



Body Image Coach (BIC)

Early intervention for adolescents with eating disorders and BDD through animation workshops, peer support groups, 1-1 coaching - 2025/2026

Solution Summary: An online animation program providing tailored, on demand support for ages 11 - 25 struggling with body image disorders, with a focus on underserved, diverse communities. Saving NHS money and reducing their waiting times whilst also bridging the gap between prevention and clinical intervention.



Introduction

Every Young person deserves to feel safe in their body, yet millions live with an internal battle, eating disorders and body dysmorphic disorder. Body Image Coach's mission is to sit beside schools/universities and CAMHS/NHS, to offer ALL young people an interim during long waiting lists for therapy, and the chance to feel good in their own skin. Through our mission, we offer a 4-step approach so that no person is left to struggle alone with body image disorders.

Good mental health amongst young people is in decline, so, we have set an ambitious goal that by the end of 2026 we will be positioned beside schools / universities and CAMHS / NHS across West Yorkshire and then the UK, for ages 11-25, to offer an early intervention service. This means that we work on prevention and early intervention as soon as a child is placed on the CAMHS /NHS 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. We also welcome referrals from young people that are not placed on the CAMHS/HNS waiting list as we know that not everyone has the chance to be on the waiting list for therapy.

“What if traditional NHS therapy was not the answer, but instead, psychoeducation and coaching?” – Body Image Coach

Our organization was set up in July 2023 so we are a fairly new but a 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 to limited staff and resources.



We offer a solution to this with a four- step early intervention program for young people with body image disorders. This aims to leverage our reach to a larger 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 and obtain a greater return on investment.

What do we want to achieve:

From our 4-step approach, no young person 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 X6 hours of on demand psychoeducational workshops, X2 coaching sessions each and X2 peer support sessions per cohort 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

July 2023 - 2026

To date over 350 young people have accessed our service

82% of 11-16-year-olds scored 7 (I accept my body) or above on the acceptance scale by the end of our program

We've received X4 pots of funding for West Yorkshire in our first 2 years

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

Nearly 50% of people ages 11-16 scored 10 (I accept myself) after the full program

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

Ages 16-25's had 86% overall improvement in their mental health and habits after the program.

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

We now have a free community platform with a wealth of resources at: www.bodyimagecoach.co.uk / resources

60% of participants ages 16-26 went from not accepting, to trying to accept, after the program

Over 80% of participants were neurodivergent

100% parent satisfaction feedback since we started

96% of participants rated our service as Excellent or good

Rated 'Excellent' on Trust Pilot

Peer led collaboration quotes:

“I like the use of metaphors as it helps me to learn. I’d like something on how to stop taking so many selfies and using social media, this is my biggest problem.” - Holly - 17

“It needs to be interactive, I lose interest quickly” - Izzy 25

86% of participants identified feeling better overall after the programme.

“Very good -I like how it’s videos” - Georgina, age 16

“Very good - it’s given me new ideas and tools of how I can take care of myself” - Elana, age 16

“Very good - the interactive nature of the course was engaging” - Izzy, age 25

Parent Feedback was 100% positive midway and on completion.

Key Themes:

Communication: Team is very communicative and responsive.

Effectiveness & Impact: Learner shows positive behavioral changes, is more open with parents, and is less affected by bullying.

Resources & Support: Parents value the quality of resources provided.

Overall Impression: Parents are extremely satisfied with communication, support, and observed outcomes.

“Excellent - the sessions have been well explained, easy to follow and join, she is more settled and growing in confidence” - Susan

“Very good- her appetite has improved and knows how to best view herself” – Stephanie

“Very good - he is less affected by comments about his face and body and reduced his black and white thinking” - Ina

Value Summary: Supporting individuals aged 11-25 years from marginalized backgrounds who are struggling with eating disorders, body dysmorphic disorder and general body image anxieties, to heal from mental health difficulties; improving quality of life, reducing suicides and self-harm. We are the first digital psychoeducation and coaching program in the UK that teaches and transforms thinking by exploring the root cause of young people's suffering, to gain insight and healing through an online program content, with specifically designed animation sessions. We provide a cost-effective service that reduce burdens on NHS who have 1+ year long waiting times and their focus is on exposure strategies only.

Programme Overview:

- **6-week online programme (10 hours per participant)**
- Inductions
- Animated Workshops & Workbooks
- One-to-One Tailored Coaching
- Peer Support Groups
- 6-month Post-Healing Logbook
- **Inclusive, on-demand delivery; sensory-friendly, culturally sensitive, gender inclusive**

NHS System Benefits:

Service	Cost per participant	Hours support
NHS 6 CBT sessions	£500	6
Body Image Coach programme	£305	10

Benefits of service:

- Reduces NHS waiting list pressure and offers greater ROI
- Prevents escalation to hospital treatment
- Improves school/university attendance
- Reduces body image anxieties
- Promotes lasting change
- Offers real time coping strategies

Safeguarding & Compliance:

- Risk assessments, crisis plan contracts and inductions are set up for all participants
- GDPR compliant, secure data storage
- Enhanced DBS checks, safeguarding, eating disorder, coaching and trauma-informed training

Future Plans (2026–2027):

- Ages 7–11 programme + parent-child healing programme
- Peer mentoring ('Student Buddy') system – complete on website

Programme fee: £305 per participant (subsidised) or fully funded across west Yorkshire

Delivery & Innovation:

- On-demand workshops allow participants to engage at their own pace, improving retention and reducing stigma
- Sensory-friendly and culturally tailored content
- Interactive elements and peer mentoring
- Scalable digital infrastructure ensures thousands of participants can access simultaneously

Inclusion:

- Programmes co-designed with neurodivergent, LGBTQ+, and ethnically diverse youth
- Peer-led modules, buddy system, and culturally sensitive materials
- Digital feedback loops via website guide iteration

Feasibility & Sustainability:

- Pre-recorded workshops + tailored 1-1 coaching increases support efficiency
- Funding via grants, private participants, and commissioning post-NHS alignment
- Sliding-scale pricing ensures accessibility for all

Ethics & Safety:

- Adheres to Children Acts, Care Act, Safeguarding Vulnerable Groups Act, GDPR, Data Protection Act, Equality Act
- Cohorts capped at 10 participants
- Supervised online sessions, 1-1 coaching, and peer support
- Individual risk assessments and crisis plans in place

**Would you like to use our service?
Would you like to refer a young person?**

Get in touch 😊

www.bodyimagecoach.co.uk