Snapshot of Activity

- **270,000** young people reached through Education Services
- **143,000** social media followers
- **32,000** contacts to our National Helpline
- **25,000** people reached through fundraising campaigns
- **12.1m** people reached through social media
- **4.2m** page views on Butterfly website
- **1.7 billion**

*Above figures reflect activity from 1 July 2020 to 30 June 2021. Increase figures indicate a comparison to same time period in the previous year.*
Lived Experience

Lived experience of eating disorders and body image concerns lies at the heart of Butterfly’s work.

Lived Experience Engagement
Launch of Butterfly Collective (Butterfly’s Lived Experience Network) with over 200 members and Butterfly’s first Lived Experience Community Insights Group of 14 members who help inform strategic priorities and direction.

Speaker Program
Includes 50+ individuals with lived experience who are trained on how to safely and effectively share their story to raise awareness, reduce stigma and encourage help-seeking.

Butterfly Collective
200 members

Speaker Program
50 individuals

Support

Prevention & Education

Love Your Body Week & Body Kind
After a record-breaking Love Your Body Week campaign in 2020, the annual education awareness initiative has re-branded to BodyKind. BodyKind Schools launched April 2021; BodyKind Families launched September 2021.

Education Services
Experienced a significant surge in demand with 83% more inquiries compared to prior year.

Butterfly Body Bright
Australia’s first body image program for primary schools launched July 2021. It supports the development of healthy and positive attitudes towards body, eating and physical activity.

Helpline
Our National Helpline continued to see an increase in demand for services due to COVID. We increased our capacity to service the need and also provided individualised support for those awaiting diagnosis or on a waitlist for a health professional.

Recovery Support Services
Monthly support groups and evidence-based workshops for both carers and those in recovery. Reached 414 people in NSW/ACT and Tasmania.

KIT
World-first positive body image chatbot developed by Butterfly in collaboration with Monash & Swinburne Universities. Launched in November 2020, over 2,000 users to 30 June 2021.
**Butterfly: Let’s Talk Podcast**

Monthly podcast launched in June 2020. Range of topics on eating disorders and body image issues. Season 1 - 15,700 total downloads, average of 43 per day.

**MBS Items Research Findings**

In September 2020, Butterfly released results of a survey into the MBS item numbers for eating disorders and made recommendations to the Federal Government and Department of Health.

**EveryBODY is Deadly**

Awareness campaign targeting the Aboriginal and Torres Strait Islander community to encourage talking about body image and eating concerns. Very successfully reached 3 million people.

**#ChangeThePicture**

Awareness, advocacy and fundraising campaign launched in May 2021 urging Australians to #ChangeThePicture on body image for the sake of our younger generations. Most successful campaign to date reaching 64.5M people.

**World Eating Disorders Action Day**

A global update on national helplines led by Butterfly in June 2021. This highlighted an increase in demand to national helplines by up to 195%.

**Eating Disorder Alliance of Australia (EDAA)**

As a founding member of EDAA we engaged with the ABS on the collection and translation of data being collected on eating disorders in the National Study of Mental Health and Wellbeing.

---

**Community Insights Research**

Conducted by Butterfly in conjunction with Kantar Public Division. Research included both in-depth interviews with key individuals with a link to eating disorders and an online survey with a national representative sample of the general population.

1 in 6 people associate eating disorders with attention seeking, or a lifestyle choice for vanity.