



nedic

National Eating Disorder Information Centre

ANNUAL REPORT  
2014-2015

# Letter from the Director



**Meryll Bear**  
DIRECTOR

**This upcoming year will be a momentous one for NEDIC,** as we celebrate our 30<sup>th</sup> anniversary in 2015. Reflecting on this milestone, we are so proud of NEDIC's longstanding reputation as the go-to national resource for information and support in the area of eating disorders and related issues. It is exciting to note how much our program has grown and the positive impact we have had across our various initiatives and service platforms over the past 30 years. Looking back on the last twelve months, NEDIC continued to deliver our high-quality services for which we have come to be recognized, while expanding more recently developed initiatives, forging paths in new directions to extend our impact and reach diverse and often under-served populations across Canada.

As the operator of Canada's only National Toll-Free Helpline in the area of eating disorders, we provide an incomparable service that responded to more than 1,800 client requests in 2014-15. Our Direct Client Support team provided valuable assistance to individuals across the country not only by sharing information, referrals, and resources, but sometimes just by listening to their stories and validating their concerns.

NEDIC's Outreach and Education programming continued to grow with the addition of a social media volunteer team to promote online discussions and extend our reach, resulting in tremendous increases in activity across all of our social media platforms and in our network of engaged followers. Our Outreach and Education team also increased delivery of information and training to audiences across Canada through our interactive workshops and webinars.

Through our Beyond Images curriculum, with support from the Dove Self-Esteem Project, we reinforced the importance of helping youth build emotional resilience through positive self-esteem and body image. Once again, more than 20,000 young students were taught crucial critical thinking and media literacy skills with Beyond Images lesson plans. In addition, NEDIC's Love Yourself Challenge badge, created for the Girl Guides of Canada, was awarded to more than 2,600 girls in 2014-15. These accomplishments highlight how our strategic partnerships have enhanced our ability to disseminate tools for helping youth develop resilience against harmful messaging around beauty and health.

So much of NEDIC's success and growth this past year is attributable to the passion and commitment of our amazing staff and volunteers. However, the wealth of programming NEDIC offers would not be possible without the generous in-kind and financial support of our corporate and community partners and donors.

**Today, as NEDIC works towards a milestone of 30 years in operation, we look forward to completing another successful year of growth and positive community impact thanks to the contributions of people like you.**

# Our Impact

April 2014 – March 2015

**20,260**

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

**2,602**

**GIRL GUIDES RECEIVED**  
the NEDIC “Love Yourself”  
Challenge badge

**76%**

**GROWTH**  
across NEDIC’s social  
media platforms

**126%**

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

**2,000+**

**VOLUNTEER & STUDENT**  
hours logged supporting  
NEDIC programs

**1,800+**

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

**5**

**FULL-TIME EMPLOYEES**  
working for NEDIC

**20+**

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

**149<sup>th</sup>**

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

# NEDIC's National Toll-Free Helpline

Those affected by eating disorders often do not know who to talk to, or how to initiate talking about their experiences. We are here to help.

**NEDIC operates Canada's only National Toll-Free Helpline for eating disorders and related issues, including food and weight preoccupations.** The Direct Client Support team provides support, information, resources, and referrals to Canadians affected by eating disorders, their loved ones, health care professionals, and educators.

Julius\* reached out to NEDIC's Helpline looking for information on eating disorders as well as resources for himself as he supported his significant other affected by anorexia nervosa. When he called us he was in crisis; he was concerned he was triggering his partner and did not know who to talk to about his situation or where to get accurate information on eating disorders and how best to voice his concern. Through discussions with a NEDIC Direct Client Support representative, Julius was able to create an approach to start a positive, open, and non-judgmental discussion with his partner.

When people contact NEDIC they are often feeling lost and confused. Many times callers have tried to research eating disorders and/or treatment options on their own, only to find that what is available online can be contradictory, confusing, or overwhelming. Each call is different based on the individual, but one thing is certain: **NEDIC always honours the uniqueness of each and every caller whom we speak with. Even when affected persons have felt rejected by other services, we are there for them.**



Members of the Direct Client Support Team

**No doctor has been able to help me... I have gotten more from you in this 45 minute call than I have from anyone. This is the first time I've ever felt hopeful.**

– Caller, NEDIC Helpline

As Direct Client Support workers, we engage in conversation with clients to understand all aspects of their situation and utilize our database of 800 service providers across Canada to provide information on available and accessible resources where they reside. Most importantly, NEDIC's Helpline offers individuals a valuable piece of recovery: our non-judgmental approach and ability to provide a sense of hope, connection, and understanding. However complex a situation may seem, the Direct Client Support team is there to answer the phone. **NEDIC acts as a catalyst for people to find inner strength and motivation, and most importantly gives callers that feeling of hope which may not be present at the time.**

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

# Outreach and Education

This year, NEDIC's Outreach and Education team delivered programming on body image, media literacy, body-based bullying, eating disorders and related issues to schools, family health teams and more.

## WHERE WE WENT

- Birch Cliff Heights Public School
- Bunge Canada
- Canadian Women's Foundation
- Cardinal Leger Catholic Secondary School
- Central Neighbourhood House
- Central Toronto Academy
- Danforth Technical Collegiate
- De Santos Martial Arts Studio
- Eating Disorder Association of Canada Conference
- Father Michael Goetz Catholic Secondary School
- Grand Rapids Family Health Team
- John A MacDonald High School
- JR Wilcox Public School
- Loretto College High School
- McMaster University Student Health Education Centre
- Ontario Health and Physical Education Association Conference
- Ontario School Counsellor's Association Conference
- Peel Children's Centre
- Peel Youth Village
- Progress Place
- Queen's University
- Rawlinson Public School
- Rosedale Heights School of the Arts
- Salvation Army Homestead
- Sister2Sister Conference (TDSB)
- St. Joan of Arc Catholic Secondary School
- Thornhill Secondary School
- Thornlea Secondary School
- Toronto Public Health
- University of Guelph Humber
- University of Toronto Schools
- Ursula Franklin Academy
- Victoria Park Collegiate
- West End Alternative School
- York University

Thanks to the support received from our donors and sponsors, and the 1,200+ volunteer hours supporting Outreach and Education and social media, we continued to grow our programming and reach in the community in 2014–15.



# Outreach and Education at NEDIC



**Marbella Carlos**  
NEDIC OUTREACH AND  
EDUCATION COORDINATOR

Since starting in my role as the Outreach and Education Coordinator at NEDIC, my focus has been to continue reaching Canadians nationwide and facilitate growth within the program. This growth means more lives impacted, increased awareness, and more understanding surrounding the impact of eating disorders on the lives of Canadians.

All areas of our Outreach and Education programming have grown as our team of 14 dedicated volunteers facilitated more workshops, presentations, and health fairs in 2014-15 than ever before. These workshops not only helped to build emotional resilience and critical thinking surrounding media, body image and self-esteem of the youth we engaged, but also resulted in three Youth and Philanthropy Initiative nominations from students who were personally impacted by our presence.

Beyond interacting directly with youth, we continue to deliver community education and professional development presentations. These sessions provide relevant, practical information for individuals who are indirectly affected (family members, caregivers, loved ones, as well as educators and healthcare providers) on how to detect eating disorders and find available treatment options.

This year NEDIC created a dedicated social media volunteer team. With their hard work and ability to craft and deliver meaningful messages, we have been able to share and promote NEDIC services across Canada and beyond. By continuing with weekly blog posts, connecting with influential members of the online community, and remaining active across social media platforms including Twitter, Facebook, Pinterest, and Instagram, NEDIC has been able to connect with people around the world, and from all walks of life. **Our online presence has seen tremendous overall growth as we continue to lead and contribute to discussions on eating disorders and positive body image and self-esteem, impacting the lives of our thousands of followers and their networks.** With online communication, we are able to facilitate important conversations and encourage those in need to reach out and use NEDIC's available services including our National Toll-Free Helpline.

# Beyond Images



**Suzanne Phillips**  
NEDIC PROGRAM  
COORDINATOR

I think this is an amazing program and one that really should be used in the classroom, as these are issues kids are dealing with and facing every day and its important as educators to be guiding them and educating them about it, so they can view media with a more critical and realistic lens.

*Educator, Body Images*

## beyondimages a self-esteem and body-image curriculum

In 2014-15 the Beyond Images program once again reached over 20,000 children, in grades 4 through 8, from British Columbia to Newfoundland and the territories.

The power of this coed curriculum, made available to educators across Canada at no cost, is that it not only teaches students to read media with greater understanding, but also provides them with a hands-on opportunity to create their own media messages.

**The Beyond Images web-enabled curriculum plays a powerful role in challenging the many negative and mixed messages that young people are bombarded with on a daily basis.** Healthy relationships, career success and overall happiness all have strong self-esteem at their root. Beyond Images is a curriculum that engages girls and boys in understanding and navigating diverse media influences. The outcome: giving youth the tools and knowledge to build resilience to negative messaging, helping them understand and grow positive body image and stronger self-esteem.

# Girl Guides of Canada

## GIRL GUIDES LOVE YOURSELF CHALLENGE BADGE

In 2009 NEDIC partnered with the Girl Guides of Canada to create the Love Yourself Challenge badge. This badge explores the factors that influence issues of body image and self-esteem, and offers activities that inspire girls to take positive action in their lives and feel good about themselves. **This past year more than 2,600 girls received the Love Yourself Challenge badge.**

NEDIC is proud to partner with the Girl Guides of Canada to bring critical thinking to the exploration of body image and self-esteem to girls across the country.

This partnership and program has grown out of the shared belief that poor body image, combined with low self-esteem, is a strong predictor of developing food and weight issues, including eating disorders.

In 2015-16, NEDIC will be updating this badge for the Girl Guides of Canada, ensuring that the material available in the Love Yourself Challenge badge is the most current available to support and promote positive body image for Girl Guides across all age groups across the country.



# Events

## Eating Disorder Awareness Week (EDAW)

February 1–7, 2015 was an extremely busy and incredibly successful week for NEDIC as the program led a variety of initiatives throughout EDAW reaching Canadians coast-to-coast in various ways.

NEDIC hosted a Parent Panel discussion, *Healthy Bodies, Healthy Attitudes: Nurturing Positive Body Image and Self-Esteem in our Teens*, in partnership with University of Toronto Schools. This session, targeted to parents and educators, offered insights into ways to help nourish positive body image in youth. The discussion included an open forum with an expert panel including Marci Warhaft-Nadler, Founder – Fit vs. Fiction and Writer – The Huffington Post, Hilary Hursh, Social Worker at the WaterStone Clinic, Marina Abdel Malak, Author – Recipe for Recovery, and Heather Thompson, Parent, Teacher and VP, Peel Elementary Teachers' Local.

JOIN US FOR A TWITTER CHAT | **#TalkingSavesLives**

On **Monday, February 2** at 1:00 p.m. EST



hosted by @theNEDIC

### #TALKINGSAVESLIVES

NEDIC hosted our first ever Twitter Chat with influencers including Lisa Naylor leading an online discussion and dialogue around the myths and perceptions of eating disorders.

## NEDIC'S 2<sup>ND</sup> ANNUAL SPOKEN WORD



**NEDIC's 2<sup>nd</sup> Annual Spoken Word** event took place at the Round in Toronto, providing a platform for amateur and professional spoken word artists to creatively express their thoughts and sentiments around beauty ideals, body image and weight preoccupation through poetry, song, and rap.

NEDIC continued to push public awareness campaigns across social media platforms by creating content for discussion including the infographic below.



# Events

## Eating Disorder Awareness Week (EDAW)

### NATIONAL REACH

NEDIC's voice was heard across the country with various media interviews provided leading up to and during EDAW including a Lifetime CTV news segment with Pauline Chan featuring Marbella Carlos, NEDIC Outreach and Education Coordinator and NEDIC volunteer Amanda Buckingham.

As well, NEDIC targeted a variety of municipalities and public landmarks to create a strengthened national presence over EDAW.

### Key recognizable landmarks lit in purple across the country during EDAW included:

- BC Place Stadium
- Calgary Langevin Bridge
- Calgary Tower
- CN Tower
- Halifax City Hall
- High Level Bridge (Edmonton)
- New Brunswick Legislative Building (Fredericton)
- Niagara Falls
- Science World Dome (B.C.)
- The British Columbia Parliament Buildings
- The Peace Bridge (Canada to U.S.)
- Toronto City Hall
- Vancouver Convention Centre
- CN Tower
- The Peace Bridge



# Events

## Eating Disorder Awareness Week (EDAW)

NEDIC was successful in having the following 34 cities across the country officially proclaim EDAW:

### ALBERTA

- Grand Prairie
- Edmonton
- Okotoks

### BRITISH COLUMBIA

- Burnaby
- Nanaimo
- Prince George
- North Vancouver
- Richmond
- Surrey
- Victoria

### NEW BRUNSWICK

- Fredericton

### NOVA SCOTIA

- Cape Breton
- Halifax

### SASKATCHEWAN

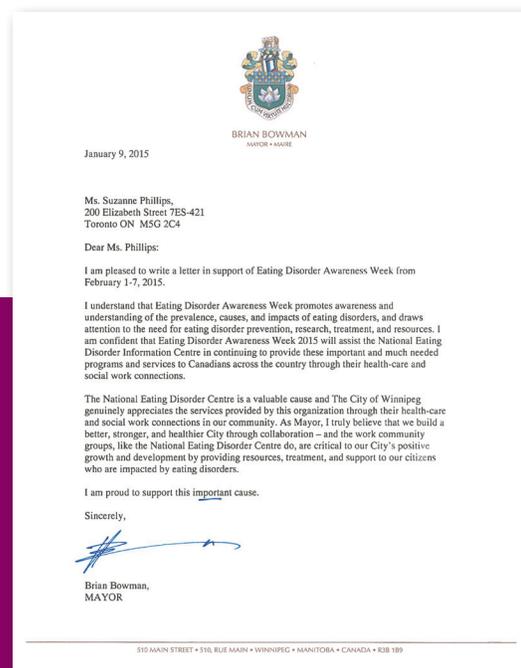
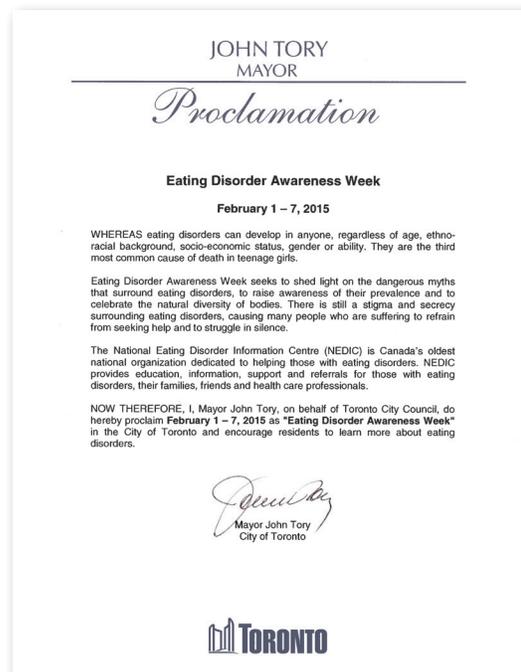
- Regina

### ONTARIO

- Ajax
- Aurora
- Barrie
- Brampton
- Brantford
- Burlington
- Caledon
- Clarington
- Markham
- Milton
- Norfolk County
- Oakville
- Ottawa
- Pickering
- Thunder Bay
- Toronto
- Welland
- Whitby
- Windsor

### MANITOBA

- Winnipeg



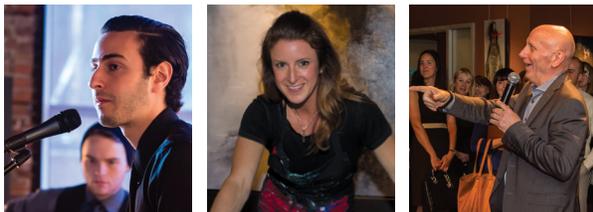
Copy of letters from Mayor Brian Bowman from the City of Winnipeg and Mayor John Tory from the City of Toronto.

# Events

## 3<sup>RD</sup> ANNUAL ATFL

On May 22, 2014 NEDIC hosted our 3<sup>rd</sup> annual A Taste for Life fundraising event at the Thompson Landry Gallery in Toronto's Distillery District. Over 130 guests attended our cocktail fundraiser helping raise \$60,000 in support of NEDIC's Helpline and Outreach and Education programs. Musician Jesse Gold entertained guests while Canadian artist Sarah Phelps created a piece of artwork live in the event space, which was auctioned off later in the evening.

A special thanks to our presenting sponsor, the Dove Self-Esteem Project, as well as RBC Capital Markets and RBC Foundation, Philip Sung Design Associates Inc., and all of our generous donors and our incredible volunteer fundraising committee for making this event a success!



### From left to right:

Musician Jesse Gold entertaining Guests  
Artist Sarah Phelps creating live artwork during the event  
John Snobelen engaging guests during the Live Auction

## NEDIC'S 5<sup>TH</sup> BI-ANNUAL BODY IMAGE & SELF-ESTEEM CONFERENCE

In April 2015, we will be hosting our 5<sup>th</sup> biannual Body Image and Self-Esteem Conference: *Body Equity: Self-Esteem in the Balance*. Presented by the Dove Self-Esteem Project, the two-day program will delve into discussions about eating disorders, food and weight preoccupation, health and nutrition, gender, sexuality and race.

Our keynote speakers will include Dr. Gail McVey, Dr. Catherine Steiner-Adair, Dr. Linda Bacon, Dr. Elizabeth Meyer, and Kathy Kater, LICSW. We look forward to hosting a rich and diverse line-up of presenters and speakers who will share their knowledge and insights with over 200 delegates from across the country. Participants will leave the conference with fresh approaches, new strategies and an increased network of professional support.



### ATFL Steering Committee

Back Left to Right: Jackie Grandy, Jeahlisa Bridgeman, Doreen Ostrowski, Suzanne Phillips, Danielle D'Agostino, Fiona Khan

Front Left to Right: Dr. Kim Lazare, Merryl Bear, Wendi Rockert, Alison Hawthorne

Absent: Sarah Gairdner

# NEDIC's Impact in the Community

## What You Told Us

### Outreach and Education

I appreciated the fact that there was open dialogue between presenters and students. I liked also the imagery used in the presentation. It was informative.

– *youth presentation participant*

I like how now I don't need to feel insecure about my body that much because of the information I've learned today

– *youth Outreach and Education presentation participant*

I appreciate the easily digestible information. The simple and comprehensive manner in which the data in a potentially complex subject was communicated was very helpful

– *community presentation participant*

Loved that this workshop was interactive and used many different tools...Received concrete tools to use in our everyday work

– *Professional development workshop participant*

### Direct Client Support

Just calling to say thank you for all your help and support. I really needed someone to talk to when I called, and you were there for me. Thank you.

– *First time caller, NEDIC Helpline*

I was able to open up to my counsellor about my eating disorder for the first time after talking to you. I say it to you and then I can say it to her for the first time

– *Caller, NEDIC Helpline*

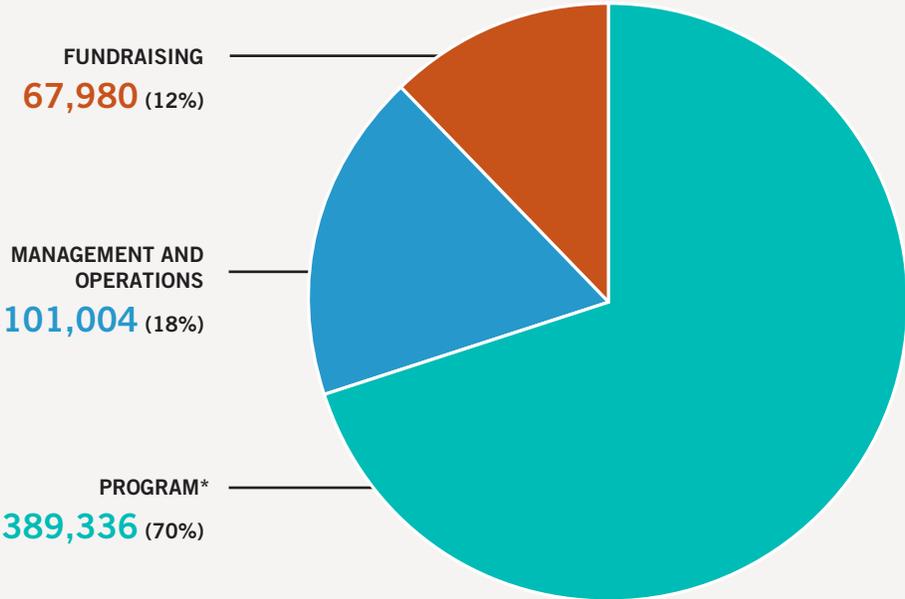
It would be difficult to express the immense amount of gratitude I have that I came across the NEDIC website. You were so helpful, patient, kind, supportive and professional over the phone. Thank you so much for all the information as well as the referral...I couldn't stop crying when they said they could see us. Hopeful steps towards getting our daughter the support and help she needs.

– *Parent, NEDIC Website & Helpline caller*

# Financials

REVENUES/EXPENSES

**\$558,320**



NEDIC is a program of, and audited through, the University Health Network  
[http://www.uhn.ca/corporate/AboutUHN/Fiscal\\_Accountability/Documents/AR\\_Financial\\_2015.pdf](http://www.uhn.ca/corporate/AboutUHN/Fiscal_Accountability/Documents/AR_Financial_2015.pdf)

\* Direct Client Support Services (Helpline), Community and Online Outreach and Education, Public Education and Awareness Campaigns, Appearances and Events

# NEDIC Staff & Community Partners

## STAFF MEMBERS

Director	<b>Merryl Bear</b>
Program Coordinator	<b>Suzanne Phillips</b>
Program Assistant	<b>Jeahlisa Bridgeman</b>
Outreach and Education Coordinator	<b>Jackie Grandy*</b> <b>Marbella Carlos**</b>
Development Officer	<b>Alison Hawthorne*</b> <b>Melissa Wagner**</b>
Administrative Coordinator	<b>Tracy Barber*</b> <b>Sara Marini**</b>
Communications Coordinator	<b>Danielle D'Agostino</b>
Direct Client Support	<b>Robin Green</b> <b>Michelle Teunissen</b>

\* Left NEDIC during Fiscal Year 2014-15

\*\* Joined NEDIC during Fiscal Year 2014-15

Thank You to our growing group of dedicated volunteers supporting NEDIC's Outreach and Education initiatives, social media, Direct Client Support, and fundraising and conference steering committees.

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

- Canadian Women's Health Network
- Danielle's Place
- Eating Disorders of York Region
- Elementary Teachers Federation of Ontario
- Girl Guides of Canada
- Hope's Garden
- Hopewell
- Kely Mental Health Resource Centre – British Columbia
- National Initiative for Eating Disorders
- Nexus Health
- One Silver Lining
- Ontario Community Outreach Program for Eating Disorders
- Ontario Health at Every Size (HAES) Network
- Project Heal Toronto
- Provincial Eating Disorder Prevention and Recovery Program – Manitoba
- Salvation Army Homestead
- Sheena's Place
- University of Toronto Schools
- WaterStone

# Our Thanks

## April 2014 – March 2015



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.

### OUR ONGOING PARTNERS

#### PLATINUM LEVEL

\$10,000–\$24,999



**NUTRITION**  
DAIRY FARMERS OF CANADA



**RBC Foundation**

#### GOLD LEVEL

\$5,000–\$9,999



#### SILVER LEVEL

\$1,000–\$4,999



#### BRONZE LEVEL

\$1,000–\$1,999

Ms. Erin Iles

Ms. Susan Main

### Thank you to the following individuals and organizations for their generous support

- AFP Greater Toronto Chapter
- Dr. Ahmed Boachie
- Mr. Quinton Boisvert
- Canadian Women's Foundation
- Ms. Louise Dallaire
- Emma Fund
- Ms. Lyne Gough
- Ms. Mindy Gough
- Mr. John Gultig
- Harbinger Communications Inc.
- Mrs. Vicky Hanson-Resznetnik
- Ms. Emily Hatfield
- Ms. Jordan Hokanson
- Mrs. Cindy Lee Hoyda
- Dr. Karin Jasper
- Ms. Michelle Loughheed
- Ms. Deborah MacLeod
- Mr. Daniel Meyers
- Ms. Jasmine Modgil
- Ms. Doreen Ostrowski
- Peel Elementary Teachers' Local
- Mrs. Judith A. Penteker
- Joanne Peters and Michael Bowick
- Ms. Candice Sand
- Ms. Deborah Shaffner
- Mr. Larry R. Sigmundson
- Thompson Landry Gallery Inc.
- Thornhill Secondary School
- Thornlea Secondary School
- Ms. Bonnie Wolf
- United Way of Greater Toronto

# Our Thanks

## Every Donation Counts

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



PHILIP SUNG DESIGN ASSOCIATES



- 
- Arbonne
  - Art Gallery of Ontario
  - Barreworks
  - Stephen Bear
  - Megan Brown
  - Marla Buck
  - Catertrendz
  - Château des Charmes
  - Ms. Joanne Dolhanty
  - Downward Dog
  - Gee Beauty
  - Margot Grant-Witz  
(Elizabeth Grant Cosmetics)
  - Bryan Goldmintz  
(The Director's Cut)
  - Aviva Groll
  - Hammam Spa
  - HBC
  - Hero Certified Burgers
  - La Compania Studio
  - Lazy Pants
  - Little Party-Goers
  - Lululemon Athletica –  
Eaton Centre
  - MAC Cosmetics
  - Yvette Marcek
  - Troy Alexandra McClure
  - Mississauga Living Arts Centre
  - David Newman
  - Ontario Science Centre
  - Park Hyatt Toronto - Yorkville
  - Sarah Phelps
  - Pizzeria Libretto
  - Katie Refling
  - Ripley's Aquarium
  - Ritz-Carlton
  - Ruth's Chris Steakhouse
  - Mr. Ari Sargon (EduTravel)
  - Shopgirls Boutique
  - Skyzone-Toronto
  - Paul Semkuley
  - Spa My Blend by Clarins
  - Stella & Dot Jewelry
  - Tarragon Theatre
  - Terroni Restaurant
  - The Big Carrot Natural Food Market
  - TIFF
  - Ellen Waters
  - Whole Foods Market
  - Wooden Sticks Golf Course
  - Yorkville Club

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