

Community  
Impact  
Commitment  
Growth  
Engagement

2013 • 2014 ANNUAL REVIEW

needic

National Eating Disorder Information Centre

# Director's Letter



**Meryll Bear**  
*Director*

As I look back on 2013/14 at NEDIC, I find myself thrilled to see such remarkable growth in the impact of our programs. Whether it is through our outreach and education services, or our toll-free helpline, we are proud to continue an unwavering commitment to the quality of programming we offer addressing eating disorders and their related issues.

When individuals feel lost and alone, wherever they are in Canada, they can call NEDIC and speak to a skilled support worker. Robin's story about our Helpline on page 3 illustrates how NEDIC support workers expand conversations to better understand and meet the needs of our clients. This may take the form of providing a safe place for a caller, exploring pathways to help, and improving their support system. It could also mean showing a teacher how to recognize the underlying issues expressed by a student's food and weight related

behaviours. Our specialized Helpline is unique in Canada and we continue to grow our national database of over 800 service providers to better assist our clients.

NEDIC's work to build emotional resilience through positive self-esteem and body image has been amplified through our online curricula with great results: Over 20,000 children have been taught critical media literacy through our Beyond Images curriculum (page 6), financially supported by the Dove Self-Esteem Project, and an additional 2,000 girls completed the Love Yourself challenge badge that NEDIC created for Girl Guides of Canada. We also saw a 50% growth in our education reach this past year through our outreach and education program (pages 4 and 5).

This year's success is a direct result of the passion, expertise and commitment of the NEDIC team. With the generous support provided by our partners and donors both in kind and financially, we are able to go further to deliver the resources needed by the growing number of clients we serve, year after year.

**We thank our supporters and clients for helping to make this one of our most impactful years ever.**

# Growth

It's not our bodies that need changing. It's our attitudes.

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## Our impact

20 566

**CHILDREN**  
learned about improving body  
image and self-esteem through our  
Beyond Images program

50%

**GROWTH**  
in our Outreach and Education  
Program impact

1 976

**GIRL GUIDES**  
received the NEDIC  
"Love Yourself" Challenge badge

100<sup>th</sup>

**BLOG PUBLISHED**  
supporting those who are  
struggling, in recovery, and their  
concerned friends and families

709 244

**NEDIC WEBSITE VISITORS**  
benefitting from NEDIC's online  
education and resources

55%

**GROWTH**  
across NEDIC social media  
platforms

4

**FULL-TIME EMPLOYEES**  
working for NEDIC

17M

**MEDIA IMPRESSIONS**  
from NEDIC media coverage

1 500+

**INDIVIDUALS**  
received support, resources and  
referrals through our Direct  
Client Support Program

1 000+

**VOLUNTEER HOURS**  
logged working on  
NEDIC programs

1<sup>st</sup>

**WEBINAR SERIES**  
Developed and aired  
for professional development  
across Canada

21

**VOLUNTEERS**  
Working on  
Outreach and Education and  
Direct Client Support programs

# Helpline



Working on NEDIC's helpline gives me a true appreciation of the impact NEDIC is making in the lives of individuals in need.



**Robin Green**  
*Direct Client Support Worker,  
NEDIC Helpline*

Jennifer\* revealed to us that along with her own severe struggles, everyone around her is affected by her eating disorder. She needed to have someone understand and hear what she was experiencing. Along with providing understanding, we explored treatment options with her that would help on her journey to recovery. She said that speaking with NEDIC was such a positive experience for her that she got her partner to call us the following day. He wanted advice about how to support Jennifer through this complicated struggle. We helped him to understand what she might be experiencing and feeling. We gave him additional resources to help him learn and cope with the impact her eating disorder was having on both of them.

This is only one example of how the NEDIC Helpline supports callers. Whether I am talking with health or

education professionals looking for information for patients or students, or an individual navigating our national database of service providers, I feel that this is a helpline in the truest sense of the word.

Our helpline provides a service that helps to break down the feelings of isolation, shame and loneliness that often affect individuals with eating disorders and their loved ones.

We hear from many anxious and frustrated individuals who have found confusing, useless or conflicting information on addressing eating disorders. When our callers begin to feel overwhelmed and unsure of how to support their friend or family member, or where to begin their own process of recovery, they need assurance and a credible resource – but mostly, they need to know they are not alone.

The power of talking through issues with someone who understands and who cares cannot be understated.

*\*Names and details have been changed to protect client privacy.*



**Monday – Friday 9.00 am – 9.00 pm EST**

**For help and understanding, call:**

**416-340-4156 (GTA) 1-866-633-4220**

or email: [nedic@uhn.ca](mailto:nedic@uhn.ca)

# Outreach & Education

## Where we went

- Scarborough Centre for Healthy Communities
- Elmbank Junior Middle Academy
- Mid-Scarborough Community Hub
- Iroquois Ridge High School
- St. Margaret Catholic School
- Beaches Alternative Junior Public School
- Fern Public School
- Swansee Community School Senior Wellness Symposium
- St. Maria Goretti Catholic School
- Father Michael McGiveney Catholic Academy
- University of Guelph-Humber
- Martingrove Collegiate
- Birchmount Collegiate Institute
- Juliard Public School
- Community Hebrew Academy of Toronto
- St. Martin's Public School
- Juliette's Place
- 416 Community Services for Women
- University of Toronto Student Services Centre
- North York Family Health Team
- Ontario Health at Every Size® (HAES®) Network
- Sherbourne Health Centre
- Ontario School Counsellors Association (OSCA) Conference
- McMaster University Student Counselling Centre
- Scarborough Village Youth Service Providers Network
- Ontario Institute for Studies in Education (OISE)
- Northern Secondary School
- Toronto Community Health Centres Registered Dietitians Network
- Cardinal Carter Academy of the Arts
- Loretto College High School
- Progress Place
- Seneca Mental Health Fair
- University of Toronto Scarborough Campus Geography and City Studies Student Association
- Cardinal Leger Secondary School

Over 90% of our audience members found the resources we provided...

- Highly Useful
- Interesting
- Clear and Comprehensive
- Well-organized
- Engaging

With generous support from donors and sponsors, we are able to keep doing the work that we do, growing our dedicated team, and reaching audiences farther afield.



Outreach and Education volunteer presenter Tara, with students at Cardinal Leger Secondary School.

# Community

# Outreach & Education at NEDIC



**Jackie Grandy, MSW, RSW**  
*Outreach & Education Coordinator*

Since starting my role with NEDIC last year, my task has been to develop and coordinate an Outreach & Education program capable of reaching Canadians nationwide, with the goal of sharing information that allows individuals to understand, address, and help prevent eating disorders.

With our team of 20 dedicated volunteers, we help to build emotional resilience and critical thinking on body image and self-esteem through our youth workshops in schools and community centres. We also provide up-to-date, practical information on how to identify and treat eating disorders to those who are often the first to show concern: family members, as well as education and healthcare professionals. Our educational content is fresh, relevant and audience-specific.

The most common response we see is gratitude for our work. It's not uncommon to hear "When can you come back?"

This year we introduced quarterly webinars to increase access to expert information and resources. Our webinars reflect the range of issues that NEDIC is asked to address. In addition, the NEDIC Blog, Facebook and Twitter pages help us to connect to communities across Canada. Every day, we encourage online dialogue to promote health at every size and positive self-esteem. We counteract stereotypes and challenge widespread negative messaging about beauty and health.

The response? An unprecedented increase in NEDIC content subscribers and [nedic.ca](http://nedic.ca) website visitors, as well as growth in NEDIC social media by leaps and bounds. This demand is more than encouraging, and we look forward to continuing to answer this call to action.

With greater reach in 2013/14, we've encouraged better understanding of these often-complex but common issues.

By providing high quality, reliable information to Canadians, we empower them to make a positive difference in their own lives, as well as in their families and their communities.

# Education

# Beyond Images

With all of the harmful and unhealthy messaging our kids are exposed to every day, the demand for information and resources to deal with issues around body image and self-esteem has never been greater.



**Suzanne Phillips**  
*NEDIC Program Coordinator*

We know that building resilience in young people is crucial, and studies on eating disorder prevention clearly point to the importance of media literacy.

NEDIC has offered a much needed response with Beyond Images, our unique and free curriculum that teaches critical media literacy and promotes positive body image and self-esteem – filling a national gap in school programming.

Beyond Images plays a powerful role in challenging the many negative and mixed messages that young people are bombarded with on a daily basis.

The numbers speak for themselves: in 2013/14, over 20,000 children in grades 4 through 8 explored the Beyond Images curriculum in their classrooms, community centres and youth groups. Teachers, caregivers and community leaders have been encouraged and given the tools to engage in their own conversations with young people about the harmful impacts that media exposure can have on health and wellness.



The feedback has been overwhelmingly positive. Educators have found the lesson plans “excellent, engaging and informative. This is such a relevant issue for these kids.”

Issues around body image and self-esteem start early. With this program, we are helping Canadian children build a strong, healthy sense of self.

# Engagement



# Events

## Conference

In May 2013, we held our bi-annual Body-Image and Self-Esteem Conference, presented by the Dove Self-Esteem Project.

NEDIC was delighted to welcome keynote speaker Susie Orbach, along with many renowned session presenters.

Participants left the conference energized with new ideas, thoughts and practical tips to serve their practice and everyday lives.

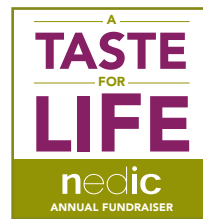
We are grateful to all speakers, presenters and delegates for sharing their knowledge and insights, and thank them for their passion, interest and capacity to make a positive difference in the field.

## Eating Disorder Awareness Week Spoken Word Event

To celebrate Eating Disorder Awareness Week (EDAW) in February 2014, NEDIC hosted its very first spoken word event to an audience of 120 taking part in fabulous food, community and dialogue.

A night of poetry, song, and storytelling, the event successfully created a safe, positive space for individuals to proudly and confidently share their creative works. Performers and topics varied widely but all pieces were tied to NEDIC's self-acceptance philosophies and revolved around issues of disordered eating, body image, food and weight preoccupation, and narrow and impossible beauty ideals for all genders. Next year's EDAW will again bring the community together, giving value and a voice to the experiences of eating disorder survivors and their loved ones.

## A Taste for Life Fundraiser



Attended by over 120 Supporters, NEDIC's 2<sup>nd</sup> Annual Fundraiser, A Taste for Life, was once again a great success, raising over \$70,000 in support of our Helpline and Outreach and Education programs. Guests enjoyed a live jazz trio and live artist Marla Buck as they perused the silent auction items and artwork on display in the beautiful Cooperage Space at the Thompson Landry Gallery. Special thanks go to the Dove Self Esteem Project, RBC Foundation, RBC Capital Markets, Winners, Dairy Farmers of Canada, Lionhart Ltd. and all of our generous donors and sponsors, as well as our volunteer fundraising committee, for making this evening such an incredible success!



**Fundraiser steering committee and volunteers:**  
Top, L-R: Mia Williamson (Chair), Emma Patterson, Jackie Grandy, Sarah Gairdner, Suzanne Phillips, Doreen Ostrowski.  
Bottom, L-R: Dr. Kim Lazare, Wendi Rockert, Merryl Bear, Kerry Miller.  
Absent from photo: Simone Chin.



# What you told us

## Outreach and Education

That presentation was mind blowing for me. My daughter, now 26, was 12 when she started displaying ED symptoms. After this webinar, it all falls into place and makes sense. Thank you so much.

— *Parent, NEDIC webinar viewer*

I have had so much positive feedback... about how wonderful and engaging the speakers were, how much experience they brought with them, and how relevant it is for our work. I am confident our team will now have more tools and resources.

— *Toronto Public Health Dietitian*

I liked learning about how there is no right or wrong body type.

— *Fifth-grade boy, Outreach and Education Program*

The NEDIC blog – the blog that had many nights saved my life – helps me so much during every stage of my recovery.

— *NEDIC blog subscriber*

## Support for those who are struggling

My daughter is currently hospitalized for anorexia. We know the road is long. I'm thankful for the help available from NEDIC and your Facebook page. Thank you for being here!

— *Concerned parent, NEDIC website and social media visitor*

I can't thank you enough for taking the time to share this valuable information with us. I don't feel so alone now... — *Caller, NEDIC Helpline*

I just wanted to say thank you for the invaluable help you offer. I have found the information on your website extremely useful. I have trouble asking for help from my family and friends, and my daughter wants me to keep her condition private. Thank you for providing such a great resource for people with eating disorders and their families, and thanks for making a positive difference in the lives of so many!

—*Parent, NEDIC website visitor*

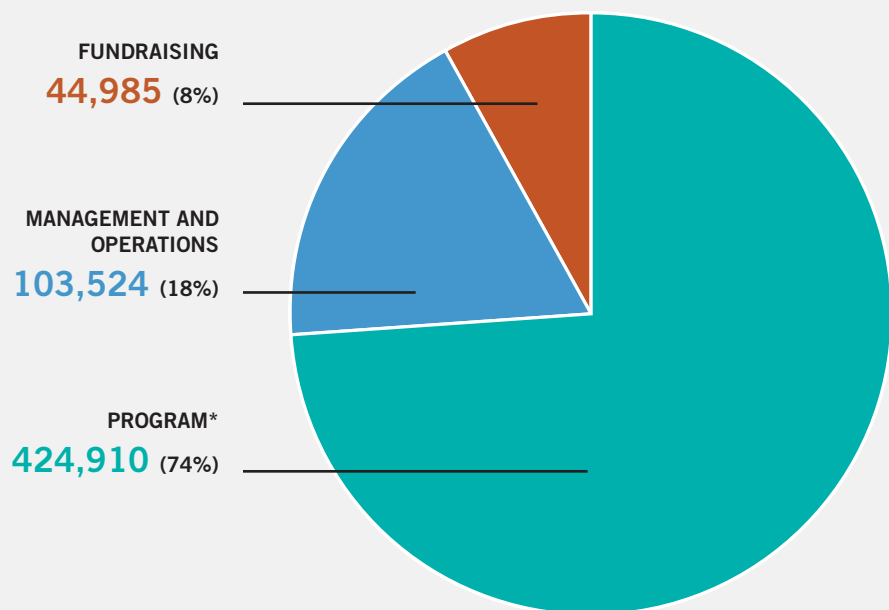
# Impact

# Financials

## REVENUE

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**\$573,419**



## EXPENSES

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**\$573,419**

NEDIC is a program of, and audited through, the University Health Network

[http://www.uhn.ca/corporate/AboutUHN/Fiscal\\_Accountability/Documents/Full\\_2013\\_Financial\\_Statements.pdf](http://www.uhn.ca/corporate/AboutUHN/Fiscal_Accountability/Documents/Full_2013_Financial_Statements.pdf)

\* Direct Client Support Services (Helpline and treatment referral), Community and Online Outreach and education, Public Education Media Campaigns, Appearances and Events

# Nedic Staff and Partners

## April 2013 – March 2014

### Staff Members

**Merryl Bear**, Director

**Suzanne Phillips**, Program Co-ordinator

**Jackie Grandy**, Outreach and Education Coordinator

**Tracy Barber**, Technical and Administrative Coordinator

**Frances Currullo**, Direct Client Support Worker

**Emily Tam**, Project and Administrative Assistant

**Jeahlisa Bridgeman**, Program Assistant

**Alison Hawthorne**, Development Officer

### Advisory Board Members

**Josée Champagne**, M.S.W.

Executive Director of Anorexia and Bulimia Québec

**Anne Rochon Ford**, B.A. (Soc)

Executive Director of the Canadian Women's Health Network and Research Associate with the National Network on Environments and Women's Health at York University.

**Sandra Friedman**, M.A. (Psych), B.S.W.

British Columbia based educator, author and counsellor/therapist.

**Karin Jasper**, Ph.D., M.Ed.

Clinical Mental Health Specialist and Research Coordinator of the Eating Disorder Program at Southlake Regional Health Centre and Assistant Professor in the Department of Psychiatry of the University of Toronto. Author and Educator.

### Associations and collaborations with community organizations over the past year included:

- Ontario Community Eating Disorder Organizations
- Girl Guides of Canada
- Canadian Women's Health Network
- Ontario Community Outreach Program for Eating Disorders
- National Initiative for Eating Disorders
- Kelty Mental Health Resource Centre – British Columbia
- Provincial Eating Disorder Prevention and Recovery Program – Manitoba
- Nexus Health
- One Silver Lining
- Ontario Health at Every Size (HAES) Network
- Elementary Teachers Federation of Ontario

# Commitment

It's not our bodies that need changing. It's our attitudes.

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# Our Thanks

## April 2013 – March 2014



### OUR ONGOING PARTNERS

We are grateful for the annual contribution by the Ontario Ministry of Health supporting NEDIC for over 25 years.



The Dove Self-Esteem Project has been a proud partner since 2003.



Thank you to the University Health Network for providing office space and administrative services to NEDIC for over 20 years.

### DIAMOND LEVEL

\$25,000–\$49,999



### PLATINUM LEVEL

\$10,000–\$24,999



NUTRITION  
DAIRY FARMERS OF CANADA



### GOLD LEVEL

\$5,000–\$9,999



### SILVER LEVEL

\$1,000–\$4,999



PHILIP SUNG DESIGN ASSOCIATES INC.



- Audrey S. Hellyer Foundation, in memory of Alyssa Stevenson
- Eileen Greene
- Susan Main
- The Maitland Family Foundation
- Andrew Galloway

# Our Thanks

## Every Donation Counts

**We wish to thank the following individuals and organizations for their contributions.**

- Adele Lafrance Robinson
- Ahmed Boachie
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- Audry Barton
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- Carolyn Holt
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- Debra Satok
- Donna Henrikson
- Doreen Ostrowski
- Eating Dynamiks & Therapy
- Elizabeth Evans
- Gabrielle Belhumeur
- Greg & Kathleen Morton
- Ida McLaughlin
- Jacqui Gingras
- Janet Shiner
- Jessica Debakker
- Joanne Peters and Michael Bowick
- Karin Jasper
- Margaret Powel
- Martin Hauck
- Melissa Karis
- Mia Williamson
- Michael Hurley
- Michele Foster
- One Silver Lining
- Paulina Bogucki
- Philip Gordon
- Pip Wedge
- Rachel Spears
- Randy Witten
- Richard Stevenson
- Ron Gee
- Sharon MacLeod
- Theresa Dobko
- Women's Executive Network

**GIFTS-IN-KIND** • The following individuals and businesses donated goods and services to NEDIC.



PHILIP SUNG DESIGN ASSOCIATES INC.



- Art Gallery of Ontario
- Barreworks Toronto
- Celeste Hamilton
- Chateau des Charmes
- Devlish Angelz
- Elizabeth Grant Cosmetics
- Ferraro's Restaurant
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- Harley Valentine
- Homefront Gift Store
- Jason Burnett
- La Compania
- Ladies' Golf Club of Toronto
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- MAC Cosmetics
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- Marla Buck
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- Tara McMullen Photography
- Tarragon Theatre
- The Big Carrot
- The Food Dudes
- TIFF Bell Lightbox
- TNT – The New Trend
- Toronto Athletic Club
- Vero Trattoria
- Whole Foods
- Yvette Marcek

# Community Impact Growth Commitment Engagement Education

## National Eating Disorder Information Centre

200 Elizabeth Street, ES 7-421  
Toronto, ON M5G 2C4  
Canada

Tel: 416-340-4156  
Fax: 416-340-4736  
Toll-free: 1-866-NEDIC-20  
Email: [nedic@uhn.ca](mailto:nedic@uhn.ca)

**Web:** [www.nedic.ca](http://www.nedic.ca)

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