

# Seek Help Now Ceisio Cymorth Nawr

## Background:

Eating disorders are serious mental health conditions that affect people of all ages. A recent review found that only **32%** of individuals with an eating disorder formally sought help. Early intervention is critical to improving recovery outcomes and reducing long-term harm.

## Aims and Objectives:

- Encourage early help-seeking for eating disorders in Wales.
- Raise public awareness and reduce stigma.
- Provide accessible, high-level information and self-help resources.
- Support individuals, families, carers, and professionals.

## Approach:

- Developed by the NHS Wales Eating Disorders Network.
- Co-produced with clinical experts, people with lived experience, and third sector partners.
- Delivered as part of the **Bevan Commission's Exemplar Programme**.
- Designed to simplify access to reliable information and support.

## Outcomes:

- Increased awareness and understanding of eating disorders.
- Improved access to early support and treatment.
- Empowered individuals to seek help sooner.
- Strengthened collaboration across sectors.

## Impact:

- Faster recovery and reduced severity of symptoms.
- More informed and compassionate communities.
- Enhanced service delivery and navigation.
- Greater confidence among professionals and carers.

**It was easy to navigate and had helpful advice.**

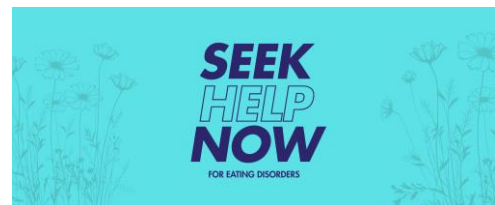
**The information was well researched, professional and trustworthy.**

## Key Conclusions:

- Early help leads to better outcomes.
- Public awareness is essential to reduce stigma.
- Co-production ensures relevance and effectiveness of resources.

## Next Steps:

- Promote campaign materials and resources.
- Continue stakeholder engagement and feedback.
- Monitor campaign impact and refine messaging.
- Expand access to support the open access model in eating disorder services across Wales.



**SCAN ME**



<https://www.nhs.wales/sa/eating-disorders/>