

Eating Disorder Support app

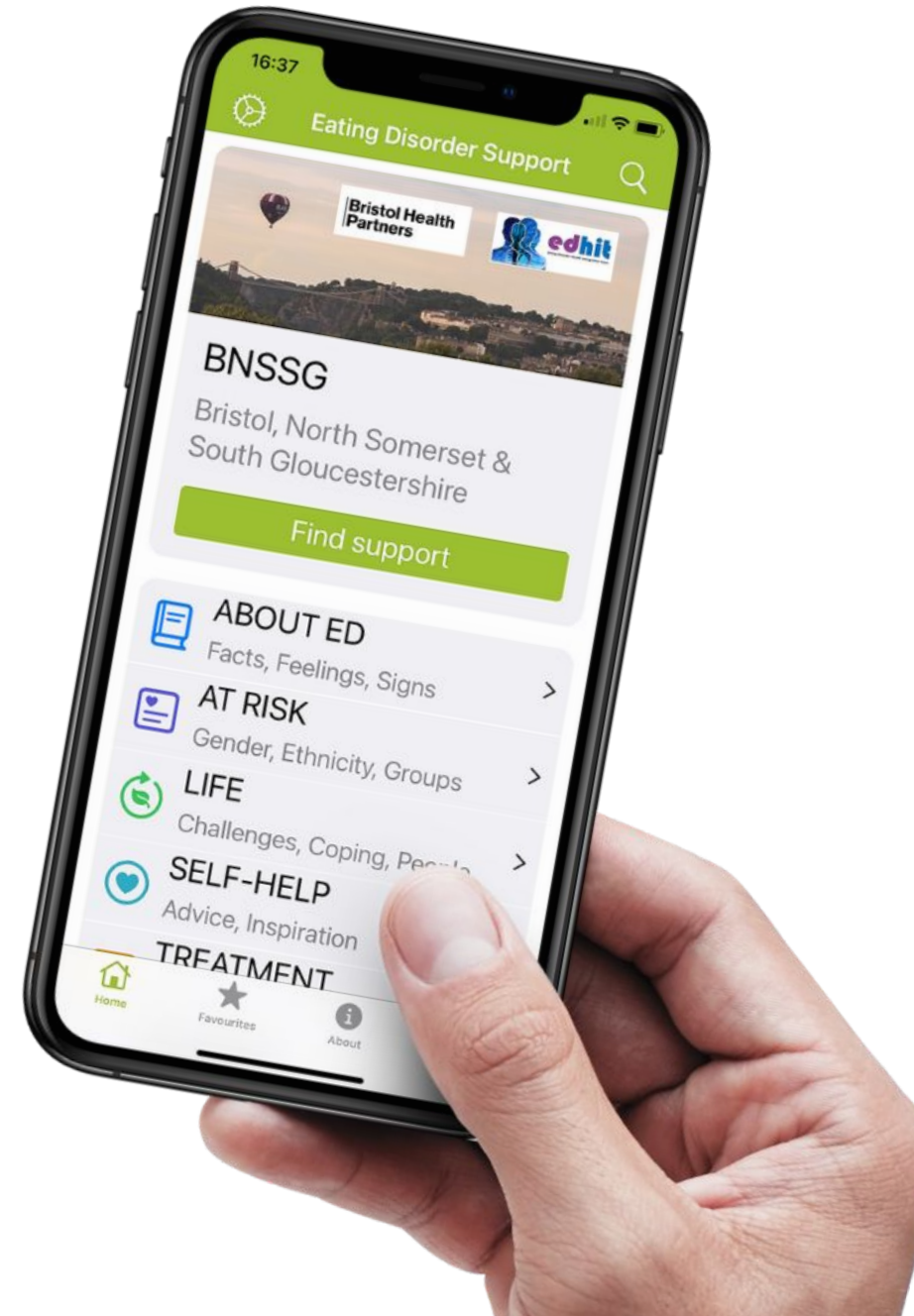
Co-creating a trusted self-help resource for young people

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Eating disorders: 'We had to climb walls just to get a bit of help'

27 January



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Eating disorders: The terrible impact of the pandemic on the young

22 July 2021



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Anorexia: 'I'd never heard of a lad getting an eating disorder'

10 June



...red his struggle with his weight in a bid to help others

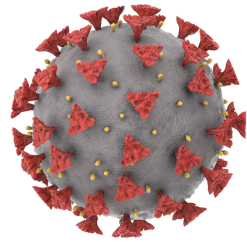
Eating disorders pose challenges



Long waiting lists

Staff shortages

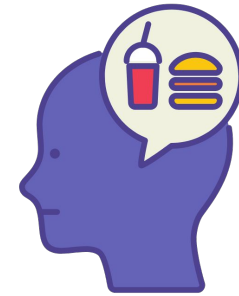
Crisis management



Increase in EDs

Reduced face-to-face

Poorer access to services



Unaware of support

Not seeking help

Info about ED dispersed

What we wanted to achieve

Offer **easy access to trusted information** in one place and...

- **reach** more individuals with EDs
- **help** people access support early
- **reduce** pressure on the NHS



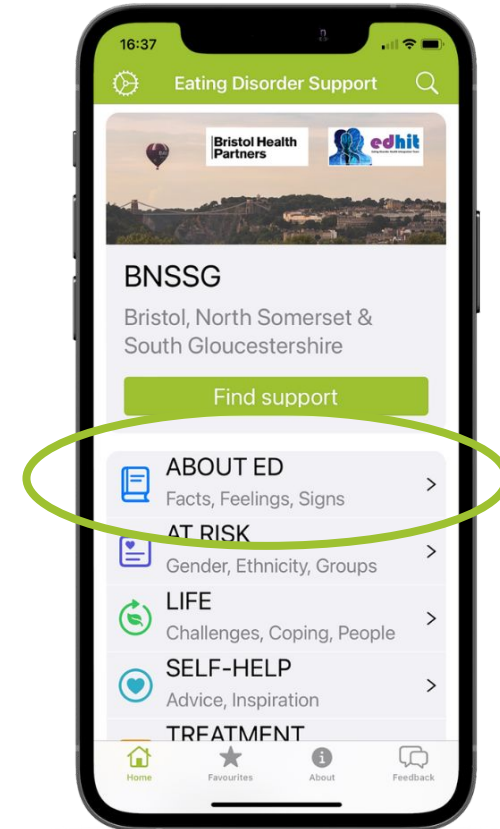


Why an app?

- **Faster and safer** than googling
- Digital information **in one place**
- Reach **digitally excluded**
- Easy to **navigate**
- **Access anywhere** – no need for WiFi
- Tech **resonates** with young people
- Highly **convenient**
- Great **user experience**
- Easy to **integrate** into care pathways
- **Anonymous** – no search history

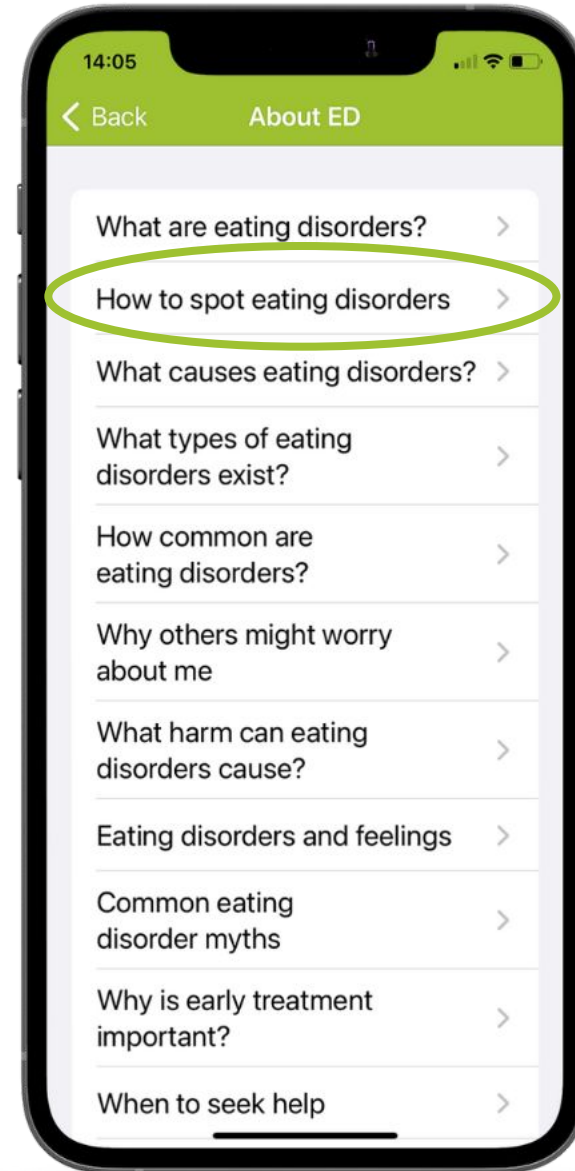
How we addressed the problem

- **Free** to download
- **No sign-up** or personal info
- Repository of **easy access info** pages
- **Positive message** – recovery is possible
- **Self-help advice**
- **Signpost resources** and support
- **Integrate** into existing pathways
- **Local customisation** options

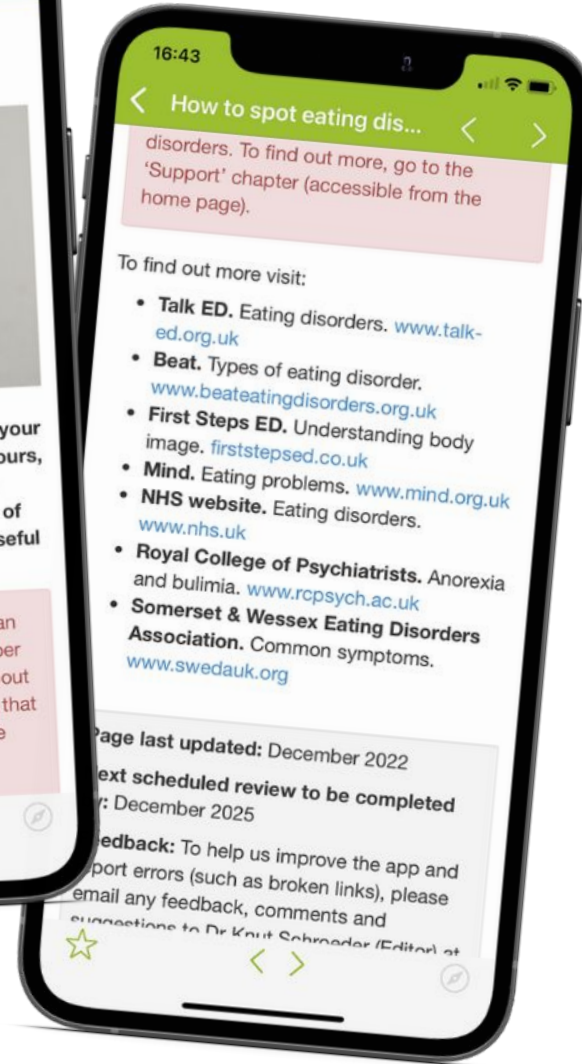
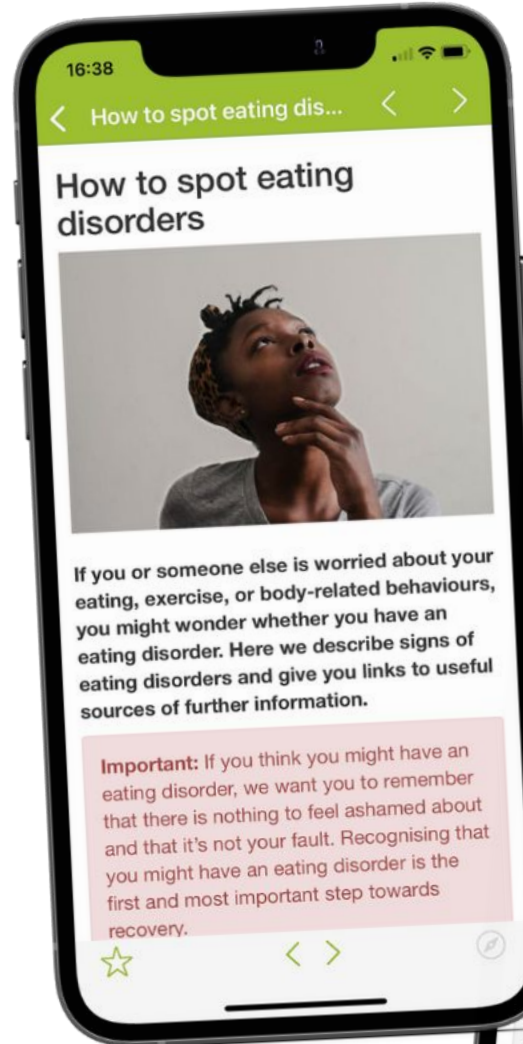


Home screen

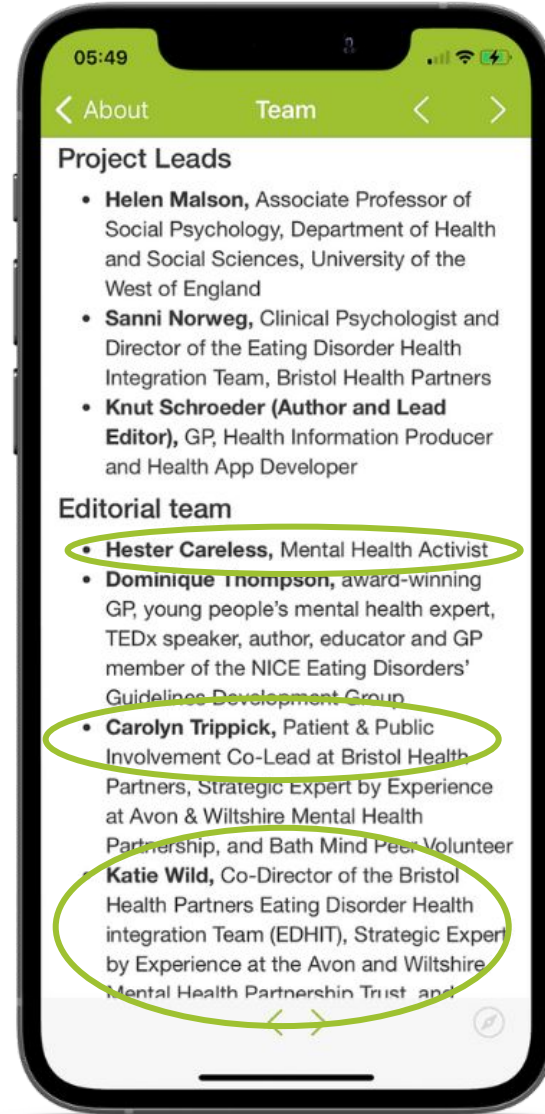
Pick from content list



Access info



Experts by
experience are
on the team

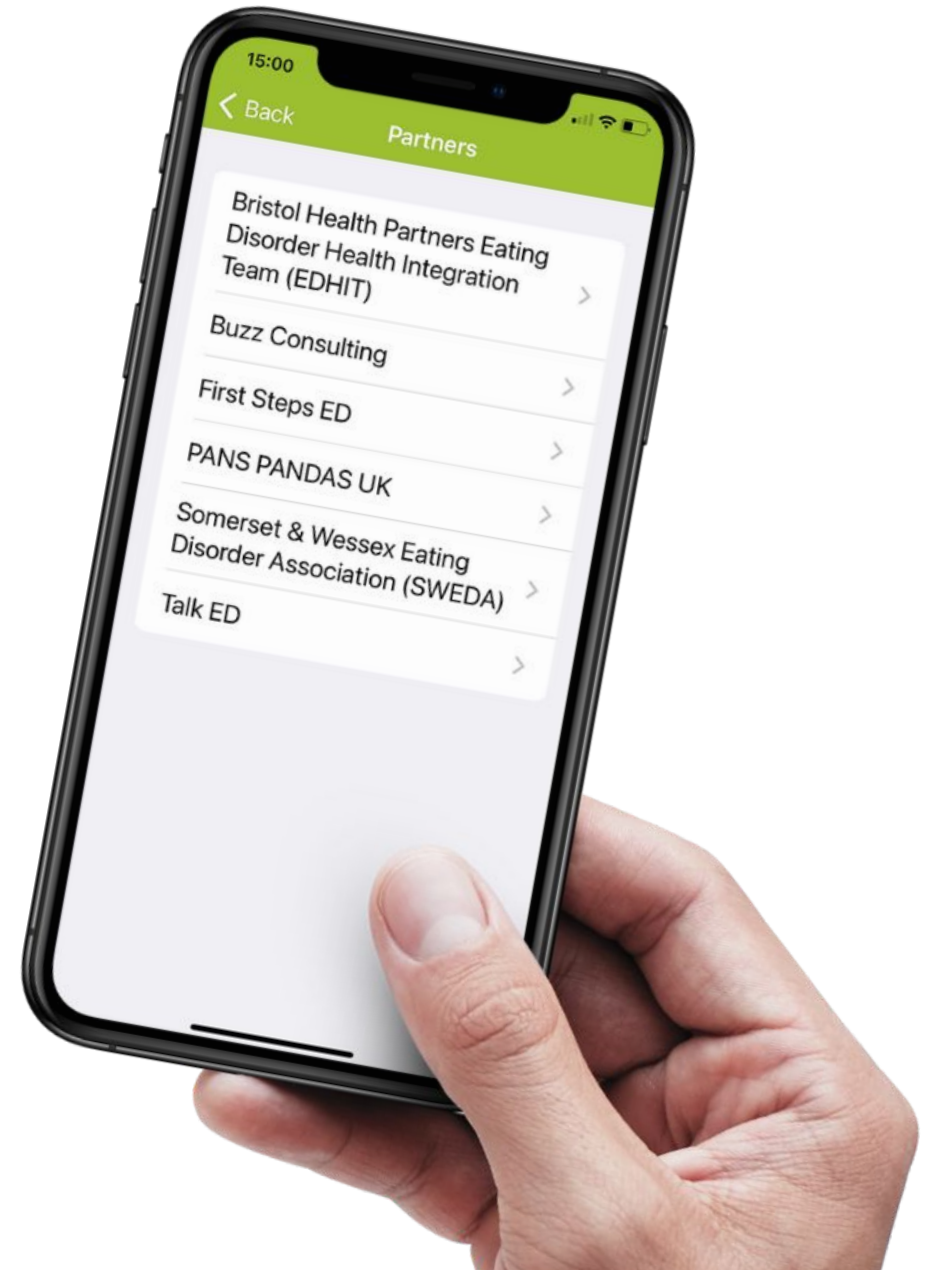


How did we involve young people?

Focus groups

Partner's patient groups

NHS ED unit



What users wanted

- Faster and better than googling
- Works offline (data poverty)
- 'Dead easy' to use
- Favourites
- Direct links to resources

- **Calm Zone**
- **Section for supporters**
- **Self-help**



17,000 **downloads** (Jun 21 – Jun 23)

27,000 **page views** (Jun 21 – Jun 23)

Excellent ratings (but small numbers)

Ratings and Reviews

5.0 out of 5

4 Ratings

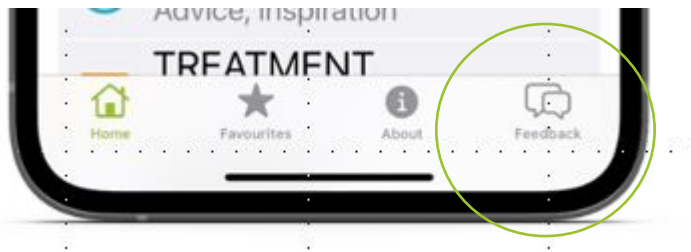


icantthinkofanewnickname2021, 22/11/2021

All in one place

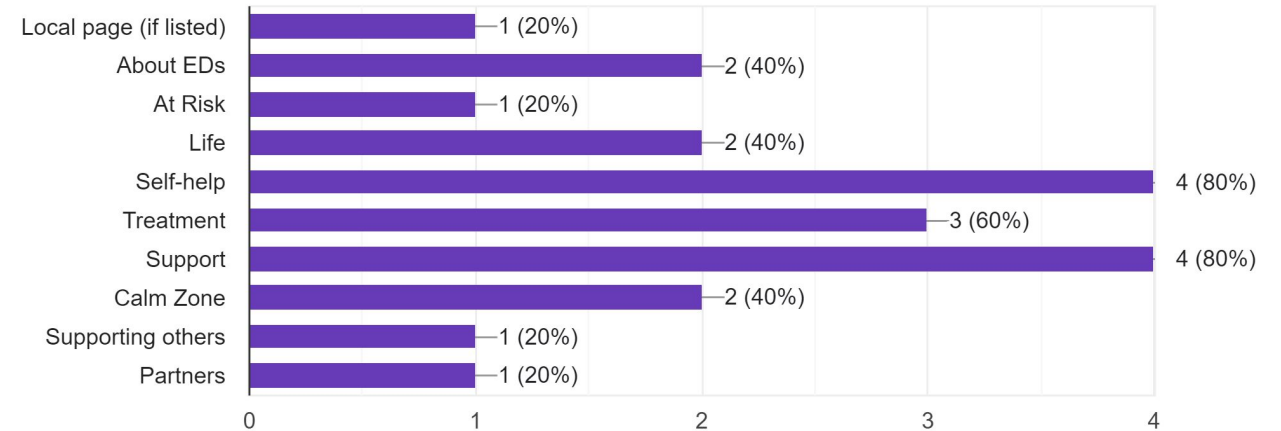
Excellent content all in one place. I would recommend this app to anyone living with an eating disorder personally or their friends/family.

Integrated feedback survey: explore what people like

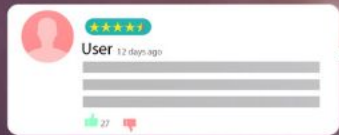
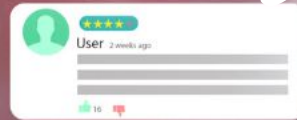
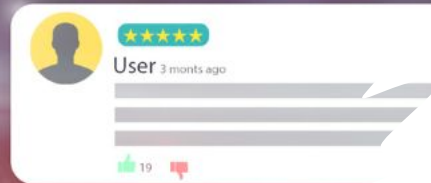
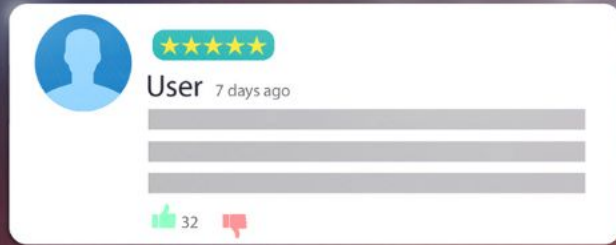


Which area(s) of the app do you find most useful (tick as many as you like)?

5 responses



Positive feedback



“Local ED service listing is good”

“Clear layout, informative”

“Easy to use”

“Everything’s good about the app”

“Will help so many”

“Really useful app”

“Lots of info”

“Helped me understand what my friend is going through”

“More self-help and focus on early intervention”

Focus on users

- ❑ **Integrate** experts by experience
- ❑ **Work in partnership** with other organisations
- ❑ **Address** user needs

Explore the app and get in touch

Search '**eating disorder support**' on your **iPhone** or **Android** device

Visit <https://www.expertselfcare.com/eating-disorder-support-app/>

Email me at knut.schroeder@expertselfcare.com