

Butterfly's Theory of Change

GROWING CRISIS

- Eating disorders are serious mental health illnesses that can have severe and long-lasting impacts on individuals and carers.
- 1.1 million Australians currently live with an eating disorder but only 30% seek help.
- Prevalence is increasing and the age of onset is decreasing.
- Body dissatisfaction affects 4.1 million Australians, with more than half of teenagers reporting body dissatisfaction.

CONSEQUENCES

- Every year 1,200 people die due to their eating disorder and more than 120,000 people develop one.
- Eating disorders cost the Australian economy \$67 billion each year; body dissatisfaction costs \$37 billion.

OUR RESPONSE

- Butterfly works across the continuum of care from prevention to recovery support.
- Through school and community education programs and awareness campaigns we break down stigma, provide strategies to support positive body image and encourage help-seeking.
- We deliver early intervention, treatment and recovery support services to reduce the burdens of living with body dissatisfaction and eating disorders, offering hope to all those impacted.
- Butterfly is here for all people in Australia – to listen, advocate, inform and support.



Advocacy Initiatives & Awareness Campaigns



Prevention & Education Programs



National Helpline



Treatment & Recovery Support Programs

Lived experience is at the heart of everything we do.

THE CHANGE WE MAKE

- Increased knowledge and understanding of eating disorders and body dissatisfaction, including recognising signs and symptoms.
- There is reduced stigma around eating disorders and body dissatisfaction.
- People seek help early and have access to effective support.
- People believe that recovery from an eating disorder is possible.
- People who engage with Butterfly's services experience improved outcomes and higher quality of life.
- Diverse individuals and communities benefit from our work.

Reduced Prevalence.
Reduced Severity. Lives Saved.