

**CAMPAIGN
TOOLKIT**

**SEEK
HELP
NOW**

FOR EATING DISORDERS

Early help is key to recovery.

Help us encourage people to Seek Help Now for eating disorders

Together, we can improve understanding of eating disorders and create an environment where people access early help, without fear of judgement, and improving their recovery.

Seek Help Now is an awareness campaign designed to encourage people in Wales to seek early help and support for eating disorders.

A recent review found that only 32% of people with an eating disorder formally sought help, with over two thirds not seeking help. This is alarming as research has shown the earlier a person with an eating disorder can receive support and treatment, the more likely it is that they will make a full recovery.

In a survey by Beat, the UK's leading charity supporting people with eating disorders, 4 in 5 people believed that greater public awareness would make them feel more comfortable talking about their eating disorder – supporting the idea that this would help to challenge misconceptions that can stop people from seeking help.





What does the Seek Help Now campaign aim to do?

- Enhance awareness of eating disorders to help reduce stigma.
- Improve awareness of how to access eating disorder support, promoting proactive and early help-seeking using a trustworthy NHS Wales website

Recognising that there is a wealth of online information in various places which can sometimes be difficult to navigate, the Seek Help Now web pages have been designed to provide a high-level overview of eating disorder information, self-help resources and ways to access support.

Who is the campaign for?

Seek Help Now is a campaign for everyone, we all have a part to play in improving awareness, reducing stigma and supporting others.

It is hoped this campaign will encourage early help-seeking for eating disorders and will benefit a wide range of people, including people with suspected eating disorders, people with eating disorders, families and carers, and health professionals. Early help and support can lead to better outcomes, faster recovery, and reduced severity of eating disorders.



Key messages

- Eating disorders can affect anyone.
- Research suggests that a longer delay between illness onset and receipt of treatment predicts poorer outcomes. Early help can prevent serious and complex symptoms and lead to a quicker, more effective recovery.
- There are many support and treatment options available which are tailored to individual needs, values and beliefs.
- We all have a part to play in reducing the stigma around eating disorders as a complex mental health issue. By creating an environment free of judgment, we can help individuals seek help sooner.
- Support from family, friends, and wider networks is essential to encourage people to seek help early.
- It's important to remember that it's never too late to seek help, even if someone has been struggling for a long time.



How can you help?

We have produced a range of materials to help promote early help, including social media content, posters and email footers. We encourage people to share these materials, particularly colleagues working in healthcare, education and the Third Sector.

If you have any questions or would like any additional formats, get in touch and let us know at: NHSPi.SPMH@wales.nhs.uk.

[Download the Poster Set](#)

[Download the Social Media Toolkit](#)

[Download the Email Banner](#)



Background to the campaign

The Seek Help Now campaign has been designed by the NHS Wales Performance and Improvement Eating Disorders Network as part of the Bevan Commission's Exemplar Programme. The Exemplar Programme supports health and care professionals to take their prudent healthcare ideas and translate them into practice.

Colleagues are supported by the Bevan Commission to develop and test their own innovative ideas over a 12-month period. The campaign was developed by a small project group including colleagues from NHS Wales Performance and Improvement, clinical and lived experience representatives and Third Sector representation. Thank you to colleagues who have contributed and helped shape this project so far.

We value your feedback

We will continue to develop and adapt the Seek Help Now campaign to ensure the content meets the needs of our population. We encourage you to share any feedback with us – including what you like and what could be improved - by completing our [short feedback form](#).





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nhs.wales/eating-disorders