

# NEDIC DONOR UPDATE

National Eating Disorder Information Centre | June 2016



## Welcome to the first NEDIC Donor Update!

We are thrilled to be moving from an Annual Report to more regular Donor Updates, which you will receive three times a year, as this will enable us to communicate more frequently and directly with you, our valued supporters. I would like to personally thank you for your support of NEDIC as an information, resource, referral and support centre for all Canadians. I hope to see you all at our signature event, **A Taste for Life**, on **Thursday October 20, 2016** (details below) where I will have the opportunity to talk to you in person!

**Suzanne Phillips**, Acting Director of NEDIC

## Dr. Daniel Andreae

The National Eating Disorder Information Centre (NEDIC) was founded in 1985 with the help and guidance of **Dr. Daniel Andreae** who helped recruit NEDIC's first director. Dr. Andreae committed a two-year pledge in 2015 which enabled NEDIC to continue the extended helpline hours, ensuring assistance is available 12 hours a day (Monday to Friday 9 am to 9 pm EST).

Because of his support, an additional 20% in calls were serviced during the evening hours where clients were able to get the help they needed.



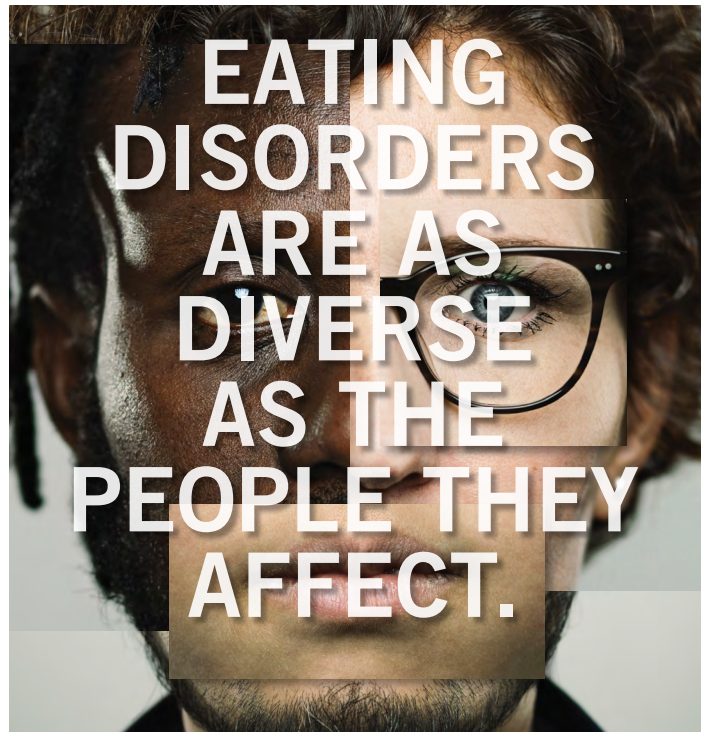
Thank you, Dr. Andreae, for your generous and ongoing support of NEDIC and for being an incredible champion of the work we do!

## EDAW

**Eating Disorder Awareness Week (EDAW)** took place **February 1 – 7, 2016** with NEDIC leading a week filled with engagement and collaboration. A noon-hour Twitter chat started off the week using #TalkingSavesLives, which generated timely discussions with national and international organizations.

NEDIC also co-hosted a Panel Discussion with Sheena's Place and the National Initiative for Eating Disorders (NIED) which shared lived experience stories of those with Binge Eating Disorder, Anorexia, Bulimia and lived experience perspectives from parents and caregivers.

To cap off the week, NEDIC hosted the 3rd annual Spoken Word event which featured music and poetry performances by those with lived experiences and caregivers. This event was live-streamed



on Periscope via Twitter right across Canada. NEDIC worked with other eating disorder organizations and secured 61 proclamations: 57 municipalities and 4 provinces. Major landmarks – Niagara Falls, the CN Tower and the Toronto sign at Nathan Phillips Square – were lit in purple to show their support for EDAW.

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National Eating Disorder Information Centre



## Outreach & Education

NEDIC's Outreach & Education Team (O&E) has had a busy 2016! In February O&E facilitated a workshop at the Canada Safe Schools Conference, a conference to reduce youth violence and make communities safer. Body size is the primary reason young people are teased at school. The workshop, aimed at educators, addressed body-based bullying in the classroom and best-practices in eating disorder prevention.

In March, O&E attended the Toronto District School Board's Sister2Sister Conference and delivered engaging and empowering workshops for grade 8 girls from Regent Park, Toronto. This is a critical age for young women to learn about the dangers of dieting. In a study of 14 to 15-year-old adolescents, girls who engaged in strict dieting were 18 times more likely to develop an eating disorder within six months than non-dieters. With this in mind,

the O&E team focused on cultivating good body image, self-esteem and critical media literacy in all of the attendees.

O&E also delivered workshops, presentations and participated in mental health and wellness fairs throughout the Greater Toronto Area to provide information and resources about eating disorders, and produced two webinars for viewers across the country. One webinar looked at the use of mobile apps in eating disorder recovery and featured Jenna Tregarthen, founder of the Recovery Record App and Dr. Aaron Keshen, psychiatrist, Eating Disorder Program at Capital District Health Authority and professor at Dalhousie University, Halifax. The second webinar featured Dr. Jennifer Mills, associate professor at York University, Toronto, where she presented on the current state of eating disorder prevention research.

## Instant Chat

NEDIC operates Canada's only toll-free helpline for those concerned about and affected by eating disorders. NEDIC is now looking to extend our services online with the addition of an **Instant Chat** function on *nedic.ca*. Instant Chat has been shown to appeal to youth, who feel more comfortable using text as opposed to voice to seek information and support. In the U.S., the National Eating Disorder Association saw a 60% increase in helpline volume by implementing Instant Chat with no corresponding decrease in calls. Notably, Instant Chat users have been found to be more likely in distress but feel more comfortable using the instant messaging function.

**We have raised 60% of the \$50,000 needed for the first 12 months of this project and look forward to implementing it as soon as full funding is secured.**

### SAVE THE DATE

## A Taste For Life

NEDIC's signature event returns this October!

The 5<sup>th</sup> annual fundraiser **A Taste for Life** takes place on **Thursday October 20, 2016** at The Spoke Club (600 King St. West) in their beautiful event space, The Portland Room. The event committee will be chaired by **Candice Sand**, who spoke eloquently on her lived experience and the need for NEDIC at last year's event.

**WE HOPE TO SEE YOU IN OCTOBER!**

## Upcoming

**Scotiabank Toronto Waterfront Marathon**

October 16, 2016

**NEDIC Body Image & Self Esteem Conference**

May 11 & 12, 2017

**Help  
Support  
NEDIC**

For more information please contact

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