

World Eating Disorders Action Day – June 2nd



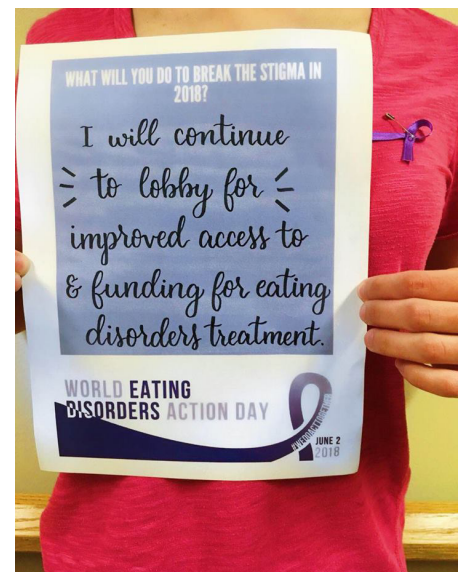
NEDIC staff and volunteers raise awareness for WEDAD in downtown Toronto

On June 2nd 2018, 200 organizations from over 40 countries joined together for World Eating Disorders Action Day (WEDAD). For the third year, participants collaborated to improve access to accurate information by dismantling myths and advocating collectively for resources and policy change. This year was extremely successful as several events were held around the world and significant awareness campaigns were shared globally via social media.

At NEDIC, we implemented a rigorous social media campaign, sharing the Academy for Eating Disorders “Nine Truths about Eating Disorders” to count down the nine days preceding June 2. NEDIC also launched a ‘selfie’ campaign, asking staff, volunteers, and supporters to take a picture holding a sign sharing the specific action they would take to dismantle stigma. These posts were widely shared by organizations and individuals worldwide, and encouraged others to share their commitments to breaking stigma.

As a result of the WEDAD campaign, NEDIC gained hundreds of new followers on social media. The collaboration between groups meant that posts were shared frequently, reaching new audiences and increasing post engagement. One of the campaign photos even recorded the highest number of views we have ever achieved on Facebook! Our summer volunteer appreciation party coincided

with the end of the campaign, so we concluded with a group photo encouraging anyone to reach out to NEDIC for resources, referrals, and support.



An example from the selfie campaign.

Beyond Images – Au-delà des Images

Body image, self-esteem, and critical media literacy are underrepresented in most curricula across Canada, despite being incredibly relevant topics for the youth of today. In order to address that gap, NEDIC developed Beyond Images. This curriculum for grades 4-8 is suitable for students of any gender. Educators are provided with lesson plans, worksheets, and marking rubrics, as well as tip sheets and guidance as to the best ways to discuss these sensitive topics. Beyond Images is available for free online at beyondimages.ca.

Together with Anorexie et boulimie Québec (ANEB), NEDIC will release a French version of the curriculum this October, entitled *Au-delà des Images*. Like Beyond Images, teachers will be able to download the French worksheets, marking rubrics, and lesson plans for free online. The same important lessons about body image, critical media literacy, and self-esteem will finally be available to students who are in French or French immersion education. We are excited to work with ANEB to bring this project to fruition so that Beyond Images can reach more children across Canada.

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Parent Panels

Starting this fall, under the leadership of Sarah Farrell, mental health advocate and NEDIC supporter, NEDIC will be hosting a series of parent panels at schools and clubs across the GTA. The panelists will be comprised of individuals with a lived experience, parents of those affected, and clinicians who will share their expertise and

knowledge. The panels will take place in the evening, offering parents the opportunity to ask questions and access facts and resources about eating disorders and other issues relevant to their children's lives. It will also provide a chance for parents to connect with experts who can assist them in accessing services and pathways to treatment. We

know that early identification plays a key role in successful treatment outcomes for youth affected by eating disorders.

It is our hope that community engagement and awareness raising initiatives such as these will help reduce the stigma and shame that can so often accompany mental health issues.

Request for Testimonials

The new website will feature testimonials from individuals who have used NEDIC's services. If we have helped you, whether through the helpline, instant chat, an outreach presentation, our biennial conference, or social media, please let us know.

You can submit testimonials anonymously at <https://bit.ly/2yllFgu> or send via email to sara.marini@uhn.ca.

SAVE THE DATE! 7th Biennial Body Image and Self-Esteem Conference

NEDIC's biennial Body Image and Self-Esteem Conference will take place **May 9-10, 2019** at the Chestnut Conference Centre in Toronto.

The 2019 conference delves into the theme of "radical unlearning." Join attendees and speakers for a multi-disciplinary conference as we dismantle problematic messaging, challenge norms, and navigate new ideas.

The calls for workshops and posters are open now on nedic.ca, and we cannot wait to see what topics are submitted. We will announce speakers and the full schedule this fall, and registration will open in November.



Zest for Life – Tickets on sale now!

Join NEDIC on **Wednesday, October 17, 2018** as we host our 7th annual Zest for Life fundraising event located at the Spoke Club (600 King St. W, Toronto). The event will feature a silent auction and raffle, with entertainment consisting of both live music and DJ performances. All proceeds raised from the evening will benefit NEDIC's educational programs and national toll-free and instant chat helpline services!

To purchase tickets at the early bird rate visit www.nediczestforlife.ca by September 7!

UPCOMING

7th Annual Zest for Life
October 17, 2018
 (early bird deadline September 7)

Scotiabank Toronto
Waterfront Marathon
October 21, 2018

Conference Registration
November, 2018

**Help
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