

## OUR SERVICES: UNIQUE ADULT BEFRIENDING SERVICE



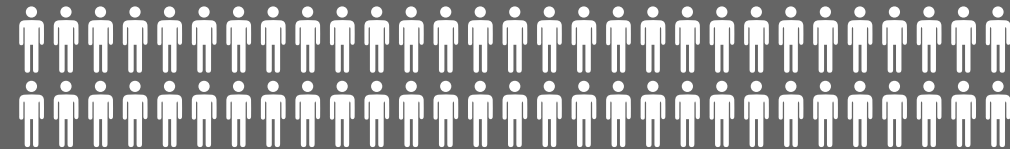
ABC volunteer Befrienders across the UK have a former lived experience and are trained to support those trying to recover from an eating disorder. Support is weekly by telephone for 6 months – 1 year. Befriending offers emotional support, motivation, tools for recovery and nutritional guidance. It helps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

**411**  
HOURS GIVEN BY OUR BEFRIENDERS



### 29 VOLUNTEER BEFRIENDERS

"IT HAS BEEN SO REWARDING KNOWING I'VE HELPED CHANGE HER FOOD HABITS AND FEEL MORE ENERGISED AND HAPPIER BECAUSE OF IT."

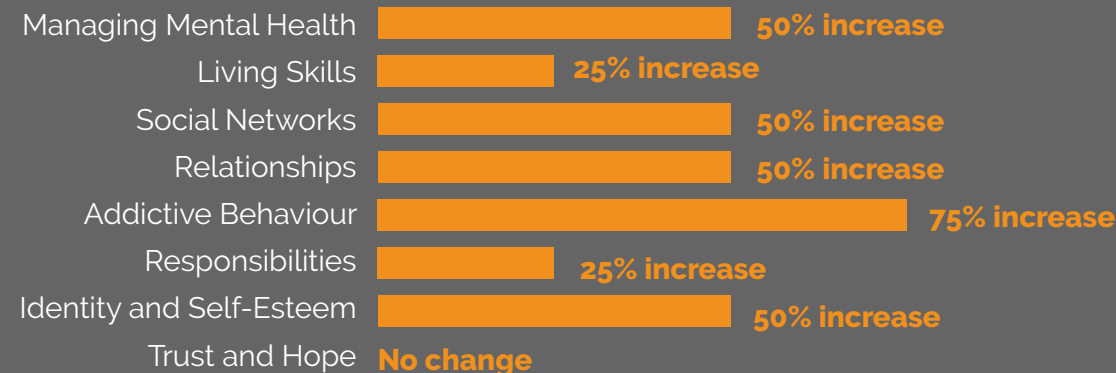


SUPPORTING **58 PEOPLE**  
WEEKLY ON A ONE TO ONE BASIS ACROSS THE UK

"I HAVE FOUND MY BEFRIENDER'S SUPPORT INVALUABLE IN MY OVERALL RECOVERY. I RECEIVED EXCEPTIONAL CARE FROM ALL PROFESSIONALS OVER THE LAST 3 YEARS, BUT IT IS THE REGULAR, NON-JUDGEMENTAL SUPPORT FROM MY BEFRIENDER AND THE OPPORTUNITY TO EXPLORE MY SITUATION THAT HAS BEEN OF MOST HELP."

## OUTCOMES

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



**£37,779** THE COST OF RUNNING OUR BEFRIENDING SERVICE

BEFRIENDERS' PHONE COSTS FOR 2019: **£1,700**

## VOLUNTEERS

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



**154** PEOPLE VOLUNTEERED TO HELP ABC IN 2019 RAISING OVER £50K IN DONATIONS AND SPORTING EVENTS.

"OF ALL THE SERVICES I HAVE TRIED, THIS HAS BEEN THE MOST EFFECTIVE"

**23.3 million**  
OUR MEDIA REACH FIGURE IN 2019

We calculate our potential media reach using the readership, viewing, listener and social media figures provided by each media outlet based on the statistics for one day. Coverage this year included The Observer, ITV West Country News, Women's Health magazine, Heart Radio, Somerset Live and The War Cry.

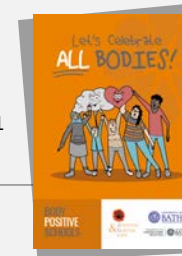
## TRAINING

ABC has an online fitness course launched for personal trainers and Fitness Instructors approved by the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) ABC became a CIMSPA approved training partner in 2019 and wrote guidelines for CIMSPA, UK Active, and Sport England.

**RC GP** ABC HAS WRITTEN TRAINING FOR THE ROYAL COLLEGE OF GENERAL PRACTITIONERS 2,000 GPs COMPLETING THE COURSE SCORED AN AVERAGE **54% RISE** IN KNOWLEDGE

## RESEARCH

As a result of the 3-year academic research into **Body disaffection** with the University of Bath, Positive Bodies Schools campaign is launched for secondary schools aimed at Yr 11 and 12 with resources for teachers including downloadable material and animated video.



## FACE TO FACE SUPPORT HUB IN B&NES

The Support Hub provides a free weekly drop-in support service for Bath and NE Somerset, **the first of its kind in the UK** and offers in-person emotional and practical support to anyone affected by eating disorders including parents/carers and family members.

**Outcomes:** keeping people supported while waiting for NHS treatment, being a source of information and support for those without a formal diagnosis, resourcing and supporting parents and carers, reducing isolation, encouraging self-care and signposting to statutory services.  
**Cost: £39,000 per year**

**80 people** helped in year one with 31% making at least one repeat visit  
Greatest number of repeat visits by one person to date is **31**  
**3 staff members** plus volunteers, with a mix of counselling skills and lived experience

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

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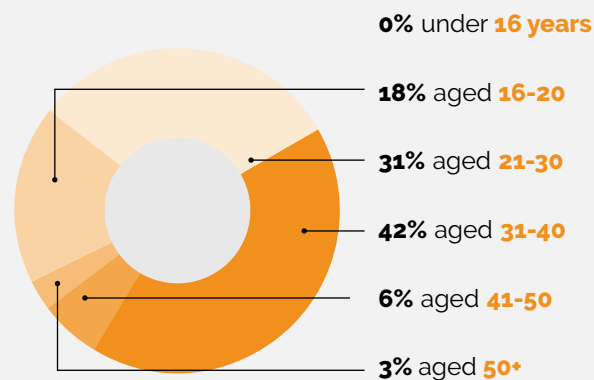
# IMPACT REPORT 2019 A SUMMARY



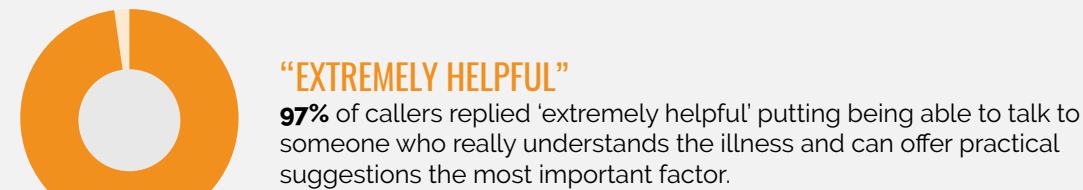
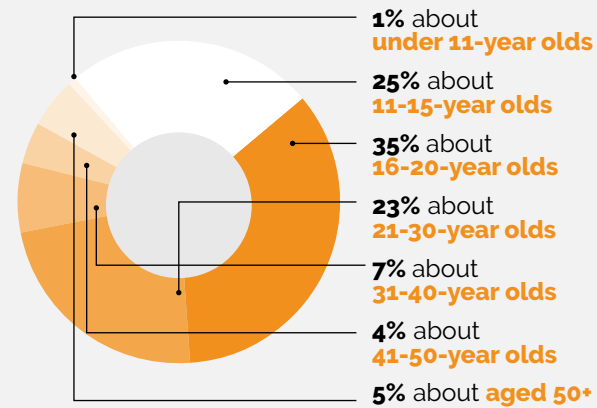
## OUR SERVICES: TELEPHONE HELPLINES

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 HELPLINES?



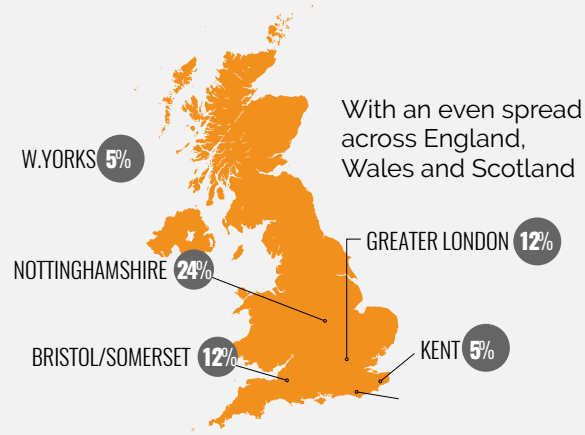
### WHO DO PARENTS AND CARERS CALL ABOUT?



**84%** OF SERVICE USERS STRUGGLING WITH EATING DISORDERS CONTACTING ABC IN 2019 WERE FEMALE.

**“YOU ARE NON-JUDGEMENTAL AND SUPPORTIVE. THERE'S SO MUCH STIGMA, SO IT'S GOOD TO TALK ABOUT IT AND START TO MAKE POSITIVE STEPS WITH YOUR GUIDANCE.”**

Female Service User

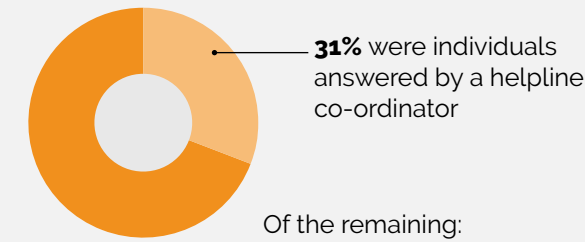


IN 2019 WE RECEIVED:

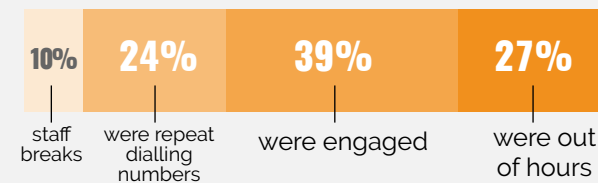
**5,854**

TELEPHONE CALLS TO OUR HELPLINES

**£34,000** THE COST OF RUNNING OUR HELPLINES



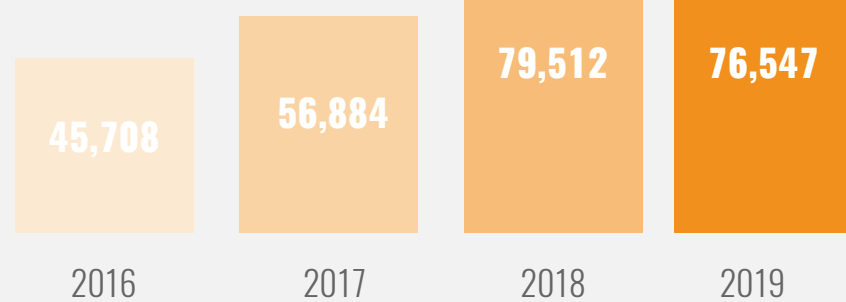
**“RELIEVED TO TALK TO SOMEONE WHO UNDERSTANDS, THANK YOU. CALLING YOU HAS MADE A BIG DIFFERENCE.”**



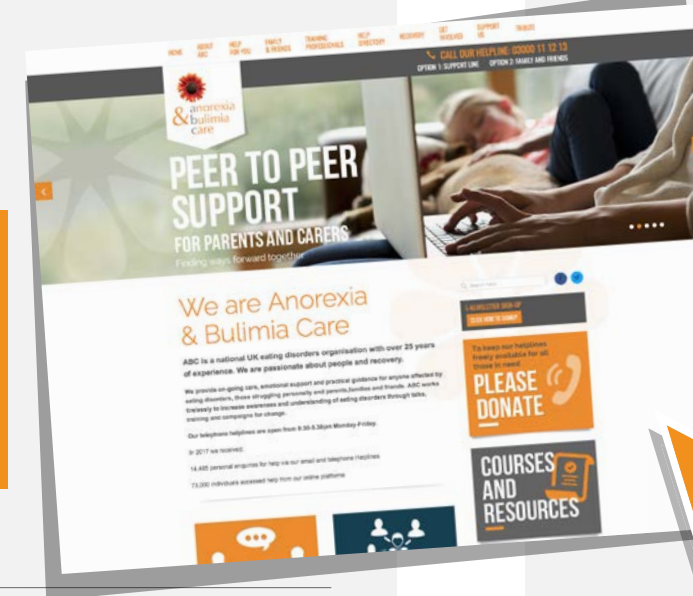
## OUR SERVICES: ONLINE

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

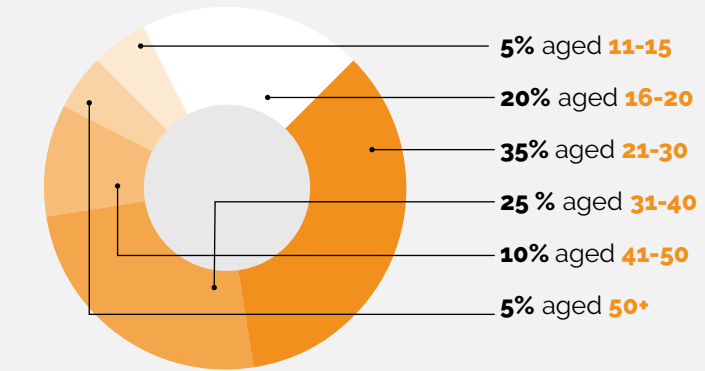


**92,406** INDIVIDUALS USED OUR ONLINE PLATFORMS IN 2019



**92,930** SESSIONS

### WHO CONTACTS OUR EMAIL HELPLINE?



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

**“YOU’VE BEEN FRIENDLY, ENCOURAGING AND INFORMATIVE. IT’S BEEN LIKE OPENING THE TOP OF A FIZZY DRINK AND ALLOWING THE PRESSURE TO BE RELIEVED”**

Grateful parent



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



**26** University health centres and surgeries across the UK and, a potential reach of **619,000 STUDENTS.**

IN 2019 WE RECEIVED:

**9,606**

EMAILS

## HealthUnlocked

We have **3,000** members of 'Health Unlocked' peer to peer online service **397** members of our parent and carer's online community with a membership rise of **31%** plus an increase in posts by **32%** from 2018



**89%** OF WEBSITE USERS WERE FIRST TIME USERS

**170,733** PAGE VIEWS