

SEEK HELP NOW

FOR EATING DISORDERS



Perfformiad
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**A 12-month initiative to
encourage help-seeking
for eating disorders**

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Context



Eating disorders are serious mental health conditions that affect around 8.4% of women and 2.2% of men worldwide.



Eating disorders can affect anyone, regardless of age, gender, race, or socioeconomic status.



Despite the availability of evidence-based treatments the rate of help-seeking in those with elevated eating disorder symptoms is low and has remained unchanged in the last decade.

Economic Burden

Eating disorders have a significant financial impact on the UK. A report from 2021 estimated that eating disorders cost the UK approximately **£9.4 billion annually**.

This includes costs related to healthcare, loss of income, and other associated expenses.

The financial burden is compounded by the emotional and social costs, as individuals and families navigate the challenges of these serious mental health conditions.

Research indicates that 32% of people with eating disorders seek treatment. This includes various types of eating disorders such as anorexia nervosa, bulimia nervosa, and binge-eating disorder.

There are several reasons why individuals with eating disorders may not seek help, including:

- Shame and stigma
- Lack of awareness
- Fear of treatment
- Culture
- Gender

I didn't think I was skinny enough for eating disorder help



Rhi Rennie-Morgan says her own experience with an eating disorder allows her to better support those currently getting treatment

Key project needs



Low levels of help-seeking and delays in accessing eating disorder treatment are associated with more negative outcomes, including illness progression, poorer prognosis, significant psychological distress, and increased healthcare burden.



Help-seeking for eating disorders is crucial for recovery. Early interventions can lead to better outcomes and reduce the risk of severe health complications, as well as wider impact.



Raising awareness, increasing opportunities for early recognition, and encouraging help-seeking is important to ensure timely support towards recovery.

Project approach



Project team established.

x2 peer support workers, x1 carer support worker, third sector partner, and comms and engagement lead.



Regular project meetings to discuss purpose, form, branding, and content.



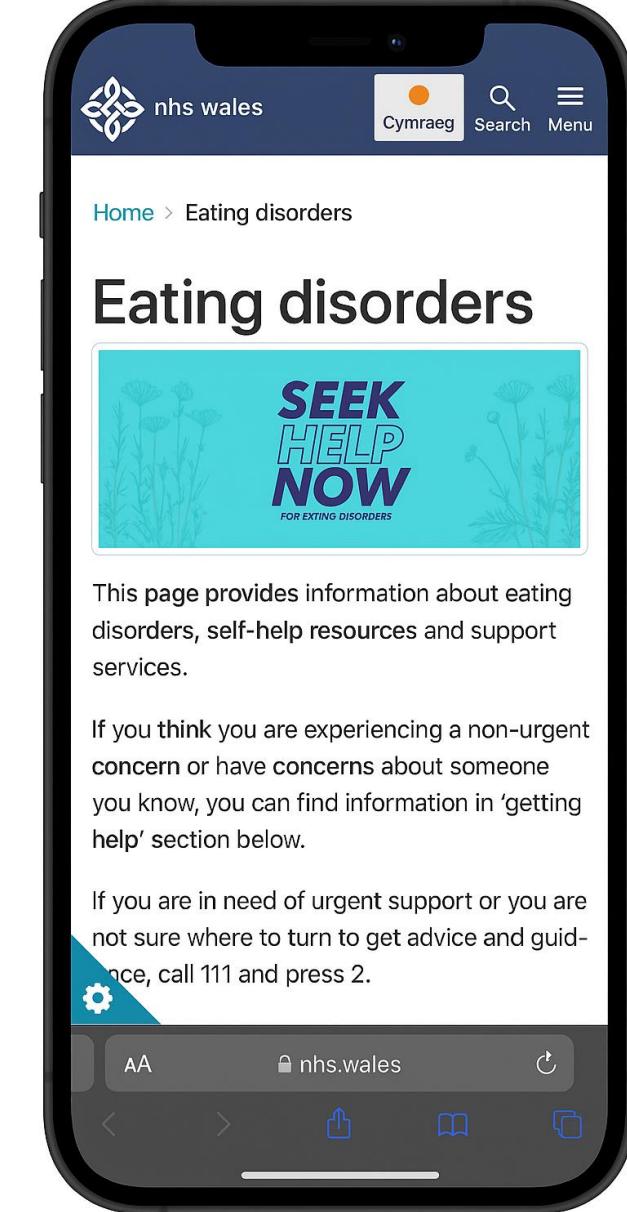
Decision on public-relevant information for first iteration; professionally-focus content to follow.



Engagement with colleagues who developed the [Psychosis Wales](#) website.

Our offer

- www.nhs.wales hosted webpages, providing assurance of reliable information to users – open access and on a national website.
- **Information:** For people who may be experiencing an eating disorder and their loved ones.
- **Self-help resources:** Tools and resources to support people who may have an eating disorder.
- **Getting help:** Information about local health board and national support services.
- **Social media campaign toolkit:** For others to join in encouraging help-seeking for eating disorders.
- Behaviour science informed (COM-B)



In your health board area

Information about accessing eating disorders support via local health board services.



Space for Positive Body Image - SilverCloud



SilverCloud is a free online resource, offering therapeutic and psychoeducation programmes. This is a practical programme helps to build positive body image and develop a healthy relationship with food.

Eating disorders self-help resources - Centre for Clinical Interventions



The Centre for Clinical Interventions provides module, including workbooks and information sheets, that can help guide people through the key elements of cognitive behavioural therapy for eating disorders (CBT-ED).

Reading well for mental health - The Reading Agency



Please scroll down to 'Other common conditions', where you will see details for the following books:

- 'Overcoming Binge Eating'.
- 'Body Image Problems & Body Dysmorphic Disorder: The Definitive Treatment and Recovery Approach'.
- 'Getting Better Bite by Bite: A Survival Kit for Sufferers of Bulimia Nervosa and Binge Eating Disorders'.

Apps

Recovery Record (App Store or Online)



The Recovery Record app helps to manage eating disorders, by helping to keep treatment relevant, timely, and on track.



What does the Seek Help Now campaign aim to do?

- Enhance awareness of eating disorders to help reduce stigma.
- Improve awareness of how to access eating disorder support, promoting proactive and early help-seeking using a trustworthy NHS Wales website

Recognising that there is a wealth of online information in various places which can sometimes be difficult to navigate, the Seek Help Now web pages have been designed to provide a high-level overview of eating disorder information, self-help resources and ways to access support.

Who is the campaign for?

Seek Help Now is a campaign for everyone, we all have a part to play in improving awareness, reducing stigma and supporting others.

It is hoped this campaign will encourage early help-seeking for eating disorders and will benefit a wide range of people, including people with suspected eating disorders, people with eating disorders, families and carers, and health professionals. Early help and support can lead to better outcomes, faster recovery, and reduced severity of eating disorders.

Types of eating disorder

- Anorexia Nervosa
- Bulimia Nervosa
- Binge Eating Disorder
- Other Specified Feeding or Eating Disorder
- Avoidant Restrictive Food Intake Disorder

Engagement / Evaluation

Agreement from NHS 111 Press 2 to query impact of the Seek Help Now campaign or use of the website in cases where eating disorders present.

User Comments:

‘Brilliant, I wish something like this had been around when I was younger! This will help so many people.’

‘The information was well researched, professional and trustworthy.’

‘Easy to navigate. Not too much information.’

‘It was easy to navigate and had helpful advice.’

Thank You

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