

NATIONAL HELPLINE PRODUCT INFORMATION

Purpose and Scope

The purpose of this document is to provide information about Butterfly Foundation's National Helpline, for service users and their supporters seeking to use the service. It aims to help you choose digital mental health services that meet your needs.

This document is based on a template developed by the Australian Commission on Safety and Quality in Healthcare, in collaboration with the University of Sydney, and service users and their supporters. Action 3.3 of the *National Safety and Quality Digital Mental Health Standards* requires service providers like Butterfly Foundation to provide information about its services, to service users their support people, based on this template. You can find more information on the NSQDMH Standards at: www.safetyandquality.gov.au/dmhs.

Name of digital mental health service: National Helpline

Name of service provider: Butterfly Foundation

Butterfly Foundation's National Helpline

1. Is this service for me?

1.1 What health conditions does this service offer help with?

Butterfly Foundation's National Helpline has been established to support people impacted by eating disorders, and body image issues.

1.2 Who is the service intended for?

The National Helpline is for all Australians impacted by eating disorders and body image issues, and for the families, friends and communities who support them. This includes:

- people with eating or body image issues – whether you are concerned you might be experiencing one, are in recovery, relapse, or not completely sure if you're ready for recovery,
- family, friends, partners, and colleagues of people with an eating disorder or body image issue,
- teachers,
- clinicians,
- employers, and
- anyone with a question about eating disorders or body image.

1.3 What kind of assistance does the service offer?

The National Helpline provides support, information, one-off or short-term counselling, guidance, referrals, resources, free online support groups, and free online Carer Education Workshops (Understanding Eating Disorder Recovery) run regularly through the year.

If you're not sure exactly what you need, but know you want to reach out about what you're experiencing, or what someone else is experiencing, in relation to body image, disordered eating or an eating disorder, you are welcome to connect with us. We will guide you on how you might use our service.

If you are a health professional, you can use our service to get information and guidance to support your client presenting with eating or body image concerns. You can also access our database for referrals to other health professionals with eating disorder experience, and resources that may be helpful to you and your client.

Our Virtual Support Groups are facilitated by trained peer facilitators who have lived experience of an eating disorder themselves. Anyone over age 18 from anywhere in Australia is welcome to attend. Our Webchat Support Groups are facilitated by specialist counsellors from our National Helpline. Anyone over age 16 from anywhere in Australia is welcome to attend.

1.4 How is the service delivered?

National Helpline services are delivered over the phone, email, and webchat. Resources are available on the Butterfly Foundation website.

1.5 Are health professionals involved in delivering the service?

The National Helpline is staffed by counsellors who are qualified mental health professionals with a background in psychology, social work, or counselling. They also have specialist training in eating disorders and body image.

1.6 When is the service available?

The National Helpline is available from 8am to midnight (AEST/AEDT), 7 days a week. It is not available on national public holidays.

1.7 How much does the service cost? Is there any ongoing cost?

All National Helpline services are free and there are no ongoing costs.

However, there may be additional data requirements for downloading resources from the Butterfly website and accessing webchat.

1.8 How can I access the service?

National Helpline services can be accessed by:

- calling 1800 33 4673,
- email at support@butterfly.org.au,
- webchat at <https://butterfly.org.au/get-support/chat-online/>, and
- visiting Butterfly Foundation's website at [www. https://butterfly.org.au/](https://butterfly.org.au/).

If you are from a non-English speaking background, we have telephone translation and interpreting available.

You can access the service by calling 131 450. Please ask to be connected with the Butterfly Foundation.

If the Helpline is busy when you call us, please feel free to use the call back option and a counsellor will return your call as soon as they become available. A counsellor can also assist in organising an interpreter for you when they call you back.

The [Translation and Interpreting Service](#) website provides lots of information if you would like to know more.

There are times when the Helpline will experience a high demand and you may expect a longer wait time.

If you try to contact us via phone and don't wish to wait for the next available counsellor, you have the option to select the call back service offered during hold. This will keep your place in the queue and a counsellor will return your call as soon as possible. Alternatively, stay on hold and we will get to you when a counsellor becomes available. If you have requested a

call back towards the end of our operating hours and we have not been able to return your call, we will try to get back to you as soon as practicable at the start of next day at 8am (AEST/ADET).

You are also welcome to send us an email too if you don't wish to wait, and a counsellor will respond back to you by email.

For webchat, a counsellor will try their best to get to you within 15 minutes, and you can then start talking to them online once they initiate the chat with you. If webchat is experiencing a high demand and you can't get through, please feel free to call or send us an email.

1.9 Can I access the service anonymously?

If you wish, you can use our service anonymously by not sharing your name or contact details with us. However, we may receive some information automatically via your phone or computer including telephone number or IP address. We will only use this information if there is a serious risk of harm to you or another person and we need to notify relevant agencies.

1.10 Does the service allow my carer, family member, or support person to work with me to use the service?

Butterfly Foundation is very happy for people who are important to you, or people who are helping you, to work with you when using the National Helpline. Provided you give us your consent, we are happy to involve them in conversations we have with you, or information we share with you.

2. Will I benefit if I use this service?

2.1 Is there any independent scientific evidence of benefit from using this service?

All of Butterfly Foundation's services are evidence based. We work closely and collaboratively with health and mental health researchers, clinicians, treatment experts, local and state-based advocacy groups, State and Federal governments, businesses, schools, youth, technology partners, and those who have lived experience, to create more effective treatment and support for eating disorders.

Butterfly Foundation is a member of the Eating Disorder Alliance of Australia – a representative group of the eating disorder sector that includes Eating Disorders Victoria (EDV), Eating Disorders Queensland (EDQ), Australia and New Zealand Academy for Eating Disorders (ANZAED) and Eating Disorders Family Association (EDFA). Together we provide joint statements, briefing documents and other resources to the media, government, health and mental health sectors, and to our community, presenting a united eating disorder voice.

In addition, Butterfly Foundation contributes to parliamentary, community, and industry forums on emerging issues through submissions, appearances, provision of evidence, and by convening meetings of key influencers, including people with lived experience. This includes participating in research studies and policy submissions in the areas of eating disorders and body image. More information can be found at <https://butterfly.org.au/who-we-are/research-policy-publications/>.

The National Helpline's services are provided by counsellors who are qualified mental health professionals with a background in psychology, social work, or counselling. They also have specialist training in eating disorders and body image. Our counsellors' practice is based on evidence-based best practice for disordered eating, eating disorders, and body image issues – from symptoms to treatment and recovery.

2.2 Is the service endorsed by a government or professional body?

Butterfly Foundation is an Australian Public Company established in 2002. It is a health promotion charity, a Deductible Gift Recipient (DGR), and has been registered with the Australian Charities and Not-for-profits Commission (ACNC) since 2012. The National Helpline is funded by the Federal Government and is working towards accreditation to the National Safety and Quality Digital Mental Health Standards.

3. Could this service do me harm?

3.1 Are there any precautions or safety warnings related to this service?

The National Helpline is not a crisis line, and we cannot provide medical help. If you or someone you know is in crisis, please call one of the following:

- Police & Ambulance: 000
- Lifeline: 13 11 14
- Kids Helpline: 1800 551 800

3.2 Has anyone reported concerns or adverse health events after using this service?

24,572 contacts were made to the National Helpline in the 2021-2022 financial year, and 32,406 in the 2020-2021 financial year.ⁱ In 2020-2021, 82% of Helpline contacts who agreed to provide feedback were satisfied or very satisfied with the service received, and 85% said they had acted on the information given to them by the time of follow up.ⁱⁱ Butterfly Foundation is always open to feedback that will help it improve its services, and further information about how this can be provided is set out at Question 7.2.

4. Should I trust this service?

4.1 What is the business model for the service provider?

Butterfly Foundation is an independent, not-for-profit organisation. Our Vision is that all people in Australia can live free of eating disorders and negative body image. We work to prevent eating disorders and body image issues from occurring, to ensure that the best possible treatments are available, and that appropriate care and support is there for those affected.

Butterfly Foundation was founded by Claire Middleton in 2002, a mother of two daughters who had suffered from anorexia nervosa. Claire had become acutely aware of the lack of resources available and found it very difficult to find help for her daughters. Since then, Butterfly Foundation has become the national charity for all Australians impacted by eating disorders and body image issues, and for the families, friends and communities who support them. It changes lives by providing innovative, evidence-based support services, treatment, and resources, delivering prevention and early intervention programs, and advocating for the needs of its community.

In addition to the National Helpline, Butterfly Foundation's services include:

- Recovery Support Services – includes support groups and individual support services provided by a trained peer workforce who work with people on the recovery journey and carers to provide an adjunct service to clinical treatment provided through hospital or community-based services.
- Prevention Services - recognising that eating disorders often arise from poor body image, Butterfly Foundation delivers a range of prevention programs, including Positive Body Image workshops, to schools and workplaces.

4.2 How does the service make money?

Butterfly Foundation relies on financial support, donations, and in-kind support from State and Federal Governments, people with lived experience of an eating disorder and their loved ones, philanthropic trusts and foundations, other individual and community donors, and corporate partners. More information can be found at <https://butterfly.org.au/who-we-are/about-butterfly/how-we-are-funded/>. The National Helpline is fully funded by the Federal government.

5. Is the service easy to use? Will I keep using it?

5.1 Is there any independent research on how easy it is to use this service?

National Helpline services can be accessed by:

- calling 1800 33 4673,
- email at support@butterfly.org.au,
- webchat at <https://butterfly.org.au/get-support/chat-online/>, and
- visiting Butterfly Foundation's website at [www. https://butterfly.org.au/](https://butterfly.org.au/).

A call back option is available if the Helpline is busy.

Butterfly Foundation is always open to feedback that will help it improve its services, including how easy to use and accessible they are. Further information about how this can be provided is set out at Question 7.2.

5.2 How much time will it take me to use this service as suggested?

Once you're connected with a counsellor, phone calls last about 20 minutes on average, while webchat lasts nearly 30 minutes on average.ⁱⁱⁱ

5.3 How long will it take to get results from using this service?

Once you're connected with a counsellor, you'll have direct contact with them for the duration of your phone call or web chat with them. Counsellors endeavour to get back to all email contact within 1 working day.

We recognise body image and eating disorders are complex and understand that it may be helpful for you to contact the National Helpline more than once for support or guidance about your next steps. Please note that when we have high demand for the service, we may need to limit the frequency or length of your interactions with us.

Our counsellors work as a team and if at any point they think ongoing contact is not helpful for you or not within the scope our Helpline service, they will discuss this with you and give you other options that may be more helpful.

When it runs, our Understanding Eating Disorder Recovery (UEDR) webinar program for carers is delivered in 2-hour blocks, weekly, for six weeks.

Support Groups run for 2 hours every second Thursday.

5.4 Were people with lived experience involved in developing the service?

Butterfly Foundation involves people with lived experience in the development of all its services, through:

- developing a Consumer Advisory Board Sub-Committee,
- including people with lived experience on its Safety and Quality Board Sub-Committee,
- the Butterfly Collective, and
- actively obtaining feedback and effectively addressing complaints as per Butterfly Foundation's *Feedback and Complaints Policy and Procedure*.

Butterfly Foundation's *Lived Experience Engagement Framework* provides a foundation for integrating lived experience throughout the work of the organisation.

The Butterfly Collective

The Butterfly Collective is open to anyone over the age of 16 across Australia, affected by eating disorders and body image, including families and carers. Members can join the collective for free at any time, and can access the group's activities, via a dedicated portal on the Butterfly Foundation website.

The portal includes a log-in to access member information, and to view invitations to be part of various Butterfly Foundation initiatives. Activities are project-based, opt-in and voluntary. They include (but are not limited to):

- surveys,
- service co-design,
- feedback on website resources, and
- call outs to feature in campaigns.

5.5 What do other users think of this service?

In 2020-2021, 82% of Helpline contacts who agreed to provide feedback were satisfied or very satisfied with the service received, and 85% said they had acted on the information given to them by the time of follow up.^{iv} Butterfly Foundation is

always open to feedback that will help it improve its services, and further information about how this can be provided is set out at Question 7.2.

In recognition of the important and high-quality work undertaken by Butterfly Foundation overall, the organisation is supported by numerous Partners and Supporters. More information is available at <https://butterfly.org.au/who-we-are/our-partners-supporters/>.

5.6 Will this service link with other health services?

One of the National Helpline's key services is providing referrals to service users and their supporters and linking you with other health services that can support your recovery journey.

In addition to referrals provided directly by counsellors through contact with the National Helpline, Butterfly Foundation's [Referral Database](#) lists a range of pre-screened professionals who understand eating disorders and body image concerns.

Depending on your needs, we may also link you with Butterfly Foundation's other services, such as our Support Groups, Single Session Consultations, and the Wandjina residential eating disorder recovery centre.

Butterfly Foundation's website also provides extensive information for and about Health Professionals.

6. Who will have access to my personal data?

6.1 What information does the service collect about me?

Butterfly Foundation's [Privacy Policy](#) sets out the information it collects, and the reasons for collecting it, as well as processes and requirements regarding consent. All Butterfly Foundation websites also contain a [Privacy Collection Statement](#), which appears at the point of information collection.

All phone calls to and from the National Helpline and other Butterfly Foundation services are recorded and may be used for training and quality purposes. Further, calls may be monitored at the time of the call by staff who have not made themselves known to the contact. This information is provided to callers through a recorded message at the beginning of the phone call.

Staff are unable to cease recording or potential monitoring, due to the National Helpline's service requirements. If you do not wish to proceed with the call, staff will facilitate this with empathy and understanding, and where appropriate offer alternative sources of information and support.

6.2 Who owns that data?

Butterfly Foundation owns all the data it collects. However, you may request to access, copy, correct or delete any of your personal information held by us. More information is provided in our [Privacy Policy](#).

6.3 Who is that information shared with and why?

Your personal information will only be disclosed to third parties in accordance with our [Privacy Policy](#).

You can request that we do not share your personal information at any time by contacting us at privacy@butterfly.org.au.

6.4 Where is information about me stored?

Your personal information is maintained in a secure environment, which can be accessed only by authorised personnel. It is stored in Australia and will not be transferred overseas. More information is provided in our [Privacy Policy](#).

6.5 Can I easily share my information and results if I want to?

You are welcome to share information provided to you by Butterfly Foundation as you see fit. However, we ask that you do not share information about others without their consent.

6.6 Can I review and/or delete data that has been collected about me?

You may request to access, copy, correct or delete any of your personal information held by us. More information is provided in our [Privacy Policy](#).

6.7 Does the service have a data-sharing (privacy) policy?

Butterfly Foundation has a *Privacy and Confidentiality Policy and Procedure*. This is supported by our [Privacy Policy](#) and [Privacy Collection Statement](#).

6.8 What security measures are in place to protect my personal information?

We take all reasonable steps to ensure the security of all information we collect, including information provided anonymously or under a pseudonym. This includes ensuring the information is protected from:

- misuse,
- loss,
- unauthorised access,
- unauthorised modification,
- unauthorised disclosure, and
- unauthorised re-identification (in the case of anonymous or de-identified data).

Our *ICT Policy and Procedure* sets out the information and communication technology (ICT) arrangements used by the National Helpline, to ensure the security of information we collect, and the high-quality and safe delivery of digital mental health services. Butterfly Foundation's Records and Information Management Policy and Procedure also provides information on our storage, retention, and secure destruction of records. These policies and procedures can be provided upon request.

7. Who can I contact with questions or concerns about this service?

7.1 How can I contact the service provider?

National Helpline services can be accessed by:

- calling 1800 33 4673,
- email at support@butterfly.org.au,
- webchat at <https://butterfly.org.au/get-support/chat-online/>, and
- visiting Butterfly Foundation's website at www.butterfly.org.au.

Butterfly Foundation can be contacted through the methods detailed on our [Contact Us](#) page.

7.2 Where can I go if I have concerns about this service?

Feedback and complaints can be lodged:

- by email to feedback@butterfly.org.au,
- by phone on 1800 33 4673. An option to provide feedback or make a complaint is available for callers to select from the initial menu, or
- in writing to 103 Alexander Street, Crows Nest NSW 2065.

For privacy or security issues you can contact the Office of the Australian Information Commissioner (OAIC) at <https://www.oaic.gov.au/privacy/privacy-complaints/>.

For complaints against a health service, you can contact your state or territory health complaints organisation. See <https://www.ahpra.gov.au/notifications/further-information/health-complaintsorganisations.aspx>.

For complaints against an individual registered health professional, you can contact the Australian Health Practitioners Regulatory Authority (AHPRA) at <https://www.ahpra.gov.au/Notifications/Raise-a-concern.aspx>.

For complaints about misleading claims contact Australian Competition and Consumer Commission (ACCC) at <https://www.accc.gov.au/consumers/complaints-problems/make-aconsumer-complaint>.

Butterfly Foundation’s *Feedback and Complaints Policy and Procedure* provides detailed information and can be provided on request.

Monitoring and Review

This Service Information will be reviewed at least annually by the Board. Reviews will incorporate staff, service user, and other stakeholder feedback, where relevant.

Butterfly Foundation’s feedback collection mechanisms, such as staff and service user satisfaction surveys, will assess service user satisfaction with the safety and accessibility of National Helpline services.

Butterfly Foundation’s *Continuous Improvement Plan* will be used to record improvements identified and monitor the progress of their implementation. Where relevant, this information will be considered as part of Butterfly Foundation’s service planning and delivery processes.

DOCUMENT CONTROL

Version No.	Issue Date	Document Owner
1	07/11/2023	Butterfly Board
Version History		
1	07/11/2023	Document Development: NSQDMH Standards

ⁱ Butterfly Foundation, *Annual Snapshot 2021/22*, Butterfly Foundation, 2022

ⁱⁱ Butterfly Foundation, *Annual Report: Gather Together to Blossom; 2020-2021*, Butterfly Foundation, 2021

ⁱⁱⁱ Butterfly Foundation, *Annual Report: Gather Together to Blossom; 2020-2021*, Butterfly Foundation, 2021

^{iv} Butterfly Foundation, *Annual Report: Gather Together to Blossom; 2020-2021*, Butterfly Foundation, 2021