</td>
<td>43%</td>
</tr>
<tr>
<td>Living Skills</td>
<td>13%</td>
</tr>
<tr>
<td>Social Networks</td>
<td>12%</td>
</tr>
<tr>
<td>Work</td>
<td>19%</td>
</tr>
<tr>
<td>Relationships</td>
<td>130%</td>
</tr>
<tr>
<td>Addictive Behaviour</td>
<td>52%</td>
</tr>
<tr>
<td>Responsibilities</td>
<td>25%</td>
</tr>
<tr>
<td>Identity and Self-Esteem</td>
<td>100%</td>
</tr>
<tr>
<td>Trust and Hope</td>
<td>25%</td>
</tr>
</tbody>
</table>

"I’VE COME A LONG WAY, I’VE LEVELLED OUT AND I’M IN A MUCH BETTER PLACE TO CONTINUE MY RECOVERY. I LEARNT 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."

£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.”

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, Cimspa 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.

www.anorexiabulimiacare.org.uk

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