

# THE NEXT 20 AGENDA



1

## National parliamentary inquiry into body image

We know social media has a huge impact on body image – but how much and why? Given the rapid evolution of digital and social media the 12-year old Voluntary Industry Code of Conduct on Body Image has become outdated and ineffective. We urgently need an inquiry that considers current evidence.

2

## Prevent eating disorders from occurring

Body dissatisfaction can begin in children as young as 5. Butterfly equips young people with the skills, knowledge and resilience to prevent them from developing eating and body image issues down the track. Butterfly is the only organisation providing national eating disorder and body image prevention programs, and in #TheNext20, it will be critical for us to deliver our evidence-based resources to more young people and schools across Australia. But we can't do it without your help.

3

## Reduce stigma and increase help-seeking

We anecdotally say the conversation around eating disorders is 10 years behind anxiety and depression in terms of acceptance and understanding. Eating disorder misconceptions and stereotypes prevent many from seeking the help they deserve. We urgently need to break down stigma so that every Australian feels worthy of seeking help when they need it.

4

## Improved eating disorder treatment and support services

Over the last 20 years, eating disorder care and treatment within Australia has evolved – but we have even greater ambitions for #TheNext20. As state and territory governments work to build their own residential facilities, an urgent gap in care is becoming even more apparent. We desperately need more support for people as they leave residential facilities if they are going to be able to maintain their recovery – wherever they are. Recovery isn't linear and we need to trial, evaluate and implement new forms of treatment to address gaps in the system of care.

We've been changing lives for 20 years but The Next 20 are critical. **DONATE NOW**