

Snapshot of Activity



270,000

young people reached
through Education Services

68% INCREASE



143,000
social media followers

6% INCREASE



32,000
contacts to our
National Helpline

19% INCREASE



12.1 m
people reached
through social media

21% INCREASE

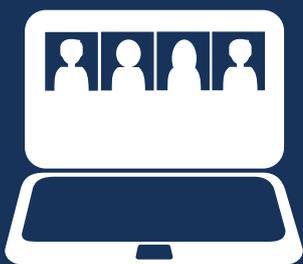


25,000
people reached through
fundraising campaigns

92% INCREASE

Total media
reach
1.7
billion

228% INCREASE



4.2m
page views on
Butterfly website

265% INCREASE

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**

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.

Support

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.

Advocacy & Awareness

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.

Treatment

Wandi Nerida

Australia's first residential treatment centre for eating disorders. 13 participants being cared for 7 days a week by a multi-disciplinary team of experts.

Youth Program

All programs delivered virtually. Reached more people than ever – 53 participants over 5 rounds of the program. 73% retention rate well above industry standard.

WANDI NERIDA

gather together to blossom



**Australia's first residential
treatment centre for
eating disorders**

13 participants from
across Australia were part
of first intake in July

Research

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