

World-first, free eClinic opening the door for Australians to access life-saving eating disorder treatment

Run time: 57:03

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Professor Sarah Maguire OAM

Clinical Psychologist & Director,
InsideOut Institute for Eating Disorders,
SYDNEY



00:29 – 00:39

Self-introduction

I'm Professor Sarah Maguire. I'm the Director of the InsideOut Institute for Eating Disorders, and I'm a Clinical Psychologist working in Sydney.

00:39 – 00:57

What is the InsideOut Institute?

The InsideOut Institute is Australia's first institute striving for clinical excellence and research breakthroughs in eating disorders. We're housed at the University of Sydney in a partnership with Sydney Local Health District.

00:57 – 01:18

How many Australians are currently living with an eating disorder?

Over a million Australians are currently living with an eating disorder. And research suggests that almost 30% of those are age 19 or younger. And that in the last decade there has been a 20% increase in eating disorder symptoms across the Australian population.

01:18 – 01:37

What is the most prevalent eating disorder in Australia?

The most prevalent eating disorder in Australia is binge eating disorder, which is an eating disorder marked by a derailed relationship with food and body. Regular binge eating episodes, which is eating objectively large amounts of food in a narrow window of time.

01:37 – 01:55

What are some of the other types of eating disorders?

Bulimia nervosa is also a fairly common eating disorder, and the more rare eating disorders are anorexia nervosa and an illness called ARFID, which is an avoidant and restrictive feeding disorder that usually onsets in childhood.

01:55 – 02:22

Who can be affected by an eating disorder?

About anyone can be affected by an eating disorder – males, females, actually, any gender, any cultural group, just about any age group. ARFID can onset very, very young in infancy. Anorexia can onset as young as age six. And then eating disorders onset across the lifespan right through to older adults.

02:22 – 02:45

What impact does an eating disorder have on a person's health and wellbeing, and overall quality of life?

Eating disorders come with effects on mood, effects on anxiety, effects on your sense of self; effects, effects on your connections with others. They affect just about every part of your life once they've been there for a period of time.

02:45 – 03:03

Are eating disorders treatable?

Eating disorders are completely treatable and curable if they are treated at the right time, with the right intervention for the person. But that is just currently not happening at scale in Australia, or anywhere in the world for nearly enough people.

03:03 – 03:19

What percentage of people living with an eating disorder access treatment?

Probably somewhere around 20 per cent of people that have an eating disorder will receive some form of treatment, and of that 20 per cent, very few receive an evidence-based treatment that we know is going to work.

03:19 – 03:51

What are some of the barriers to accessing timely and effective treatment that people living with eating disorders face?

Finding a clinician or, or a service, or a treatment that actually sticks to the evidence, and delivers the evidence, in a way that it's going to work for a lot of people, is a major barrier in our country and around the world. Being able to find a clinician in your local area for rural and remote, people, that is almost an impossibility. Cost is another major barrier. Time is a major barrier. Flexibility in our modern lives is another major barrier.

03:51 – 04:10

What is the InsideOut Institute eClinic?

The InsideOut Institute eClinic is the first, national, free eClinic for the provision of services and supports for people with eating disorders, and their carers, as well as the clinicians who treat them.

04:10 – 04:40

What are the three main services offered by the InsideOut eClinic?

The InsideOut Institute eClinic offers three main services.

1. Digital therapies for people with eating disorders to help them get better tools;
2. And supports for carers and others who are navigating the journey;
3. And importantly, a secure health practitioner interface, so that if your patient chooses to, they can securely link with you and you can monitor and guide their journey.

04:40 – 05:05

What does the InsideOut eClinic mean for rural and regional-based Australians living with an eating disorder?

What we have tried to do with the InsideOut Institute eClinic is to standardise online, the highest quality intervention for eating disorders, so that it's equally accessible to a person living in a city and a person living in the most remote circumstances, so that every Australian has the right to treatment for their eating disorder and to recover.

05:05 – 05:13

Do you need a referral to access the InsideOut eClinic?

You do not need a referral to access the InsideOut Institute eClinic.

05:13 – 05:37

Who is funding the InsideOut eClinic?

We're very fortunate after a decade of development and testing, to make sure the products are of the highest quality. The federal government have got behind the eClinic and currently we have free access for any Australian with an eating disorder, and for carers, and health professionals in the space also.

05:37 – 06:06

Why is an evidence-based service like the InsideOut eClinic so important?

For a very long time we have been talking about treatment of an eating disorder, being a privilege, being very hard to access, being very expensive. We have been tinkering around the edges of our health system, providing care here and there in inconsistent ways. It is time that treatment of eating disorders, that identification of eating disorders hit the mainstream, and services were provided at scale, to every Australian.

06:06 – 06:19

Is the InsideOut eClinic essentially acting as the front door to the health system for an individual living with an eating disorder?

We really do think there's a role for, a service like the InsideOut Institute eClinic to be the front door, entry point for people to the health system with an eating disorder.

06:19 – 06:46

How do eating disorder treatments delivered online compare with those delivered in person?

The treatments that you will get on there will produce the same change as a face-to-face encounter. Now we have such a problem with people getting access to treatment for eating disorders in our country and elsewhere, that we must be developing things like an eClinic that, can reach thousands of people, not reach one person, so that we can meet that unmet treatment need across the country.

06:46 – 07:38

What are the specific programs offered by the InsideOut eClinic?

We have digital therapies, one called BEeT, which is for eating disorders marked by binge eating. We've got another digital therapy called SkilledED, which is transdiagnostic, or for people with a range of symptoms of an eating disorder restriction and weight loss, through to eating disorders marked by binge eating. We've got a toolbox to monitor your food, challenge your thoughts, and for behavioural experiments. We've got a program for carers called SupportED that gives you the skills to try to sort of live, and help a person with an eating disorder. And of course, we've got a secure portal for health professionals to be able to link with their patient, guide them through therapies, prescribe therapies for them, and refer them to other supports on the program.

07:38 – 08:07

Who is the InsideOut eClinic not suitable for?

We do not recommend digital therapies for people that are in acute medical or psychological crisis. Our programs are currently not validated for people under 16, but we're certainly working on that. There will be people that have particular presentations of symptoms for whom we don't have an evidence based treatment. And we'll tell you that. But at the moment, it's the front door for anyone with an eating disorder to present to.

08:07 – 08:29

What does participation in the InsideOut eClinic involve?

You just need to visit the website after that, there's a curated journey. So you will identify on the first page, whether you're a health professional, whether you're a carer, whether you're a person who's presenting for yourself and the, website will guide you through to the services that you need and the tools that we have to support you.

08:29 – 09:04

What is your message to Australians living with an eating disorder?

Most people that have an eating disorder in Australia actually won't know that they have one. What they may experience is that their relationship with food or their body is really stressful. If this is you, then I would just encourage you to go to the InsideOut website or go directly to the eClinic and do our brief six questions screener to let you know if we have a treatment program that could totally change your life; change your relationship with food, change your relationship with body.

Pheobe Ho

Clinical Psychologist, InsideOut Institute e-Clinic Lived Experience Advisory Group Member and Lived Experience Advocate, **PERTH**



09:16 – 09:30

Self-introduction

My name is Phoebe Ho. I'm a Clinical Psychologist and Lived Experience Advocate with the InsideOut Institute Clinic and I'm located in Perth.

09:30 – 09:52

What is the InsideOut Institute?

The InsideOut Institute is one of Australia's peak, national eating disorder bodies. We know that the InsideOut Institute has done a whole bunch of fantastic research, in our Centre of Clinical Excellence in Eating Disorders, and they really support translational research in eating disorders in Australia.

09:52 – 10:21

What is an eating disorder?

We know that they are really complex mental illnesses that can affect anyone from all different walks of life. We know that eating disorders can impact not only someone's mental wellbeing, but also someone's emotional, social, and psychological well-being as well. And we know that eating disorders, and at the crux of them, is really these unhelpful, unhealthy mindsets and thoughts around eating food, weight and shape.

10:21 – 10:38

How many Australians are currently living with an eating disorder?

We know that lots of people across Australia currently live with an eating disorder, and that statistic is currently at 1.1 million Australians – so that's 1 in 23 people across Australia living with an eating disorder today.

10:38 – 10:56

What are some of the most common eating disorders?

The most common eating disorder is binge eating disorder, and that accounts for about half of the eating sort of presentations. We've also got eating disorders such as anorexia nervosa, bulimia nervosa, as well as avoidant and restrictive food intake disorder.

10:56 – 11:14

Who can be affected by an eating disorder?

People can be affected by eating disorders from all walks of life, regardless of age, ethnicity, background. And we really want to do better as a nation to support those with eating disorders and disordered eating.

11:14 – 11:27

When were you diagnosed with an eating disorder and for how long did it persist?

I was diagnosed with an eating disorder earlier on in childhood, and experienced an eating disorder for most of my teens up until early adulthood.

11:27 – 11:54

Can you reflect on living with an eating disorder for a big part of your life?

So I lived with anorexia nervosa for a big part of my life, and that just meant that I was constantly not living my life to the fullest. My life was full of rules, that were unhelpful and really rigid. And it wasn't until I started seeking help that, that really helped me get to the other side, and connect with friends and family, and lead a more meaningful life.

11:54 – 12:20

How did your eating disorder compromise your quality of life?

When I experienced my eating disorder in my childhood and teens, it really did have a huge impact on so many aspects of my life. Both psychologically, socially, it meant that I was tired all the time. I didn't have the energy to do things. I was just really withdrawn, and I wasn't leading a meaningful life, and connecting with people and friends that were close to me.

12:20 – 12:45

What do you suspect may have triggered your eating disorder?

It's hard to say what one fact, perhaps led to the development of my eating disorder. It was probably a whole range of different factors, including, you know, family and the life circumstances, social circumstances. And it all just sort of came together at once in this perfect storm, which sort of set it off.

12:45 – 13:06

How did your eating disorder compromise your life?

Things such as hanging out with friends, going to parties and birthdays, and just being being a young person. I think that really robbed a big part of my life away from that, because I had to manage my eating disorder and was so withdrawn.

13:06 – 13:21

How did it feel to live with an eating disorder?

Living with an eating disorder has been a really harrowing experience, and it really impacts all aspects of your life, from psychological, to emotional, to social. Every single pot has been impacted.

13:21 – 13:34

What percentage of people living with an eating disorder in Australia typically access treatment?

We know that lots of people in Australia live with eating disorders. Only about 19 to 37 per cent of people actually end up seeking help.

13:34 – 14:11

What are the barriers to accessing treatment for an eating disorder?

A lot of people with eating disorders don't end up seeking help for a range of factors, including things like stigma and shame. It can sometimes be really daunting and scary and difficult. Having to meet someone for that first time to share your personal and your life story to them.

And we also know that sometimes it's really hard to access eating disorder care because of long waitlists. We know that there are not maybe enough trained eating disorder professionals across Australia. Accessibility issues is a huge factor that can impact people seeking timely help for an eating disorder.

14:11 – 14:31

What is the first step towards recovering from an eating disorder?

We know that recovery from an eating disorder is so incredibly possible and worth it. The first step to recovering from an eating disorder is to acknowledge within yourself that something might not be so right, and reaching out to a health professional trained in eating disorders.

14:31 – 15:00

Can you reflect on the role of the InsideOut Institute eClinic in supporting individuals living with an eating disorder, and their carers?

The InsideOut eClinic is Australia's first, free, online platform for people living with an eating disorder or disordered eating.

The eClinic also provides support for parents and carers, or those caring for a loved one who has an eating disorder, and specifically they have an online training module called 'supported', which enables carers and parents to upskill to support their loved one with an eating disorder.

15:00 – 15:20

Can you describe your involvement in developing the InsideOut eClinic?

I was one of the eClinic Experience Advisor group members, and I was involved alongside other members in really creating and shaping up the eClinic content, right from developing that user interface, to language, all the way to clinical content.

15:20 – 15:37

How long did it take to develop the InsideOut eClinic?

It probably took about 18 months or more because there were so many different moving parts in developing an eClinic, and we really want to make sure that it's meeting the needs of people across Australia who are experiencing disordered eating and an eating disorder.

15:37 – 16:10

What barriers to accessing eating disorder care does the InsideOut eClinic overcome?

We know that accessing eating disorder care can be really costly. There are long waitlist times, and it can be really difficult for people living in remote, rural and regional parts of Australia. We also know that accessing care can sometimes be hard because of things like stigma and shame. What the InsideOut eClinic offers is a free, online, readily accessible platform for people with disordered eating and eating disorders, to access care very readily available at their fingertips.

16:10 – 16:36

How does the InsideOut eClinic differ from other digital eating disorder therapy platforms?

The InsideOut eClinic differs from other online digital platforms for eating disorders is that it is heavily co-created and co-designed with people with lived experience of an eating disorder, and it not only provides care and support for someone living with an eating disorder or disordered eating, but also provides care for parents and carers, as well as health professionals.

16:36 – 16:48

How can a person determine whether they are eligible to access the InsideOut eClinic?

If people are interested in accessing the eClinic, they can simply head to InsideOutInstitute.org.au to determine if they can qualify.

16:48 – 17:18

What is your message to Australians living with an eating disorder?

If you are living with disordered eating, or an eating disorder, please know that recovery is so incredibly worth it, and possible. And please know that the first step to recovery is seeking help through a health professional. With the development of InsideOut's new eClinic, help is more readily accessible than ever. It is free. At your fingertips, and you can access evidence-based support and care right in the comfort of your own home.

Lucinda Price aka 'Froomes'

Author, comedian, broadcaster & internet personality who overcame binge eating disorder using the InsideOut Institute eClinic, **SYDNEY**

17:32 – 17:57

Self-introduction

My name is Lucinda Price aka "Froomes". I'm a writer, comedian, and I call myself a 2D internet personality. And I've written a book called *All I Ever Wanted Was to Be Hot*. And part of that book was talking about the InsideOut Institute's binge eating e-therapy program. So, I'm also an advocate for that program.



17:57 – 18:21

Can you reflect on the three eating disorders you experienced?

So I experienced what I would describe as the Holy Trinity of eating disorders. It started with the bulimia. It turned into anorexia, and then into binge eating disorder. And this was over the course of about seven years. But prior to that, I had definitely experienced just disordered eating and disordered thoughts. But yea it really started for about a seven year period before I recovered.

18:21 – 18:40

How old were you when you were diagnosed with your first eating disorder?

I was diagnosed with an eating disorder for the first time, probably when I was 23. But prior to that, I had started having kind of, disordered eating behaviours when I was 21. And prior to that, I had disordered eating kind of thoughts and habits, which I think a lot of young people do.

18:40 – 18:59

What events led to your diagnosis of bulimia nervosa?

Prior to feeling like the eating disorder had completely kind of taken off in my life, I had had periods of feeling depressed, having OCD, feeling really anxious. So it kind of wasn't unusual for me to feel not great for apparently no reason.

18:59 – 19:25

How did it feel to live with an eating disorder?

There was no kind of sense of freedom or sense of spontaneity that I had had as a young person. So it kind of felt like I had all of these rules placed on myself. And I think when you are living in, you've got lots of different rules. It's very hard to let go and be in the moment, and enjoy little things. So, it definitely feels like you're living a half-life in my experience.

19:25 – 19:51

Can you reflect on the restrictive element associated with your three eating disorders – bulimia nervosa, anorexia nervosa and binge eating disorder?

I think both the bulimia, the anorexia, and the binge eating all had that restrictive element. I think that there's a misconception when it comes to bulimia and binge eating disorder that someone doesn't have control. But for me, it's their over control, and their need to control things, which then makes them out of control, if that makes sense. It's like one precedes the other.

19:51 – 20:09

For how long were you in denial that you were living with anorexia nervosa?

When I was experiencing anorexia, I was in denial for a very long time. I didn't think I had a problem. I just thought I was really good at dieting, and everyone else was out of control. And like, I think I became very delusional.

20:09 – 20:30

How hard was it to discuss your eating disorders with family and friends?

Even with the bulimia, I wrote about this in my book, *All I Ever Wanted Was To Be Hot*, my mum had the same thing when she was my age. And even then, between us, it was a difficult thing to talk about because she wasn't exactly sure how she could help me. And I think sometimes, the person needs to find help on their own, when they're ready.

20:30 – 21:00

What inspired you to write your book '*All I Ever Wanted Was to Be Hot*'? I wanted to write something that was from the perspective of someone who has experienced things, or has had, complete access to therapy, which is such a privilege. And I wanted to be able to share that experience with people, and hopefully inspire them to, if they have the means, get help. Or if they don't have the means, find a program like binge eating e-therapy.

21:00 – 21:21

Did securing a diagnosis bring you a sense of relief?

I think it's really important when you're experiencing an eating disorder, to know that it's not a personal failing, and to know that it can be, it's, you know, part of a criteria that a lot of people go through – that it's chemical, it's societal. It's all these kind of things outside of your willpower as a person. So, for that reason, I think getting diagnosed can be very helpful for people, and it was helpful for me ultimately.

21:21 – 21:54

Can you reflect on the stigma associated with binge eating disorder?

Something like a binge eating disorder is totally demonised and misunderstood, and it scares people. You know, when I had binge eating disorder, I was so scared of myself. I was scared of what was going to happen. I was constantly living in fear of, when is this going to happen again? When am I going to lose control?

21:54 – 22:42

How did the eating disorder affect your physical and mental health?

Physically the eating disorder, it robbed me of a lot of energy because a lot of my mental faculty was used up with like, trying to stay alive, because I didn't have enough food. And also, I was just using up so much energy, always moving and always on the go. So I wasn't able to rest, which I think, led to more physical illnesses in a way that I didn't realise was, related to the eating disorder so I see a lot of the time. And I would say that mentally, the eating disorder just took over my life, and it made me feel like everything else was pointless, and it meant I was not able to fully enjoy all of the spoils that I have, and all the privileges that I have.

22:42 – 23:07

How did living with anorexia nervosa affect your relationship with your family?

In terms of my family life, I definitely was a lot more irritable when I had anorexia, and that was a part that was kind of like one of the symptoms that I didn't realise is relatively common when you're hungry or cranky. And so, I was definitely, a lot less of a free person, and definitely not as spontaneous, which I think impacted those relationships.

23:07 – 23:44

What kick-started your recovery from binge-eating disorder?

I went to a psychologist for binge eating because I definitely felt out of control and I was worried about gaining weight. So the impetus to go and see a professional about the eating disorder was based on fear, and this fear of this fat phobic society. So that's why I first reached out to help for the eating disorder, there was not help available. There were no psychologists available. But I was lucky enough to get in touch with a woman who put me forward for the binge eating e-therapy trial through University of Sydney, and that was the thing that kickstarted my recovery.

24:44 – 24:05

How did you learn about the InsideOut Institute eClinic?

I found out about the InsideOut Institute eClinic through the fact that I couldn't find a specialist. Someone in the industry that I was trying to see said, you know what? I don't have space for you. However, this online program that you would be a suitable candidate for. And I took her advice and used the clinic.

24:05 – 24:38

Can you reflect on your experience of trialling the InsideOut eClinic?

So, I was actually part of the trial for the InsideOut Institute eClinic – one of the first people to experience it. So I was like a test, guinea pig. And I felt that it was very beneficial because I could do it at home. And I think that's the beauty of the program is, you don't have to go and see a specialist. You don't have to leave your house. You can do it in the comfort of your own house and reflect on why you want it, without feeling a lot of kind of stigma and pressure around spending money. So I think it's a fantastic resource because it's available for all Australians.

24:38 – 25:46

Can you explain your experience with using the Binge Eating eTherapy (BEeT) program offered through the InsideOut eClinic?

I used the InsideOut Institute's eClinic binge eating e-therapy program. It's called the 'BeET' program. And that would help people who are experiencing binge eating disorder track their experiences. And it's a way to kind of reflect on what you're experiencing, because I think you have a lot of misconceptions when you're binge eating, you're thinking of going way over the top. You exaggerate everything. Whereas this, I could kind of, like, log my behaviours, and reflect on them in a way that gave me space away from the binge eating. I also had access to a clinician, a counsellor who I would meet up with once a week. We could talk about my week, what I'd eat, and how I felt when I ate. And a lot of it was also, DVT therapy. So reflecting on my thoughts and behaviours in a way that, yeah, it gave me space to be able to improve.

25:46 – 26:03

How did accessing the InsideOut eClinic help address the treatment barriers you had encountered?

The eClinic totally did away with treatment barriers. It's free. It's online. So if you have an internet connection, then you can get on to it. And I think as well, it just took away the stigma of needing to go and see a doctor.

26:03 – 26:33

Can you reflect on the InsideOut eClinic representing a good starting point for individuals seeking eating disorder therapy?

Initiatives like this are really fantastic to give more Australians access to getting better and taking their own recovery seriously. I think for a long time I didn't feel like I was sick enough to get help from a professional, whereas this is a really great starting point for people to go online, check out the clinic and see what they want to do, because I think the more that you feel like recovery is in your hands, the more able you are to take advantage of it.

26:33 – 26:49

Why have you chosen to be an ambassador for the InsideOut eClinic?

I've chosen to be an ambassador for the InsideOut Institute eClinic because I know how transformative it is to seek help, and seek the right kind of help, by people who are really passionate about eating disorders.

26:49 – 27:05

How can people access the InsideOut eClinic?

People can learn more and access the eClinic through eClinic.InsideOutInstitute.org.au. There you'll find resources, you'll find the etherapies, and you can take recovery into your own hands.

27:05 – 27:31

What is your message to Australians living with disordered eating symptoms?

If you're someone where eating disorder thoughts are taking over your brain space, or taking up any kind of portion of real estate in your mind, you deserve to get help, or at least interrogate the ways in which you could seek recovery. And I think that's why the eClinic is really fantastic, because it's some, some way that everyone can access.

Brock McLean

Former AFL player, mental health advocate and coach, and ambassador for the InsideOut Institute eClinic, **BRISBANE**

27:40 – 28:00

Self-introduction

My name is Brock McLean. I'm a former NFL player. I played for 11 years from 2003 to 2004. Right. And now I'm just plain old Brock McLean. I'm a dad. I've got two kids. Beautiful wife. I work for the Johns Lynn Group.



28:00 – 28:18

What did your eating disorder stem from?

I felt like everything stemmed from my lack of self-worth and my, my unhealthy attachment of my self-worth to football. You know, everything stemmed from that.

28:18 – 28:51

What pressures or circumstances do you feel contributed to the development of your eating disorder, particularly during your sporting career?

I came to Carlton and, you know, had a really, frustrating first year because I was injured a lot. So the coaches wanted me to lose weight because I thought it was going to help, you know, regain some leg space and regain some form. And, against the nutritionist and doctor's advice, I did it because I was just so desperate to get to a point where I was back playing footy, because that was my only avenue of self-worth at the time. And, and that's when, you know, the really unhealthy relationship, with food really took off.

28:51 – 29:26

When and by whom were you diagnosed with bulimia nervosa?

I knew I had some type of eating disorder when it sort of first came about, which is around 2010, but I don't think I got formally diagnosed until, I got checked into the Malvern Clinic, it was 2017, and it was just after I, attempted suicide. So, yeah, it was it was there. I knew, I knew I had bulimia nervosa, but, I wasn't officially recognised until I actually sought help.

29:26 – 29:38

How old were you when you were diagnosed with bulimia nervosa?

I was 32 when I got formally diagnosed, when I started seeing a psychologist and a psychiatrist.

29:38 – 30:22

How long do you suspect you had been living with bulimia nervosa pre-diagnosis?

I was struggling with a lot of other mental health issues at the time as well. Depression, anxiety, you know, I was using drugs and alcohol to cope, with that sort of thing. Self-worth issues. So my weeks were pretty much split up into two parts. So, my, during the week, Monday to Friday would pretty much consist of me struggling with, with bulimia and depression. And then the weekends, I would play footy, and then I would go out, and I would abuse drugs and alcohol, and try and escape all of my issues, and then get to Monday morning and start the process, you know, all over again.

30:22 – 30:59

Why did it take so long for you to reach out for help?

Oh, just because I had it in my head that reaching out for help was a sign of weakness. You know, I thought it would be emasculating. You know, I didn't understand the power, of therapy. And I was just reluctant. Reluctant to admit any sign of weakness or struggle or, problems. Because I was a very all or nothing person. I thought that would somehow make me less of a human.

30:59 – 31:22

What eventually prompted you to seek help for your eating disorder?

It wasn't my eating disorder that I went and initially sought out for. It was my, I guess, my depression, and my drug and alcohol abuse. It had gotten to a point where, you know, I was quite sick of feeling the way that I was. And, you know, I really had to break the cycle, you know, of what I was doing.

31:22 – 31:44

Can you reflect on reaching out to the AFL Players Association for help?

I summoned up the strength to, to get in touch with the AFL Players Association. Said, hey, listen, I'm struggling. I need to start speaking to someone. And, and they put me in touch with, with Luke, who I still speak to today. And that's when I guess the process of speaking to someone began early in 2017.

31:44 – 32:04

How did your family react to what you were going through at the time?

My mum, my dad, my sister, you know, they pretty much felt helpless. And in watching me, sort of, you know, what probably would have felt like, or was, you know, witnessing someone just destroy their life.

32:04 – 32:50

How did it feel to live with bulimia nervosa?

It just felt like I was being trapped in a cycle, you know, So just a cycle of, you know, feeling like you're on top of things, feeling like you had everything under control, and then just having one moment of, I wouldn't say weakness, but, where you gave in to, you know, the temptations, so to speak, and, and then you're back in that cycle of, you know, eating junk food, throwing it up, you know, doing it again the next day, and then the next day, and then the next day and, just feeling like you, you'd lost control over your decision making, over your power, over food, essentially.

32:50 – 33:23

How did living with bulimia nervosa affect your quality of life?

Living with bulimia, it affected, you know, my sleep. It affected my energy levels. It affected my wallet, like how much I was spending. Like, I got to a point where I was going out to the supermarket, you know, five nights a week and spending 50 bucks on junk food just to purge it up, you know? So, it was affecting my social life as well. Like, I was, you know, very reluctant to go out and eat dinner at a restaurant, or out and about just because, you know, I had no control over what was in, you know, in the food.

33:23 – 33:40

What did you know about bulimia nervosa pre-diagnosis?

I don't think I ever saw a man, you know, in the media talk about his eating disorder or his struggles with, with bulimia. So it was. Yeah. I didn't really know anything about it, to be honest.

33:40 – 34:20

Can you reflect on the stigma associated with eating disorders?

Growing up, I never saw or heard of any man suffering from an eating disorder, even though in reality, there would have been plenty, and there still are. So, I understand that, you know, the numbers are there, and you know, how many now suffer from eating disorders? I think those are probably under-reported just because the stigma attached that it's ah, it's a woman's issue. You know, that it's not a man's issue. They're the only ones who struggle, you know, with eating disorders. At the end of the day, it's not a male or female issue. It's a human issue, you know?

So, the mechanism of action, the struggles that, you know, women and men face when it comes to an eating disorder is the same for both, for both sexes.

34:20 – 34:40

How did the eating disorder affect your physical health and ability to perform as an athlete?

I always had in the back of my mind, don't be soft, don't be weak, don't speak up. Just deal with it, get on with it, and deal with it. And I just used to push through fatigue, tiredness, lack of energy and just somehow found a way to, to deal with it all.

34:40 – 35:05

What was the day-to-day mental toll of living with an eating disorder?

It was just constantly there in the back of your mind, nagging you. You know, any time you would eat something, it's like, what are you eating? What are you putting in your body? Do you know what's in there? You know how much is in there? Have you weighed it? You know, what's the fat content in this? You know, how do you know this is going to make you put on weight or make your skin folds increase?

35:05 – 35:17

When did you commence your recovery from bulimia nervosa?

Everything fell into line for me once I addressed the, the crux of my issue, and that was my self-worth.

35:17 – 36:10

What value can people gain from accessing the InsideOut eClinic?

The Inside Out Institute eClinic will provide so much for so many people out there struggling because it's, it's free of charge. Like, I think that's one of the biggest contributing factors to people not being able to seek help, is just how tough it is out there for a lot of people – you know, rent's sky high; the cost of living; you know. Accessibility, like in terms of where people live as well, you know, rents in the city a burden like people might leave, have to live an hour or two away from, you know, from any type of eating disorder, psychologist or specialist. Having access to that, free of charge, and online, I really feel is going to be so, so valuable to a lot of people just because they're going to have that there at the touch of their fingertips.

36:10 – 37:01

Why have you chosen to be an ambassador for the InsideOut eClinic?

I've chosen to be an ambassador for the Inside Out Institute eClinic because, you know, I feel like I'm in a position now where I'm very comfortable talking about, you know, my struggles.

There are still seven males taking their own lives, you know, every day, you know, so and that's, that's far too high. So, if I can lend my help, my voice, and in turn, if that helps, one male, you know, who's struggling with an eating disorder, seek help, and speak up about struggles, then you know, that's a, that's a positive. That's a good thing. So, it's, it's about, I guess, giving back, because I know there are a lot of people out there who haven't been as fortunate in having those resources available at their fingertips to get help and to seek help and to get better.

37:01 – 37:11

How can people access the InsideOut eClinic?

If you want more information, please access eClinic.InsideOutinstitute.org.au.

37:11 – 37:32

What is your message to Australians experiencing symptoms of an eating disorder?

Some people struggle with certain things, and some people with others. It's not a mark on your character. It doesn't say anything about you as a person. It just means you're struggling with something. Please take help. Please look after yourself. You're valuable. You're worth it.

37:32 – 37:53

What is your message for men who are living with an eating disorder and unsure about seeking help?

Any learned behaviour, any habit, can be unlearned. And you can re-form new habits, and you can re-form new behaviours', and I'm living proof of that.

So, if you are male, and if you are struggling, please hang in there, and please seek help, because there is a light at the end of the tunnel.

OVERLAY

Full overlay x4 talent: 37:53 – 56.47

Professor Sarah Maguire OAM

37:58 – 42:48

- x4 Prog Maguire hero shots
- InsideOut Institute for Eating Disorders signage
- Prof Maguire walking into office
- Prof Maguire & colleague looking at computer, in meeting
- c/u of InsideOut website on computer
- Prof Maguire walking past research laboratory at InsideOut Institute
- Prof Maguire taking InsideOut Institute lift
- Prof Maguire walking down stairs at InsideOut Institute
- Prof Maguire walking down InsideOut Institute corridor
- InsideOut Institute banners

Pheobe Ho

42:49 – 46:37

- x1 Pheobe Ho hero shot
- Pheobe sitting on loungeroom chair, cuddling her cat
- Pheobe reading book on loungeroom chair
- Pheobe sitting down at desk & opening up computer
- Pheobe working at desk
- Pheobe scrolling through InsideOut Institute website
- x4 aerial/drone sequences of Pheobe walking along riverbank with Perth CBD in background
- Pheobe walking on path along riverbank

Lucinda Price aka 'Froomes'

46:38 – 51:10

- x4 hero Lucinda Price hero shots
- Lucinda walking in park next to white wooden fence
- Lucinda sitting down on stairs
- c/u of Lucinda thinking – looking up, down & around
- Lucinda sitting in boot of car, strapping on rollerblades
- Lucinda rollerblading up & down footpath
- Lucinda rollerblading, having fun, smiling
- Lucinda entering room, sitting down & flicking through her self-authored book
- Lucinda reading her book titled 'All I ever wanted to be was hot'
- c/u of book
- Lucinda flicking through InsideOut website on iPhone

Brock McLean

51:11 – 56:47

- x4 hero shots of Brock with AFL field in background
- c/u of Brock sitting, looking out at AFL field
- Brock with wife & kids in playground
- Brock playing with kids on play equipment with dog
- Brock walking hand-in-hand with his wife
- Brock playing with kids on bikes
- Brock at home, working on computer
- Brock looking at & scrolling through InsideOut website
- Brock playing with daughters at home
- Brock with wife & daughters – wife brushing eldest daughter's hair
- Brock doing push-ups with eldest daughter on his back, while younger daughters watches
- Brock patting dog with daughter in arms, wife & other daughter in shot
- Brock hugging eldest daughter
- Brock hugging both daughters, laughing

OUTRO

56:48 – 57:03

ends#