



Beat
Eating disorders

Our impact 2016-17

Eating disorders are serious mental illnesses: anorexia, bulimia, binge eating disorder, other specified feeding or eating disorders.

We estimate 1.25million people in the UK suffer from an eating disorder, but we don't know how many have not come forward or recognised their illness.

They do not discriminate: any age, any gender, any background.

There is no one single cause of an eating disorder; genetic, biological, psychological, social and environmental factors combine in their development.

Eating disorders cost the economy £16.8bn per year, including £4.6bn to the NHS.

People face stigma and misunderstanding every day.

It is hard to get treatment.

Anorexia has a higher mortality rate than any other mental illness.

On average a person will be caught in a cycle of relapse and recovery for six years.

Full recovery is possible. The sooner someone gets the treatment they need, the more likely they are to fully recover and avoid that cycle.

Beat is the UK's eating disorder charity.

Our purpose is to end the pain and suffering caused by eating disorders. We do this by working directly with sufferers and their families, and by using that experience to highlight the challenges they face and to campaign for change.

Our vision is a society where fewer people suffer eating disorders, where people with eating disorders experience care and understanding, and where they can quickly access treatment that supports a rapid and sustained recovery.

Our core goals are that by 2021

1. We will increase ten-fold the number of people helped by our services, supporting over 60,000 a year.
2. We will achieve measurable political and practical change in support of our vision.
3. The UK public will understand the harm caused by eating disorders to both sufferers and their families.
4. We will raise the income needed to pay for this work.

2016-17 Highlights

Our Helpline is now open **7** hours a day,
365 days a year, helping
over four times
more people

Helpline: 0808 801 0677
help@beateatingdisorders.org.uk

Youthline: 0808 801 0711
fyp@beateatingdisorders.org.uk

I really just wanted to
thank you for your support.
It's really kept me going.

Please, please keep
doing what you're doing,
because it is such a great
relief to know we're not
alone in this.

Email to Helpline

10,378

signatures on our first petition, calling
on the Government to improve early
intervention for eating disorders.

Our new "First Steps" leaflet to help ensure
GPs make the all-important rapid referral
to mental health services was used by over

1,400

people visiting their GP.

A Beat Ambassador
came to give a talk to our
students. I found it inspiring –
her openness and honesty was
both refreshing and helpful in
understanding what it can truly
be like for someone to have an
eating disorder.

Senior Lecturer
in Psychology.

Over **10,000**
eating disorder awareness posters
distributed, encouraging people to
seek help without delay.

Young Ambassadors raising awareness at
263 events across
the country.

We refocused all our work on helping
people get into treatment as quickly as
possible, and highlighted the obstacles
to this.

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Welcome to Beat's first Impact Report.

You may see the word 'transformational' repeated in the pages overleaf, but that is exactly how we feel about the last 18 months at Beat.

In April 2016, we set off with a new and ambitious five-year strategy with goals to dramatically increase the number of people we help, to change policy and practice so that people got better and faster treatment, and to bring about increased understanding of these serious mental illnesses.

This new strategy showed our commitment to make the greatest possible impact for people with eating disorders. After examining the evidence that early treatment is crucial to a rapid and sustained recovery, it became clear that the single most important change we could make was to focus our energies on empowering people to get help quickly.

Our new focus on helping as many people as quickly as possible has resulted in considerable changes to the way we work. Our Helpline and support services concentrate on empowering sufferers and families to seek help quickly, our campaigning centres on ensuring fast access to better treatments, and our key messages of early intervention are centre stage in all our education work and our public communications.

The result is an organisation that is united around the mission we collectively work towards, and helping four times more people at the end of 2016-17 than at the beginning.

This transformation would not have been possible without our generous supporters. This report gives us an opportunity to thank each and every one of you for giving us the opportunity to make a positive impact on those affected by eating disorders across the UK.

I invite you to read on to find out more about the impact we made in the first year of our five-year strategy, some highlights of the changes we have made since April 2017, and the goals we're setting for the year ahead to make the biggest possible difference for people affected by eating disorders.

Andrew Radford, Chief Executive



Helping four times more people than before

Highlights:

1. Our Helpline opens every day of the year, quadrupling the number of people helped every month.

2. Since February 2017, we have replied to every email our Helpline has received within seven working hours.

3. Over 1400 people received our 'First Steps' leaflet empowering them to get a quick referral from their GP.

Transforming the Helpline

Our Helplines for adults and young people have long been a service right at the very heart of Beat. Offering support and information about eating disorders, they are often the first port of call for someone worried about themselves or someone they know.

At the start of the year we recognised that our Helpline service was not helping enough people, wasn't open at the right times, and wasn't providing callers with the information they were looking for. Therefore we set out to transform it, making it a service that truly helps the people who need us.

The transformation of the Helpline service began in autumn 2016, when on average we answered



141
calls per month.

By August 2017, this average had risen to over



700

What we have changed to make a difference:

- Recognising those suffering from an eating disorder and their loved ones need a Helpline open outside of the '9-5', we changed our opening hours to 3-10pm.
- Understanding how difficult times like Christmas can be, we are open every day of the year, including weekends and bank holidays.
- Our numbers are free to call.
- Calls to the service will not appear on itemised billing.
- The new Helpline team has a consistent focus on ensuring each caller is fully supported, encouraging and empowering them to seek the treatment they need at every opportunity.

Our telephone lines are now open

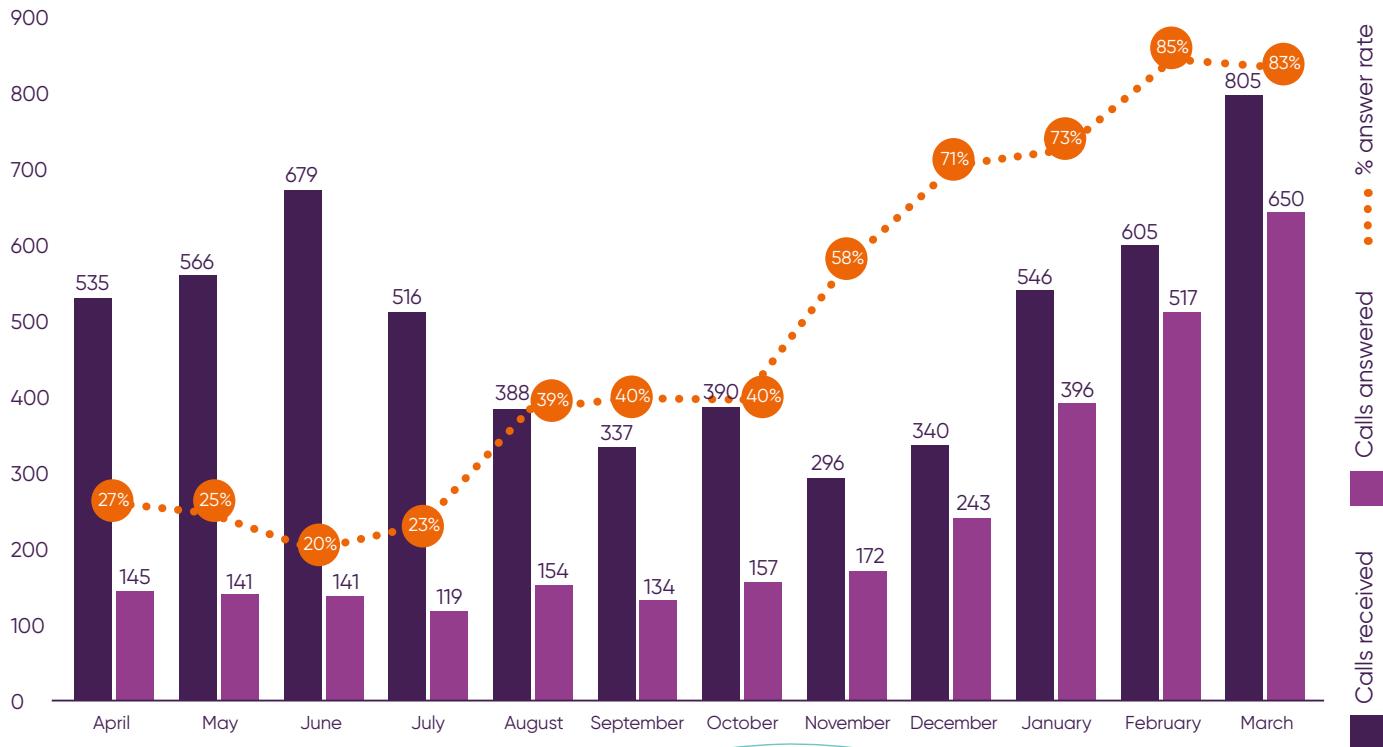
49 hours per week

compared to **9** hours at the start of the year.

In April 2016, we answered fewer than three in ten calls, but we closed the year routinely answering more than eight in ten. And our email service has improved too: **since February 2017 we have answered every email we've received within 24 hours**, an improvement on the three working days it took at the start of the year.

In short, we are helping more people than ever before at a time when they need us the most.

Comparison of calls received and answered (during opening hours) Apr '16 - March '17



“

You've made me feel so much better already, thank you. I really appreciate you being here on a Friday night.
Caller to Beat Helpline.

50%

of people who aren't able to get through the first time call us back later.

“

Thank you for replying so fast – even being able to just talk about it to someone has really helped me feel a bit less nervous about the whole situation and let me confront it with a lot more ease than I maybe could have before.

Email response to Helpline.

“

Christmas Day is so difficult for me, so thank you for [opening today] and making it that little bit easier.
Caller to Beat Helpline.

We would like to take this opportunity to give particular thanks to the Garfield Weston Foundation for their generosity, which has had a huge impact on the transformation of our Helpline services.

Year two update - Reducing isolation through online peer support groups

As well as our telephone Helpline and email service, Beat provides online peer support groups where people can share their experiences with others. Eating disorders are isolating illnesses and bringing people together, making sure they know that they are not on their own, has a tremendous impact on their journey away from their eating disorder. By providing a non-judgemental and understanding community where people can talk about their illness or the loved one they are supporting, we enable them to share coping mechanisms and techniques to promote recovery.

At the start of 2016-17, our online groups were not running often enough and didn't provide the support that people wanted. So we listened to the people who need them, learning about how they could be most effective and deliver the greatest impact.

In May 2017, we started running the online groups **every evening of the week**. The groups are not labelled by eating disorders or demographics, but instead with the names of birds to represent hope, recovery and freedom from an eating disorder. There are specific groups for individuals with anorexia, bulimia and binge eating disorder, one each for the over 18 and under 18 age groups, and a group each for mums and dads, reflecting that the impact of an eating disorder is felt much more widely than by just the individual themselves.

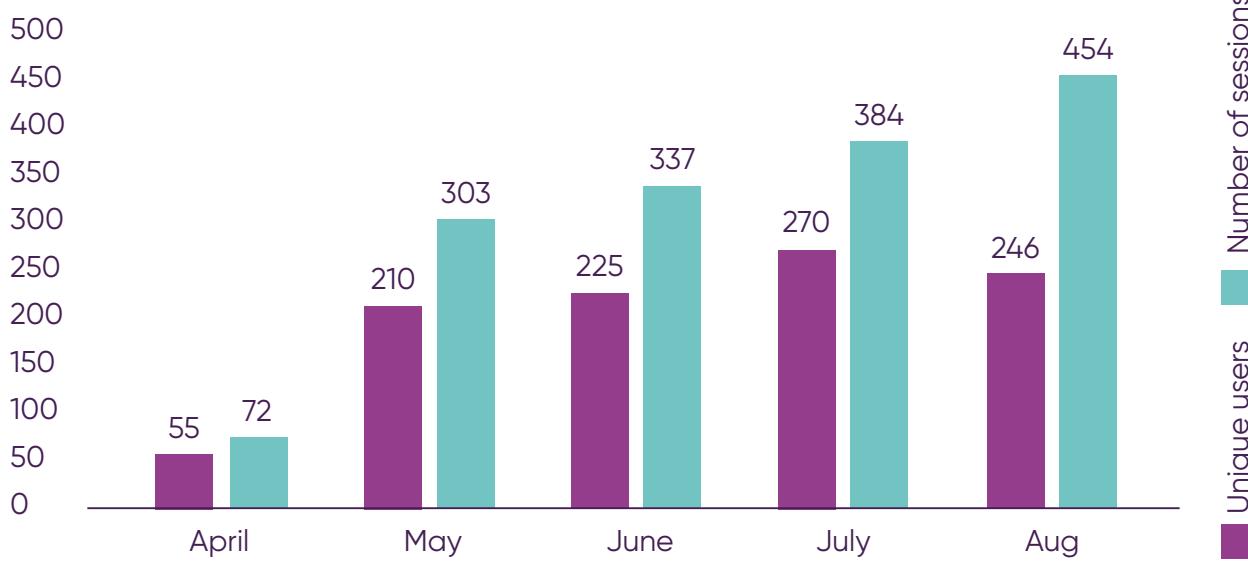
Before this change, just 55 people were using the groups per month. By July 2017

270 people were supporting each other through the challenges of their eating disorders.

I've been using Beat's online groups and message boards for a while. To be honest it's the only thing that's been keeping me going this past year. Thanks for being there when I've needed you.

As always, I'm leaving the group chat more positive and not alone. You are all so wonderful – the support and encouragement is always appreciated.

Online Groups (2017)



Supporting those making the first steps to treatment

Most people with an eating disorder visit their GP when they first start looking for treatments. But many of our callers tell us that their GP wasn't helpful, often turning them away instead of referring them for specialist assessment by the mental health services, which is what the National Institute for Health and Care Excellence (NICE) says should happen.

Recognising that GPs want to make good decisions, we produced our 'First Steps' leaflet to help them. It explains to people visiting their GP what should happen during the consultation, but also what to do if the GP isn't up to speed.



In the six weeks after their launch over

1,400

people received the 'First Steps' leaflet and early feedback is that both service users and GPs are finding it very useful.

What's next for Beat's services?

In 2017-18 we aim to:

- Help 20,000 people directly through our Helpline.
- Add new ways for people to reach the helpline, including a one-to-one online chat function and direct messaging through social media.
- Raise the funds needed to add a volunteer workforce to our Helpline and so double our reach.

Changing government policy and health care practice

Highlights:

1. Conducted research using the knowledge of those with experience of an eating disorder to highlight areas in need of improvement.

2. Helped to improve official policy on eating disorders, with a focus on early intervention.

3. Launched our first practical change campaign, with over 10,000 signing a petition to improve the training of future GPs.

Holding decision makers to account

The stories we hear from the thousands of people contacting us for support provide us with a powerful tool to identify where change is needed to policy or practice, and to campaign for those changes.

So over the past 18 months we have transformed ourselves into a campaigning organisation, listening to people contacting our services, researching the issues that affect their recovery, and investing in campaigning with a primary focus on calling for faster access to better treatments.

We want to ensure:

- anyone seeking help for their eating disorder receives appropriate treatment quickly irrespective of their age or location.
- allocated budgets for eating disorders are increased and effectively spent on frontline services, which tackle the problem quickly in the community.
- newly qualified GPs exit their training with the knowledge needed to support patients with eating disorders.

Every February, Beat hosts Eating Disorders Awareness Week, giving us the opportunity to raise awareness of eating disorders, promote the

services we offer, and interact and engage with our supporters. This year, we focused on people's experiences of getting help from their GP for an eating disorder.

1,200 people told us about their first visit to a GP for their eating disorder in response to our survey.

- While half of respondents rated the quality of care received from their GP as very good or good, half said it was poor or very poor.
- 30% did not get a referral to mental health services.
- Only one in five were provided with information about eating disorders.
- Almost one in six decided to see a different GP.

The report was launched in Parliament, where Jeremy Hunt, Secretary of State for Health, committed to improving eating disorder treatment. We were also joined by **26 MPs who pledged their support** for our campaign to increase the training for future GPs.

Our supporters agreed with us too, with **over 10,000 signing our very first online petition** calling for GP trainees to be fully educated about eating disorders.



10,378

people
signed our
petition.

26

MPs attended
our Parliamentary
event.



Using our voice to affect change

We have also contributed to developing policy on eating disorders. By providing evidence, and empowering our supporters to make their voices heard, we ensured that the importance of early intervention and speedy referral was incorporated into **the clinical guidance on eating disorders provided by the National Institute for Clinical Excellence (NICE)**. NICE's role is to improve outcomes for people using the NHS and other public health and social care services, and their guidance gives quality standards for those providing and commissioning services.

We have also collaborated with NHS England to make progress on tackling some of the biggest barriers to individuals getting the early treatment they need. We have called for and are now contributing to the **development of a care pathway for adults with eating disorders**, to reflect the improved access and shorter waiting times for children and adolescents in England. We are also supporting pilots examining the funding of NHS services, which should **result in more money being released for early intervention**.

What's next for our campaigning?

In 2017-18 we will:

Conduct new research into the impacts on sufferers, families and the health service when the opportunity to seek early treatment is missed, and an improved estimate of the prevalence of eating disorders in the UK.

Campaign for NHS England waiting time targets for under 19s to be met, ensuring that the Government funds provided for this are spent correctly, and highlight the need for similar targets outside England.

Call for waiting times targets for adults to be introduced so that everyone with an eating disorder gets the treatment they need.

Ending stigma and increasing awareness and understanding

Highlights:

1. More Ambassadors than ever before spreading their message of hope and recovery across the country.

2. Over 10,000 posters sent out to raise awareness of the early signs and symptoms of eating disorders, encouraging people to find help quickly.

Underpinning all of Beat's work are our activities to raise awareness of eating disorders, and build a society where stigma and misunderstanding about eating disorders is replaced with compassion and knowledge.

Central to this is our team of inspirational Young Ambassadors, who speak powerfully about their own experiences to promote Beat's message of hope and recovery, educating those they meet about eating disorders and motivating others on their own journey to recovery.

This year, we welcomed over 30 new Young Ambassadors to the team and are now able to provide their service across most of the UK. They have spoken at training for professionals, inspired groups of pupils and colleagues, impressed at our Parliamentary event, shared their story in the media, and given their unique insight to Beat to shape our information and services.



122
Young Ambassadors taking part in

I have been involved in the training of GPs, written blogs, and had articles published in newspapers and magazines.

I am so grateful for all the experiences I have had so far and it's not even been a year!

Kathryn.

The Young Ambassadors engaged our students and opened their eyes to the reality of living with an eating disorder. Medical students can read about signs and symptoms in a book, but in their presentations Zoe and Charli brought the experience to life, showing how personally devastating these conditions can be. They were incredibly brave, articulate and inspiring young people. We wish them and Beat all the best in the wonderful work they do.

KCL Psychiatric Society.



We were joined by over 30 new Ambassadors with training sessions, like this one in Birmingham, held in various locations.



Ambassador Zoe had her pom poms at the ready to cheer on runners in the Meadows Marathon, organised by Edinburgh RAG.



Caroline got creative for our Sock It to Eating Disorders fundraising campaign. She learnt to knit and is the proud owner of these fabulous socks, raising over £600 in the process.

263 events to inspire, inform, educate and fundraise.

'Tips' – how to spot the early signs of an eating disorder

Spotting the very early signs and symptoms of an eating disorder is crucial in halting its development. These first signs are usually the hardest to spot, so we created our 'tips' public awareness campaign, which was launched in February.

Short and snappy, the campaign gives friends and family **six 'tips'** to look out for. The 'tips' focus on the **behavioural and psychological early signs** of an eating disorder that appear long before any physical side effects, **placing importance on getting in touch with Beat without delay**.

Alongside the 'tips' campaign, we refreshed our information for friends and family, publishing a **new guide for people worried about someone they know**. Recognising eating disorders do not only affect the lives of the individuals themselves but those around them too, the guide talks about eating disorders, as well as useful information about how a friend or family member can support recovery.



34,416

people visited the download page at beateatingdisorders.org.uk/tips.

Over

10,000

posters distributed to local communities.

I'm worried about one of my friends. She's fifteen and I think she has an eating disorder. I saw your poster about the six tips and I think she fits three of them which is why I'm emailing you now...

Email to Beat Helpline.

What's next?

In 2017-18 we will:

Expand the Ambassador programme, opening the scheme to people of all ages and welcoming people with experience of caring for someone with an eating disorder.

Increase our presence across the UK, supporting volunteers to educate, inform and involve people and organisations in local communities nationwide.

Host Eating Disorders International Conference (EDIC) in March 2018, and in autumn 2017 introduce a conference for those at the 'frontline', focusing on practical skills to support families and staff working directly with eating disorder patients.

Funding our work

Without the kind and generous support of our hundreds of donors, community fundraisers, regular givers and grant-making trusts, our work to change the lives of people with eating disorders would not be possible.

Every person who donates money to or fundraises for Beat has a unique and humbling story to tell. We never cease to be inspired by their passion and determination. This is Emily and Jean's story.



This skydive is something I've been wanting to do for years. I found out you had to be 16 and my Grandma suggested making plans to jump on my birthday in April 2014. But in February my dream was destroyed after I asked a doctor for medical permission and was told I would have to wait until the following year as my mental and physical health had reached a critical level.

I was admitted to a specialist eating disorder unit, and while I don't remember much from the first couple of months of my admission - everything was so overwhelming - I do remember that my skydive was something I was able to focus my recovery on.

Two-and-a-half years later, after hard work, recovery, relapse and tears, I marked my journey with a skydive, raising over £1,600 for Beat. And what was even more special was that I did it together with my 73-year-old Grandma.

Battling my own brain all day, every day for the past five years has turned not only my life but my whole family's lives upside down. Beat has helped and supported my family so much over the past five years of my struggle with anorexia, so it was a perfect way to say thank you. Knowing the money will help someone else in the position I was once in is so rewarding.



Charity of the Year Partnerships

As well as supporting our community fundraisers, we have worked with organisations and corporates, a highlight of the year being our Charity of the Year partnership with Inner Wheel, one of the largest women's voluntary organisations in the world, with almost 700 clubs and 17,000 members across Great Britain and Ireland. This year's Inner Wheel President, Zena Coles, whose family has been personally affected by eating disorders, chose Beat as her charity of the year.

As well as fundraised income, the partnership has allowed us to raise awareness of eating disorders, with Young Ambassadors for Beat attending club meetings across the UK. Through this partnership we have spoken directly in clubs to over 750 members, and more than 1,000 have taken part in fundraising activities.

The clubs have distributed Beat's literature in their local community and fundraised through 28 'Step and Smile' sponsored walks. The partnership has raised a total of £60,000. We have been inspired by their dedication and enthusiasm, and we have built relationships with this fabulous organisation that will last long into the future.

Unfortunately we haven't got space to mention each and every person who has run, jumped, baked, cycled, and given their time or money this year to fund our vision to end the pain and suffering caused by eating disorders, but here are just a few of the activities they have been up to:

30

questions answered at the Mayor of Tunbridge Wells' quiz, during a partnership which raised over

£25,000



38

**skydivers
jumped**

380,000ft

**in total in 2016-17 - that's
more than the distance
to the edge of the earth's
atmosphere!**

“

Our group is more aware of what and how this terrible condition takes over people's lives. To have someone to explain why they are raising money for a worthwhile cause is important.

Inner Wheel member.

”

We would also like to take this opportunity to pay thanks to the generous corporate supporters, foundation trusts and individuals below, without whom our work would not be possible.

So we say thank you to:

The Abba Trust
ASOS
BBC Children In Need
The Black Heart Foundation
The Bothwell Charitable Trust
The Burdett Trust for Nursing
The De Brye Trust
Ellern Mede School Trust
Fowler, Smith and Jones Charitable Trust
Garfield Weston Foundation
GMC Trust
Homelands Charitable Trust
Inner Wheel of Great Britain and Ireland
Paul Bassham Charitable Trust
Mayor of Tunbridge Wells

4 heads shaved.



9 Santa suits worn at Santa Run



339 pairs of Beat socks worn during Eating Disorders Awareness Week for Sock It to Eating Disorders.

What's next? In 2017-18 we will:

Seek funding for new major transformation projects at Beat, including building a new programme to ensure families are fully engaged and supported in the treatment and care of their loved ones.

Start to build a national network of local groups, supporting them to increase awareness in their areas and to raise income to deliver our programmes in their communities.

Continue to innovate, finding new and better ways towards our vision of an end to the pain and suffering of eating disorders, and engage our supporters in shaping and funding them.

Can you support us to end the pain and suffering of eating disorders?

Remember Beat in your Will

We are incredibly proud of our journey over the past 18 months, and we hope that you are as excited about our next steps as we are. We would not have been able to take the first steps on the journey to achieve the aims in our five-year strategy without the significant investment we have recently received in legacies.

Legacies are generously pledged to UK charities by people from all walks of life, not just the very wealthy. They account for nearly £2billion-worth of charities' income each year. Beat is no different in this respect, and over the past four years, 50% of our funds came from legacies.

They have enabled us to be much bolder in our ambitions, which we hope you see described in this impact report.

The generous donations have enabled investment in our campaigning, which as you will have read has put us on the map with decision makers at Westminster and beyond, helping us push for early intervention and better treatment. The impact of our Ambassadors has also been greatly increased as we roll out a programme that establishes a Beat presence across the regions and nations, with new local Beat officers in the North West and Wales. And not to mention the transformation and expansion of our Helpline and online services, through which we are helping more people than ever before.

Leaving a legacy is a very special way to make a lasting impact, far into the future. If you would like to know more about including Beat in your Will, contact Philip Roethenbaugh on 01603 753308.





Become a Beat Champion

Beat Champions are our community of regular givers and provide us with essential funds to allow us to carry out our work. By donating regularly every month, you can help us to fund the services directly supporting people with eating disorders, reducing the isolation they feel and ultimately encouraging them to find help and treatment as soon as possible.

In return, we will keep you up to date with our activities through email updates and our biannual supporters' magazine, give you opportunities to take part in fundraising, and invite you to hear about and take part in our research into eating disorders.

Call Georgia Eagle on 01603 753336 to sign up.

Raising money in your community or workplace



Fundraising in your local community or at work not only helps fund our services but gives you an opportunity to educate people about eating disorders and break down stigma and misunderstanding.

Whether you are holding a quiz night, bake sale or taking part in our annual Sock It to Eating Disorders fundraising event, we can provide you with all the advice and materials you need to make your event a success.

Visit beateatingdisorders.org.uk/get-involved/fundraise to find out more.

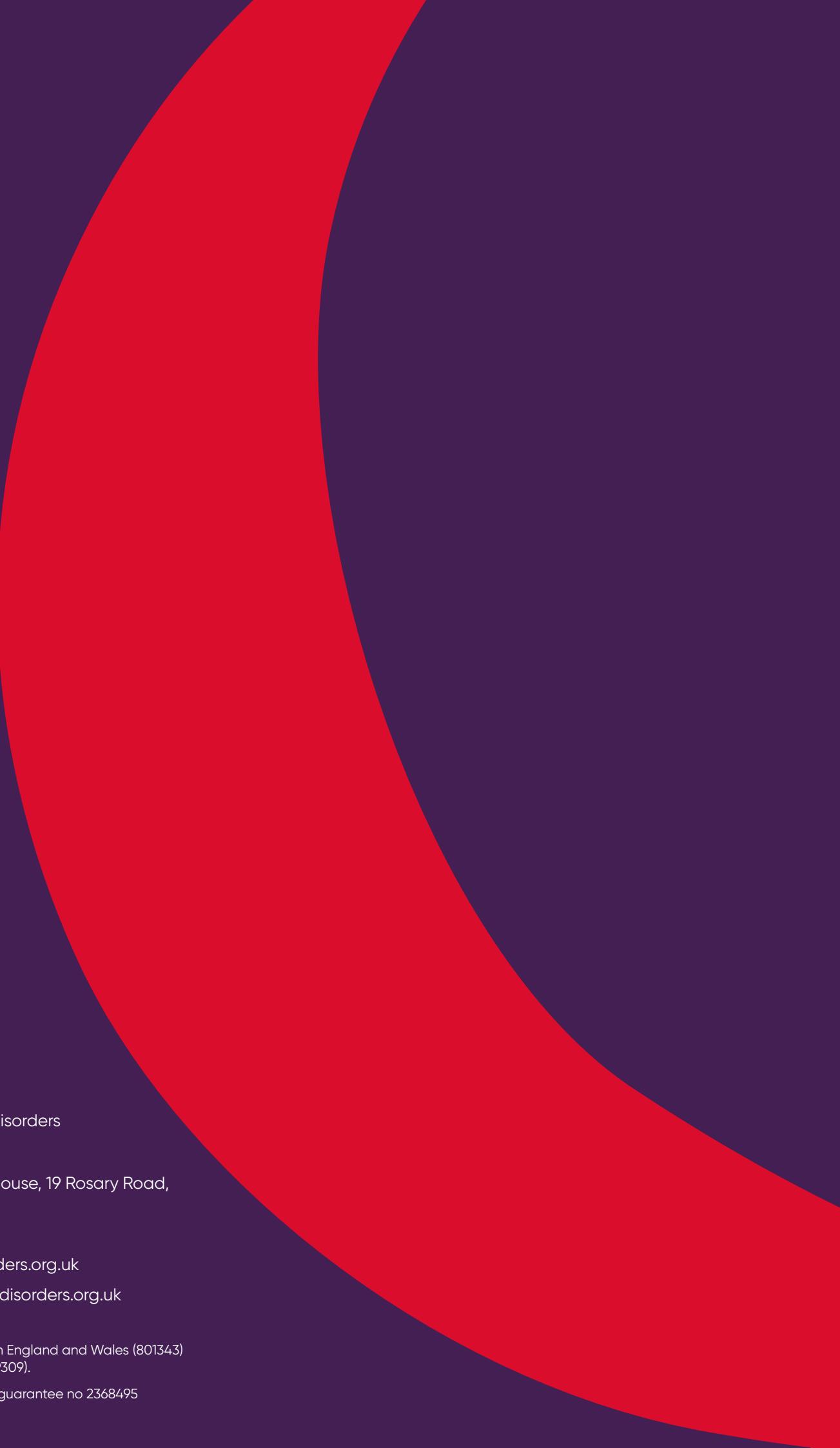
Campaign for fast access to better treatments for eating disorders



Beat campaigns to make sure your voice is heard. Whether you're affected by an eating disorder yourself or know someone with an eating disorder, we want to make sure that our campaigning helps to improve the quality and timeliness of treatment and services for all.

You can help us reach key decision makers, influential bodies and policy and government representatives. Take part in online campaigning by engaging with our petitions and writing a letter to your local MP, or take your action offline and meet with influencers in your local area.

Email campaigning@beateatingdisorders.org.uk or visit beateatingdisorders.org.uk/get-involved/campaigns to read about our current campaigning work.



 @beatED

 beat.eating.disorders

Unit 1 Chalk Hill House, 19 Rosary Road,
Norwich, NR1 1SZ

0300 123 3355

beateatingdisorders.org.uk

info@beateatingdisorders.org.uk

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