



NEDIC 2024 Impact Report

Welcome

On behalf of NEDIC's remarkable team and appreciative clients, I want to extend my sincerest thanks and gratitude to our generous donors, including the Aubrey and Marla Dan Foundation, CIBC Foundation, Dove, the Slaight Family Foundation, Unilever, and our many individual and monthly donors. Each has demonstrated tremendous commitment to eating disorder support through the National Eating Disorder Information Centre (NEDIC) at University Health Network (UHN).

NEDIC takes pride in being Canada's foremost resource for eating disorder support. Eating disorders can impact individuals of all genders, ages, socioeconomic backgrounds, abilities, and ethnicities. These are complex, serious illnesses influenced by biological factors—not personal decisions. People seek trustworthy and comprehensive resources to gain understanding, advocate for themselves, and access the help they need. At NEDIC, we believe that recovery is possible, and that it is essential for people to be able to access the resources that enable them to achieve recovery as they define it.

There is strong demand for support nationwide. Over the past year, NEDIC served people located in every single province and territory, providing support services to more than 6,400 individuals. Thanks to generous contributions by the Slaight Family Foundation, we have expanded our team to offer support beyond traditional working hours, ensuring that help is available whenever they need it—42% of all clients who received support contacted us during extended evening hours, reflecting the extent of the need. Additionally, we continue to grow our

collection of resources to better serve Black, Indigenous, and People of Colour (BIPOC) communities, as well as individuals who require support in different languages. Every download of these resources is deeply valued, as it means someone is accessing trustworthy information about eating disorders in their own language—empowering them to seek help or support a loved one on their journey to recovery.

The generous support of our donors has allowed us to bridge critical gaps in our services, providing much-needed assistance to Canadians facing the daily challenges of eating disorders. We are deeply grateful to each for their kindness and generosity—thank you.



Suzanne Phillips (L), Program Manager of UHN's National Eating Disorder Information Centre (NEDIC) and Emily Tam, Resource Development Coordinator with NEDIC.

Expanding capacity for in-the-moment support

NEDIC's direct client support services are one-of-a-kind in Canada, offering anyone in the country affected by eating disorders the opportunity to receive in-the-moment support, information, referral options, and care system navigation through our toll-free helpline, live chat platform, and e-mail.

From January 2024 to December 2024, NEDIC provided helpline services to **6,419 individuals**. Approximately 78% of those clients identified as female. 95% of clients would recommend NEDIC's live chat platform to a friend, with the live chat rating from clients sitting at **4.8 out of 5**. Over half of the client interactions occurred via live chat, representing almost 2,400 hours of support.

Clients from every province and territory were supported through our helpline and chat platforms, with 99% of individuals reaching out to NEDIC receiving a same-day response. During these interactions, helpline workers provided **referrals 2,223 times and resources 2,445 times**. NEDIC's helpline team was able to offer a NEDIC-developed resource in 86% of instances in which a resource was shared with clients, thanks to the generosity of the Slight Family Foundation.



A NEDIC website graphic encouraging site visitors to learn tips to support a loved one who they are concerned may be experiencing an eating disorder

Feedback from clients who reached out to NEDIC's Helpline

These testimonials from clients who reached out to NEDIC's Helpline reflect the meaningful impact this unique service has for people experiencing an eating disorder, and for people who are supporting a person experiencing an eating disorder.

“

Thank you so much for helping me. I was in ED-distress before I chatted in!! Your support is really empowering me.”

“

Thank you so much for your kind words and listening to me. I really appreciate finding a place I can let this all out of me. It's so heavy in my thoughts, I was so alone with it before I reached out.”

“

I really appreciate all of your kind words and advice! I think it will all really help me move forward in my recovery, even when it's really difficult. I think what you all do at NEDIC is amazing, an important lifeline. Thank you.”

“

Wow, thank you. I never seriously spoke to someone who understands eating disorders to this extent so it feels great to be seen. It feels weird reaching out for help, so you providing me a great first experience with this is very comforting and reassuring.”

“

I could cry. I have been dealing with my eating disorder for more than half of my life and this is the most instant response from an actually useful resource I have ever received. I am in awe at how helpful you have been. I am incredibly grateful. Thank you so much!!!”

“

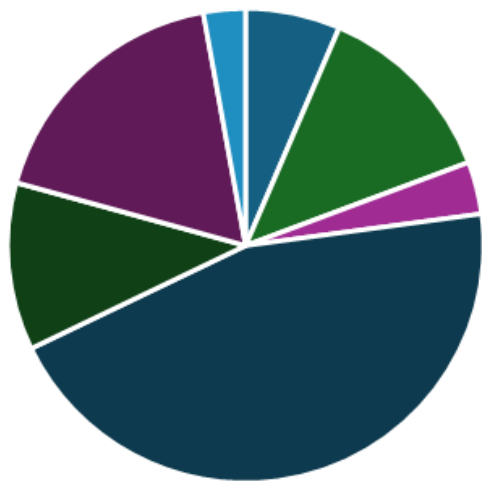
Thank you so much for your support, I really do appreciate all of your help. I definitely will reach out again if I feel the need for personal support. I am very grateful for how thoughtful and personal your assistance has been today. Thank you truly, I absolutely will recommend NEDIC to others, you have helped me a lot today.”

Outreach and education

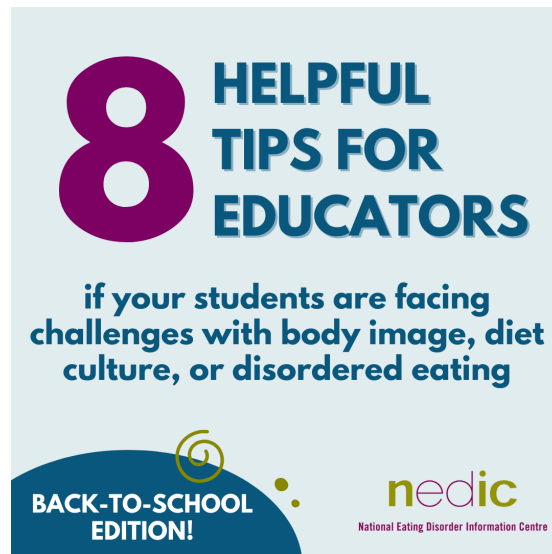
Our community education and training programs offer live, educational workshops in person and virtually, with the aim of building workforce capacity and enabling more effective early intervention for people experiencing eating disorder risk factors. Through the generous support of the Audrey and Marla Dan Foundation and Dove, **140 live workshops** were delivered in 2024, with **18,702 attendees** from across Canada.

Of note, 12 of these presentations were to agencies primarily serving racialized communities, while 10 were to agencies primarily serving 2SLGBTQIA+ communities.

LIVE WORKSHOPS DELIVERED BY ORGANIZATION TYPE



- elementary school
- high school
- parents
- post-secondary
- educators & school support staff
- healthcare workers
- community audiences



A NEDIC website graphic sharing tips for educators to support students

FEEDBACK

- 85% of attendees attending our “Spotting the signs and supporting people affected with an eating disorder” workshop “strongly agree” or “agree” that they’re better able to recognize signs of disordered eating – a 5% increase from last year.
- 86% of healthcare workers attending our “Navigating pathways to care” workshop “strongly agree” or “agree” that they feel more confident in supporting someone who discloses to them that they were struggling with disordered eating – a 3% increase from the previous year.
- 95% of workshop attendees indicated that they left our workshop more confident in the strategies and tools they have for providing support to people experiencing eating or body image concerns

New resources launched in 2024

DYSFUNCTIONAL MOVEMENT

Movement is an essential part of life and promotes both physical and mental health. The benefits of regular movement, including reduced risk of heart disease and improvements in the symptoms of depression, are well documented. Being active is understood to be an important aspect of “healthy” living, so it can be difficult to tell if an individual is exercising too much or engaging in dysfunctional movement. This year, NEDIC created a [pamphlet](#) with an overview of dysfunctional movement, outlining what it is, how it relates to eating disorders, and how to help someone who is affected by dysfunctional movement.



An illustration of a NEDIC resource translated into multiple languages

DIALECTICAL BEHAVIOUR THERAPY FOR THE TREATMENT OF EATING DISORDERS

In partnership with the BC Eating Disorders Research Excellence Cluster, a NEDIC Bulletin newsletter first published in 2009 was updated and is now available in [Chinese](#), [French](#), [Persian](#) (Farsi), [Punjabi](#) and [Spanish](#), in addition to [English](#). This newsletter includes information about new developments in the application of dialectical behaviour therapy.

NEDIC BULLETIN

Over the course of 2024, five issues of the Bulletin were published. They featured articles from a diverse group of contributors writing about:

- [The experiences of individuals who have received inpatient treatment in Canada](#)
- [Radically open dialectical behaviour therapy](#)
- [Creative arts therapies](#)
- [Intersectional eating disorder prevention](#)
- [Supporting youth affected with pica](#)

Contributions to external publications

FOSTERING SUPPORTIVE SCHOOL SETTINGS FOR ALL STUDENTS

An [article](#) featured in the Fall 2024 issue of *OSCA Today*, the magazine for members of the Ontario School Counsellors' Association, highlights how school counselors are uniquely positioned to identify and support students affected by eating disorders. They are able to emphasize early intervention, which can improve recovery outcomes. By fostering a body-inclusive environment, promoting anti-bullying policies, and addressing weight bias, counsellors can help prevent eating disorders. Compassionate responses and knowledge of local resources are essential for supporting affected students. Professional development empowers counsellors to make a meaningful difference in students' lives during critical moments.

CENTERING CULTURE, COMMUNITY AND COLLABORATION IN EATING DISORDERS

This article was featured in the [Fall Issue](#) of *Be Yourself Magazine*, published by the Bulimia Anorexia Nervosa Association. It highlights that despite research showing that eating disorders are at least as prevalent among Black, Indigenous, and other racialized populations as they are among white people, there are disparities in how they are diagnosed and treated.

Within the majority of the eating disorder resources and services currently available, factors that influence the ways in which members of BIPOC communities experience eating disorders are not adequately addressed if at all. Thanks to the generosity of the Slaughter Family

Foundation, NEDIC co-developed the resource collection, "[Let's Talk about Eating Disorders and Disordered Eating in Racialized Communities.](#)" which comprises six community-specific guides for individuals experiencing an eating disorder or disordered eating, and a guide to eating disorder care that focuses on cultural humility for healthcare providers. These culturally-tailored resources for BIPOC community members were downloaded over **1,400** times in 2024, with over **16,000** visits to the online resources page.

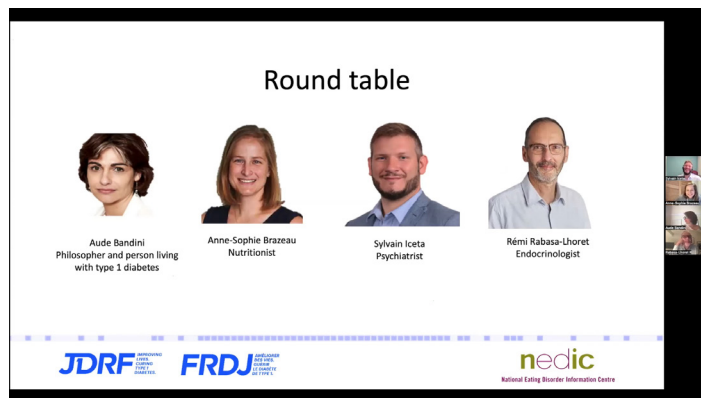


A screenshot of the "Let's Talk about Eating Disorders and Disordered Eating in Racialized Communities" resource collection page on the NEDIC website. Users can scroll down to access community-specific guides.

Partnerships

JUVENILE DIABETES RESEARCH FOUNDATION (JDRF)

NEDIC continued the strong partnership established with JDRF (the organization which is now known as Breakthrough T1D) in 2023 and co-hosted three events: a community education session for members of the general public, and webinars in English and French for healthcare professionals seeking to advance their competency in treating individuals with both type 1 diabetes and disordered eating.



A screenshot from the education session for healthcare professionals co-hosted by NEDIC and JDRF.

CONSORTIUM FOR RESEARCH IN EATING DISORDERS (CORE-ED)

NEDIC participated as an invited speaker at the international launch of CoRe-ED in Melbourne, Australia. Emily Tam, NEDIC's Resource Development Coordinator, delivered a presentation about resource co-development, highlighting the development of "Let's Talk About Disordered Eating and Eating Disorders in Racialized Communities" and JEM™.

9-8-8 SUICIDE CRISIS HELPLINE'S EQUITY COLLABORATIVE: COMMUNITY OF PRACTICE SPOTLIGHT

NEDIC participated in this community of practice and was a guest speaker during a session organized around the theme "Community Awareness and Anti-Stigma." NEDIC presented an overview of the process of codeveloping the resource collection "Let's Talk About Disordered Eating and Eating Disorders in Racialized Communities," and discussed how the resources are helping raise awareness of ways in which eating disorders take form beyond a white Western frame and addressing the stigmatization of eating disorders.

Social media presence in 2024

NEDIC ended the year with **25,000 followers** across all social media platforms. On Meta platforms alone, NEDIC reached over **1.6 million individuals**. The most viral posts discussed informal eating disorders, including compulsive exercising (anorexia athletica), nocturnal sleep-related eating disorder, and orthorexia, highlighting the need for more information and support for individuals who are experiencing subclinical disordered eating.



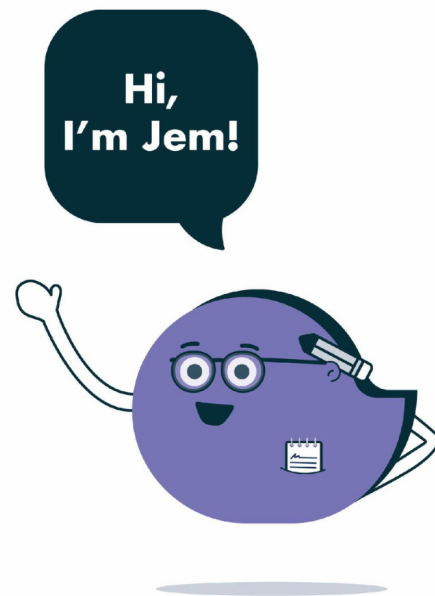
Examples of posts shared on NEDIC social media accounts

JEM™

This year, with the support of the Slaight Family Foundation, we launched the JEM™ chatbot on NEDIC.ca. As a part of the customization process, we revised the existing prompts and added new ones to connect users to a range of NEDIC's resources, share Canada-specific information, and update some cultural references. We also added headers to make the chatbot experience feel friendlier.

Early data indicate that JEM™ is overwhelmingly used by women (75%), most of whom are very young (average age 22). 39% of users also identified as being a part of the 2SLGBTQ+ community. Most users (around 83%) are seeking help for themselves, while a significant percentage are also accessing coping skills, reflecting JEM's utility in bridging the gap for individuals who are not yet ready to speak to a helpline worker at NEDIC or are reaching out after hours.

When it comes to eating disorder diagnosis, the most accessed prompts are about body dysmorphia and avoidant/restrictive food intake disorder (ARFID), which is an interesting contrast to NEDIC's website resources, where resources about binge eating are consistently the most popular.



Thank you to all our generous donors for their support of NEDIC. To learn more about NEDIC and access available resources, please visit [NEDIC.ca](https://nedic.ca)

To learn more about how you can support NEDIC, please contact:

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