



Butterfly

# Annual Snapshot

2021 / 22

# Lived Experience

## Butterfly Collective

**450**  
members

Butterfly Collective  
**turned 1!**

Butterfly Collective supported

**43 engagements**  
over the year.

“Sharing my lived experience has been one of the most meaningful things I’ve ever done. Using my experience to contribute to the growing voices of lived experience in the eating disorder space and to help others has allowed me to find a silver lining in my struggles and derive meaning and purpose from my experience of having an eating disorder”

– Sophie, NSW, Collective member

## Pathfinders

“Being part of the Butterfly Pathfinders program is fulfilling through being able to use lived experience to help health professionals and media understand what experiencing an eating disorder is actually like, through breaking down stigma and stereotypes around eating disorders, and through generating hope that full recovery is possible. ”

– Alex, he/him, QLD, Pathfinder



## Lived Experience Community Insights Group (LECIG)

The LECIG assisted Butterfly with mapping journeys through the eating disorder system of care, and with developing a research paper for the Department of Health on stigma.

# Advocacy & Awareness

## Butterfly continued to advocate for improvements to the system of care for people with eating disorders and body image concerns throughout 2021-22.

### Policy Recommendations

Butterfly prepared policy submissions in response to parliamentary inquiries and Commonwealth Department of Health consultations to highlight key issues and recommend changes.

These included submissions to the draft National Obesity Prevention Strategy; the draft National Mental Health Workforce Strategy; the Select Committee on Mental Health and Suicide Prevention; and the Select Committee on Social Media and Online Safety – to which Butterfly was subsequently invited to testify in January 2022. Our evidence received significant media coverage.

### Eating Disorders Alliance of Australia

Continued working with EDAA to advocate on behalf of the needs of our community, including issuing joint media statements and campaigns.

#### Let's Talk: Butterfly podcast

Now in its third season, our monthly podcast explores eating disorders and body image issues with lived experience, influencers and experts, with **an average daily listenership of 97.**

### World Eating Disorders Action Day

On 2 June, Butterfly joined 250 organisations from 50 countries to support WEDAD and this year's theme, 'Caring for Carers'. Butterfly released research for the occasion identifying that the greatest issues related to being a carer included impacts on the individual's mental health (83%), their sleep (76%), their relationships (76%) and their social life (71%), with 78% of carers delaying or leaving their career or study to provide the level of support needed.

**"Since our Helpline's inception in 2010, we've received thousands of calls from concerned, tired and worried carers who are supporting a family member or loved one with an eating disorder. Now more than ever, we need to ensure anyone with an eating disorder, including those who care for them, can easily access our resources and professional support."**

- Helpline manager

# Advocacy & Awareness

## Body Image and Eating Disorders Awareness Week

Body Image and Eating Disorders Awareness Week (BIEDAW) was a successful joint advocacy and awareness campaign by Eating Disorder Alliance Australia members: Butterfly, Eating Disorders Victoria, Eating Disorders Queensland and Eating Disorders Families Australia. The 2021 theme was unpacking and dismantling diet culture and acknowledging its role in the development of eating disorders and body image concerns.

### Body Kind Online

In partnership with Instagram, Butterfly called upon young Australians to be body kind to themselves and others on social media and in real life. Body Kind Online was our most successful campaign of the year featuring five of Australia's top creators sharing their body kind tips.

**It reached more social media accounts than ever before and secured 197 pieces of media with an estimated reach of 9.7M.**



### An ED Looks Like Me

An integrated marketing and fundraising campaign that raised significant awareness in the community about eating disorders not having a 'look', further breaking down stereotypes.

**It initiated 140 total pieces of coverage with an estimated reach of 2.75M.**



## The Next 20

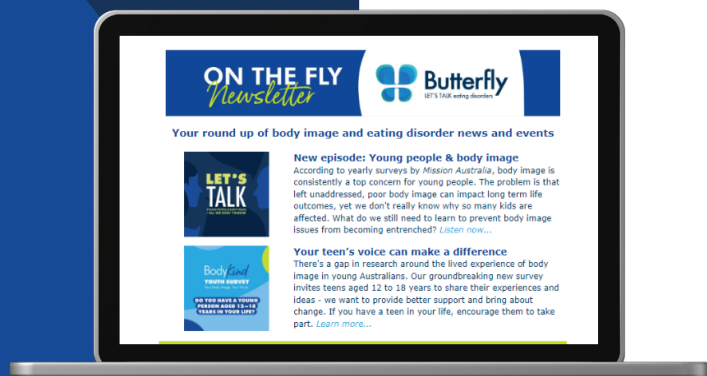
A successful cross-platform campaign celebrating Butterfly's 20th birthday that acknowledged our legacy within the sector and for our community.

The campaign resulted in 85 total pieces of coverage with a potential reach of 2.48M.



## On the Fly

By the end of the financial year we had 13,186 subscribers to our consumer and health professional newsletters – **an increase of 32% on the previous year.**



# Prevention & Education

## Body Kind Youth Survey

Through a Health Smart grant, nib foundation funded our Body Kind Youth Survey - Australia's first national survey into how young people feel about their body image.



## Education Services

Demand for Butterfly's education services has remained at an all-time high, with many schools reporting on students experiencing body image concerns and eating disorders. The 'Supporting Eating Disorder Recovery in Students' guide launched in February provides warning signs, notification requirements and best practice support for school staff.



**220**

Australian primary schools were registered in the program's first year, with the program receiving excellent feedback from the education, health and mental health sector.

Based on initial evaluations:

**93%**

of school teachers agreed the topics covered in the Body Bright Staff Training were relevant to their teaching

**84%**

reported the training filled an important gap in their professional development

**97%**

agreed the whole school approach of Butterfly Body Bright will have a positive impact on the body image of students

## Reducing the harm of social media

Butterfly commissioned the BodyKind Online survey to better understand how social media affects people's beliefs about themselves and their bodies. With almost 1000 responses, we found:

45% had made changes to their appearance to look like an influencer. This was more common in people with a lived experience of an eating disorder.

**268,627**

young people reached by Butterfly Prevention Services through our schools and communities programs.

# Support

## Helpline

Overall, contacts to the Helpline have increased by 263% over the last five years, with 24,572 contacts over the past year - **a 119% increase on pre COVID-19 numbers (FY18-19).**

## National Referral Database

**998 health professionals and services registered on the Butterfly referral Database**, launched publicly in November 2021, with 36,810 database searches conducted over the 8 months to year end.

## Recovery Support Services

**400 people were supported by monthly support groups, evidence-based workshops and mentorships** for those in recovery and carers.



# Treatment

## Wandi Nerida

Australia's first residential treatment centre has now been operating for 12 months.

In that time,

**65 participants**

have been through the program, being cared for by a multi-disciplinary team of experts.

**96%**

of participants have accessed a bursary – indicating we always need more financial support from generous donors to ensure the bursary program is able to continue and support more Australians.

**“Truly life-changing, for the better. I will miss seeing everybody, but I’m so glad to be finally recovering.”**

- Wandi Nerida participant

## Virtual Youth Program

A skills-based group therapy treatment program for youth aged 18-24 years.

**56**

young people helped through our Youth and Virtual Youth program





# The National Eating Disorders Collaboration

**7215**

Number of members

**Butterfly continues to support collaboration and system building in the Australian Eating Disorders Sector by administering the National Eating Disorders Collaboration contract on behalf of the Federal Government.**

In partnership with ANZAED, NEDC delivered a system of credentialing for mental health clinicians and dietitians providing treatment for eating disorders; a new National Training Framework, provision of training and supervision packages for 950 clinicians, freely accessible core skills training for GPs and mental health clinicians, and a new guideline: Management of eating disorders for people with higher weight: clinical practice guideline.





### Acknowledgment of Country

Butterfly acknowledges the Traditional Owners of the Lands on which we work. We pay our respects to Elders past, present and emerging and extend our respect to Aboriginal and Torres Strait Islander peoples across Australia.

### Acknowledgment of Lived Experience

Butterfly recognises and values the knowledge and wisdom of people with lived experience, their supporters and the practitioners who work with them.

### Acknowledgment of Supporters

Butterfly could not have achieved any of these significant achievements without our generous funders, supporters and partners and we would like to thank them for their contribution.

Call our National Helpline on **1800 33 4673**  
or visit **[butterfly.org.au](https://butterfly.org.au)**

