



# Body Image Coach (BIC)

Early intervention for adolescents with eating disorders and BDD through animation workshops, peer support groups, 1-1 coaching

## Structure of BIC 2025



## Introduction

**Every child should feel safe in their body. Every child should feel loved and be able to be the best they can be. Yet millions of children live with an internal battle with eating disorders and body dysmorphic disorder. Body Image Coach has a vision to sit beside schools and CAMHS, to offer ALL children the chance to feel good in their own skin. Through our mission, we offer a 4-step approach so that no child is left to struggle alone with body image disorders.**

Children's wellbeing is in decline, but the pandemic has made life even harder for the most disadvantaged children. So, we have set an ambitious goal that by the end of 2025 we will be positioned beside schools and CAMHS with our early intervention. We are also developing another program for ages 16-25 so that we can fill a crucial gap, to support this age group as well as our current age group of 11-16. This means that we work on prevention and early intervention as soon as a child is placed on the CAMHS waiting list for support. Meaning immediate support is given in the crucial early stages of body image disorders. We are pivoting our entire organisation toward this goal, which will inform every choice and decision we make.

Our organization was set up in July 2023 so we are a fairly new but small and mighty team with a passion to support young people with their mental health. So far, we have moved mini mountains!

### **The problem:**

CAMHS and NHS waiting lists for children with eating disorders and BDD/Muscle dysmorphia have increased by 66% leading to more suicides in young people. Only 35% of children on the CAMHS and NHS waiting lists receive treatment within one year of referral.

NHS/CAMHS do not have capacity to deal with this due limited staff and resources.



**We offer a solution to this** with a four- step early intervention program for children with body image disorders. This aims to leverage our reach to a bigger audience whilst cutting NHS costs and using less time, saving thousands, if not millions of pounds as we scale up to support CAMHS and NHS

### **What do we want to achieve:**

From our 4-step approach, no child is left to struggle alone, and we can leverage our reach tenfold, through on-line content.

One staff member can support 20 people every 6 weeks, offering 10 hours' support to each young person and more in extreme cases. That breaks down to 6 hours of on demand psychoeducation workshops, 2 coaching sessions and 2 peer support sessions per person with a professional coach. This is more support than they would receive in NHS therapy after a lengthy wait. In 6 months, one staff member can reach and support 80 young people and work with parents and providers to provide a triage of support.

# Our Key Achievements so far

## 2023-2025

To date, 322 young people have accessed our service

We worked with providers and schools to implement our free awareness workshop into the curriculum

Our team has grown from 1 to 5! And we have become a not-for-profit service.

We have heaps of great feedback from children, parents, schools

We received x4 pots of funding for West Yorkshire

We are up for an award in March 2026 with WYCA

We have almost finished our 16-25 program!

82% of 11-16-year-olds scored 7 (1 above on the acceptance scale by the end of our program

79% of 11-16-year-olds said they felt better after the full program

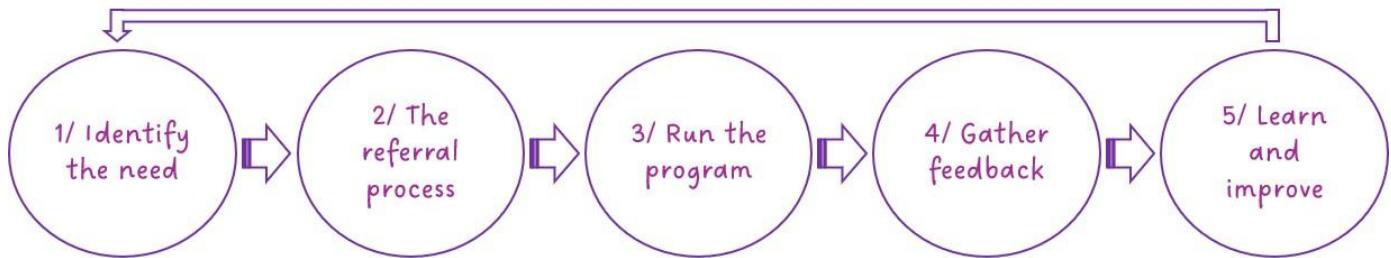
We have some new funding coming in the New Year!

Rated  
'Excellent' on  
Trust Pilot

# How we work



## How we deliver and the tools we use



- The frontline staff toolkit
  - Referral stages
  - Logistics
  - Triangle of communications
- The four step process and tools
- Delivery method
- Some examples are to follow
- Research model

The toolkit example below can be found on our website:  
[www.bodyimagecoach.co.uk](http://www.bodyimagecoach.co.uk)

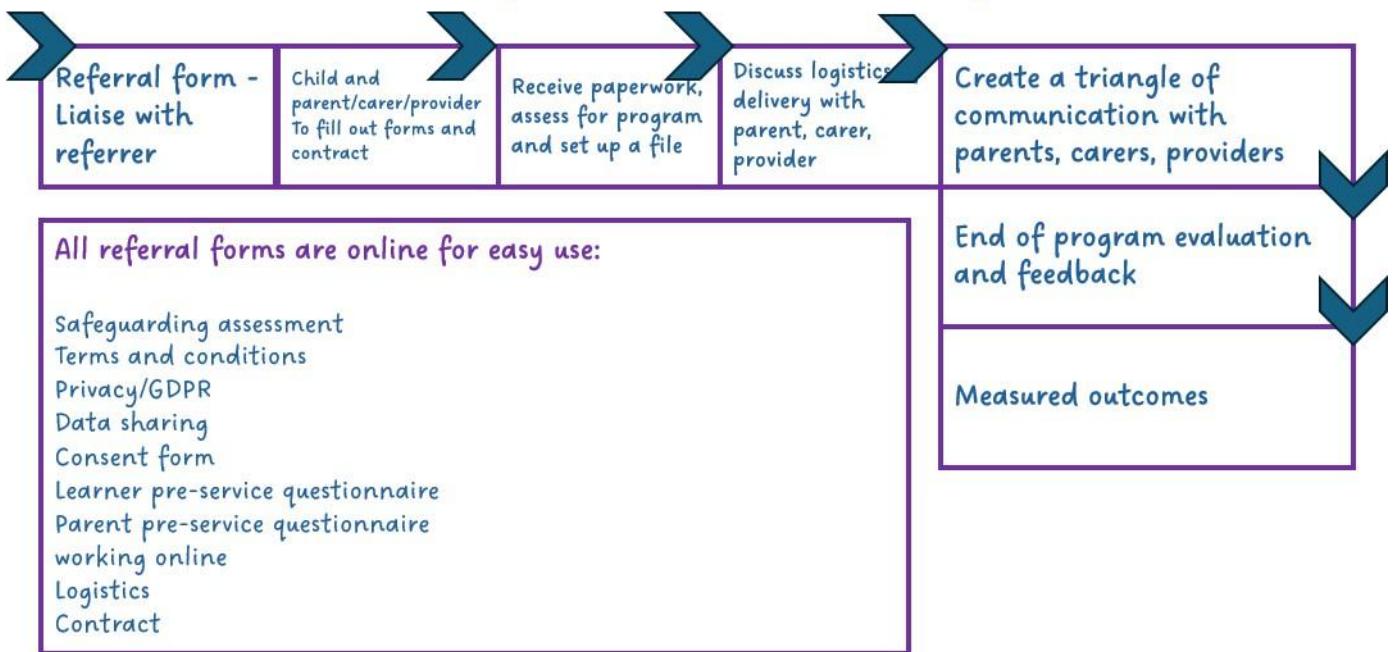
### 1/ Identify the need

#### A Toolkit for frontline staff and leaders

##### Contents

OUR PROJECT .....
CONTACT US .....
MAIN TYPES OF EATING DISORDERS .....
<i>Please use the DSM5 (USA version)/ ICD10 (English version) for all disorders.....</i>
BODY DYSMORPHIC DISORDER.....
MUSCLE DYSMORPHIA/BIGOREXIA.....
ASPECTS OF BODY IMAGE .....
SPOTTING THE SIGNS – EATING DISORDERS .....
SPOTTING THE SIGNS – BODY DYSMORPHIC DISORDER/MUSCLE DYSMORPHIA.....
GUIDANCE FOR ORGANISATIONAL LEADERS.....
GUIDANCE FOR FRONTLINE STAFF .....
COACHING QUESTIONS TO USE WHEN A CHILD COMES TO YOU FOR SUPPORT .....
WORKING WITH HIGH-RISK INDIVIDUALS-SAFEGUARDING DOCS .....
TRAINING PROVIDERS FOR STAFF TRAINING .....
USING OUR EARLY INTERVENTION SERVICE .....
OTHER SERVICES THAT CAN HELP .....
TESTIMONIALS .....

## 2/ Referral process and logistics



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Before delivery, we have a safeguarding 'set up' for schools and at home and have meetings with parents and providers. Our referral process covers everything we need to know about each child inc. neurodiversity, comorbidities, hospitalization. Before delivery, we make sure every child has our 25pg journey planner print out which is a part of the full program.

At the end of each workshop, homework is given

Following each workshop, x2 peer support groups are accessed, participants are encouraged to discuss homework, challenges, wins, mind shifts, sharing ideas, supporting each other and anything else during their healing journey

1-1 coaching is accessed towards the end of program, to measure and evaluate each child's learning, and ensure they are making progress

Post program, learners fill out an evaluation form to gain feedback and measure outcomes.

More coaching can be accessed for those needing more sessions, dependent upon capacity

In extreme cases, therapy may be needed instead of, or after the program for cases of trauma, ptsd, cptsd etc.

### 3/ Running the program

## Body Image Coach. Our on-line 4-step approach

**1/ PREVENT** body image disorders by accessing our free workshop in animation. From this workshop, you can identify those that need support.



AWARENESS WORKSHOP

**2/ OFFER** those needing support, our 6-week body image programme in animation. 1 hour per week with homework.



6 WEEK PROGRAMME

**3/ INVITE** everyone on the programme, to peer support groups supporting with homework and group healing.



X2 PEER SUPPORT GROUPS

Cameras can be turned off if wished.

**4/ ACCESS** a 1-1 coaching session, more if needed. 1-1 therapy can also be accessed if needed.



1-1 COACHING AND THERAPY

PLUS PARENT AND PROVIDER SUPPORT

## Delivery



-We ask children where they feel more comfortable for program delivery (school, home, other)

-Online at home or provider setting, needs one adult in the next room for safeguarding purposes

- We offer a choice of daytime, early evening or weekend delivery time slots

# The team



## TEAM:

X1 Coach/admin

X3 Directors/Operations

X2 Therapists

Each staff member is qualified, accredited and governed to a specific framework, bringing expertise as well as our lived experience in body image disorders.

## SERVICES:

4-step approach

Between us we have over 40 years' experience working in mental health, eating disorders and BDD.

Animation workshops

Coaching

Peer support

Therapy

Director Over 10 years expertise in GDPR	Therapist Over 20 years expertise with body image disorders	Therapist Over 6 years expertise with body image disorders	Coach Over 15 years in mental health coaching body image disorders, children and families	Director Over 10 years expertise in Marketing, admin, strategy, youth work
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## Feedback



**1 hour awareness video ages 11-16:** "We need to talk more about this" "I know where to get help now" / "very helpful and fun" / "informative" / "effective" / "interesting" / "imaginative."

**Full program ages 11-16:** I was in a really bad place and this helped me get out" "I can deal with my emotions better" / "I can see the progress I am making"

**Teacher feedback:** "I would absolutely recommend this"

"Pupils found the exercises invaluable, and it was great to see them talk about this topic with each other, as a team"

**Parent feedback:** "This gave us so much hope and came at the right time" / "The body image coach is very knowledgeable and experienced"

Voted 'Excellent' on TrustPilot

## 4/ Gathering the feedback - Research model



[www.bodyimagecoach.co.uk](http://www.bodyimagecoach.co.uk)