

The Provincial Eating Disorders Awareness (PEDAW) campaign:

EVENT IDEAS





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About PEDAW

The **Provincial Eating Disorders Awareness (PEDAW) campaign** is a BC Province wide effort to raise awareness around prevention and early intervention of eating disorders as well as media literacy, resiliency, building healthy body image and self-esteem. The initiative is led by Jessie's Legacy Eating Disorders Prevention Program at Family Services of the North Shore in collaboration with Kelty Mental Health Resource Centre, Looking Glass Foundation, St. Paul's Specialized Adult Eating Disorder Program, BC Children's Hospital Eating Disorders Program, Project True, and Healthy Minds, Healthy Campuses. PEDAW is launched the first full week in February with activities and events taking place throughout the year.

Our mission is to provide an eating disorder prevention approach and resiliency based system of services, workshops, education, and support to people of all ages in the Province of B.C. We ask you to take part in supporting the ongoing love our bodies, love ourselves movement in promoting health and preventing disordered eating and eating disorders.

We hope you can take an active role to support the launch of this movement and start some meaningful and engaging discussions, as well as activities at your school, your family or your work place!



Library Display Window

Objectives:

- Educate the public about eating disorders, PEDAW, and what we do.
- Display positive books on eating disorders that are non-triggering from the library.

Supplies Needed:

- PEDAW Display Kit (email pedaw@familyservices.bc.ca)
- List of positive books to read (see page _____ for list of safe reading)
- Wristbands to give out
- Anything else you can think of!

Event Set Up and Implementation:

- Contact your library to book a library display window.
- Set up display with the resources and ideas from the PEDAW Display Kit!
- Be creative with how you want to implement this!
- Fill out the PEDAW library booking form
<http://bit.ly/1qZJAGu>
- Take pictures of event and send to pedaw@familyservices.bc.ca to post on up on PEDAW blog!



Photo taken by Julie Sweeney from the Greater Victoria Public Library



Safe, Non-triggering Books about Eating Disorders

Some literature about Eating Disorders have received criticism for their potentially negative consequences. In theory these book should be helpful, but unfortunately some can be extremely triggering. Individuals going through recovery from an Eating Disorder or are in treatment may be triggered unintentionally. Eating disorders are complex and often competitive disorders, so reading about numbers, weights and specific behaviors can be extremely triggering and has the potential to set off a relapse. For this reason, people must take a defensive and cautious approach into reading from this genre.

Here is a list of recommended books that contain little to no triggering material:

- Life without ED, by Jenni Schaefer
- Goodbye ED, Hello Me, by Jenni Schaefer
- 8 Keys to Recovering from an Eating Disorder, by Carolyn Costin
- Restoring our Bodies, Reclaiming our Lives, by Aimee Liu
- Beautiful You: A Daily Guide to Radical Self- Acceptance, by Rosie Molinary
- Eating in the Light of the Moon, by Anita Johnston
- Intuitive Eating, by Elyse Resch
- Taming your Gremlin, by Rick Carson
- The Gifts of Imperfection, by Brenne Brown
- Father Hunger: Fathers, Daughters, and the Pursuit of Thinness, by Margo Maine
- Talking to Eating Disorders: Simple Ways to Support Someone With Anorexia, Bulimia, Binge Eating, or Body Image Issues, by Jeanne Albronda Heaton

Here are recommended books for children:

- Full Mouse, Empty House: A Tale of Food and Feelings, by Dina Zeckhausen
- Am I Pretty? By Lindsey Jensen Berke
- I Like Me! By Nancy L. Carlson
- The Loveables in the Kingdom of Self-esteem, by Diane Loomans
- When I feel good about Myself by Cornelia Maude Spelman
- I Like Myself, by Karen Beaumont
- Head to Toe, by Eric Carle



Inspiration Station

Objectives:

- Encourage participants to identify people they find inspiring for meaningful characteristics. Encourage participants to see past physical characteristics when evaluating those they look up to or aspire to be.
- Get participants in the habit of thinking about their friends and their loved ones in a way that has nothing to do with physical attributes.
- Encourage people to identify non-appearance based traits in others that they admire and respect.

Supplies Needed:

- Sharpies or dark pens
- Brightly colored post-it notes
- Table
- Wall to hang notes
- Any event-related handouts
- Wristbands to give out
- Anything else you can think of!

Event Set Up and Implementation:

- Set up the table in a place that has a heavy traffic flow.
- Decorate the table with signs and decorations that will draw attention.
- Ask participants who stop by to think of three people that they know who inspire them and write what is inspiring about that person on a post it note (without the name).
- There are no limits on what they may find inspiring about these people except that they cannot focus on appearance. For example: because of their kindness, aptitude in science, dedication to soccer or dance, their commitment to health, the degree to which they care about other people, volunteer activities, social skills, etc.
- Display the notes to encourage additional participants to stop by and do the same.
- Explain PEDAW, the wristbands, and what it's all about.
- Be creative with how you want to implement this!
- Take pictures of event and send to pedaw@familyservices.bc.ca to post on up on PEDAW blog!



Banner Signing

Objectives:

- Encourage participants to take the pledge and sign the banner that you can be healthy at any size!

Supplies Needed:

- Table
- Banner
- Pen for signatures
- Wristbands to give out
- Anything else you can think of!

Event Set Up and Implementation:

- Get people to write down things they dislike about their bodies (ex. I hate my thighs).
- After writing it down, have them throw it in the trash can as a way of 'letting it go'
- Explain PEDAW, the wristbands, and what it's all about
- Display a banner that says something like, "We are ALL Healthy at ANY Size!" or "I LOVE my Body." Be creative!
- People sign the banner to agree that we truly are all healthy at any size.
- Making the people sign it gives them a sense of responsibility and ownership to the saying.
- Explain PEDAW, the wristbands, and what it's all about.
- Be creative with how you want to implement this!
- Take pictures of event and send to pedaw@familyservices.bc.ca to post on up on PEDAW blog!



Flash Mob

Objectives:

- Invite people to create awareness through a dance!

Supplies Needed:

- Space in public to dance
- Music
- Camera for pictures (video or photos)
- Dancers!
- Wristbands to give out
- Anything else you can think of!

Event Set Up and Implementation:

- Find a space to dance where heavy traffic flow is.
- If stuck for choreography and music, email pedaw@familyservices.bc.ca on how you can get this!
- Hand out wristbands throughout the flashmob!
- Be creative with how you want to implement this!
- Take pictures of event and send to pedaw@familyservices.bc.ca to post on up on PEDAW blog!



Photo taken by Adam Santos in the heart of downtown Vancouver with participants from Improv Vancouver, the eating disorders community, and passionate volunteers!



Host a viewing of a Movie

Objectives:

- Encourage men and women to educate themselves on media and how they represent us.
- Encourage men and women to understand how the media influences our everyday feelings about ourselves.
- Encourage a conversation about media, advertising, and the way we feel about being miss represented.

Supplies Needed

- DVD or copy of movie , such as *Miss Representation*, *Someday Melissa*, or *America the Beautiful*
- Projector or screening room
- Posters and flyers to advertise event
- Wristbands to give out afterwards
- Anything else you can think of!

Event Set up And Implementation:

- Post flyers and any other advertisements for the viewing.
- Show movie.
- Invite counselors, teachers, or a member of the PEDAW committee to conduct an 'after movie' discussion.
- Explain PEDAW, the wristbands, and what it's all about.
- Be creative with how you want to implement this!
- Take pictures of event and send to pedaw@familyservices.bc.ca to post on up on PEDAW blog!



Scales are for Fish

Objectives:

- To help participants identify the positive things about their physical appearance and the aspects of themselves that they like most.
- To assist in realizing that a person is more than size and shape and that healthy is not necessarily dictated by a number on a scale.
- To allow creative expression in order to showcase the campaign messaging.

Supplies Needed:

- Scales for participants to decorate (participants can bring their own scale too)
- Space to decorate
- Crafts, glue, paint, etc. to decorate the scales
- Space to display entries (likely Children's Hospital)
- Prize for winners ('Perfect is Boring!' t-shirt)
- Any event-related handouts or giveaways explaining how scales can be negative
- Wristbands to give out
- Anything else you can think of!



Set Up and Implementation:

- Work with participants prior to the event to educate them on the campaign.
- Assign them with guidelines.
- Take pictures of the entries and display them on the website for people to vote
- Encourage viewers to vote for their favorite and award the winning submission.
- Explain PEDAW, the wristbands, and what it's all about.
- Be creative with how you want to implement this!
- Take pictures of event and send to pedaw@familyservices.bc.ca to post on up on PEDAW blog!





Mirror, Mirror on the Wall

Objective:

- To help people identify the positive things about their physical appearance and the aspects of themselves that they like most.

Supplies Needed:

- Large mirror set up in popular area
- Tape
- Table
- Post-its
- Any event-related handouts or giveaways
- Wristbands to give out
- Anything else you can think of!

Set Up and Implementation:

- Any time a person walks by and looks at themselves in the mirror, have them stop and fill out something that they see and like about themselves when they look in the mirror.
- Participants do not have to write their name on the piece of paper but ask if you can display what they wrote in an area around the mirror.
- Participants should be corrected if they qualify body parts (e.g., I would like my legs if they were just thinner). Gently tell them the activity requires them to say

something they really like about themselves.

- Explain PEDAW, the wristbands, and what it's all about.
- Be creative with how you want to implement this!
- Take pictures of event and send to pedaw@familyservices.bc.ca to post on up on PEDAW blog!



Photo taken by Amy Pezzente at the Youth Summit in Rogers Arena, Vancouver.



The Sum of All Parts

Objectives:

- Educate participants on the thin ideal and how it can be detrimental to our overall body image, confidence and self-esteem.
- Encourage participants to identify parts of their bodies that they like, are proud of or are happy with for what it allows them to do.
- Promote the pursuit of the healthy-ideal.
- Help participants realize that beauty comes in all shapes and sizes and that healthy looks different for everyone.

Supplies Needed:

- Sharpies or dark pens
- Large piece of butcher paper
- Wristbands to give out
- Anything else you can think of!

Event Set Up and Implementation:

- Set up the table in a place that has a heavy traffic flow.
- With a dark marker, trace an outline of a person(s) with butcher paper.
- Hang the piece of butcher paper up. Have people write on the butcher paper one thing that they like about their bodies from a personal appearance perspective and/or one thing they like that their body allows them to do (hug someone, dance, play piano, run, etc.).
- Explain PEDAW, the wristbands, and what it's all about.
- Be creative with how you want to implement this!
- Take pictures of event and send to pedaw@familyservices.bc.ca to post on up on PEDAW blog!



Clothing Drive

Objectives:

- Collect used clothing by encouraging participants to donate items that may be in their closet but no longer fit thus having opportunity to provoke discouraging thoughts, unhealthy behaviors or unrealistic goals in order to fit into them again.
- For a good cause. (such as Directions, run by Family Services of Greater Vancouver). Details here: www.fsgv.ca/programpages/youthservices/directionsyouthservicescentre.html
- Increase individual confidence by allowing them to get rid of any clothes in their closet that don't fit and result in discouraging thoughts about their body.

Supplies Needed:

- Event flyers
- Cardboard boxes for donation collection
- Poster boards explaining the importance of ridding of clothes
- Wristbands to give out
- Anything else you can think of!

Event Preparation:

- Educate the group on the PEDAW campaign including objectives and goals for events. Advertise event at least twice per week prior to collection day using posters, advertisements and other resources most effective for the target community.
- Reserve a space or location centralized to the target audience
- Set up tables and boxes for donation collection.
- Prepare handouts, posters and/or other ways to engage participants at the drop off location

Encourage donation of the following:

- Clothing that may be too small but one hopes to fit into again
- Clothing that may be too big that one worries may one day fit again
- Clothing that just don't fit



Photo taken by Nafiza Ali at Directions, Family Services of Greater Vancouver



Event Main Points:

- Keeping clothes in our closets that are too small in hopes that one day they will fit or are too large because of worry that one day they will fit again is damaging to one's self-esteem, confidence and overall body image.
- Get rid of the clothes that don't fit and work to be comfortable with your body by making healthy choices and focusing on all of the great things about you that are not related to the size of the clothes you wear.
- Being content with the idea that in order to make room for new things, one must be OK with getting rid of the old things.
- Explain PEDAW, the wristbands, and what it's all about.
- Be creative with how you want to implement this!
- Take pictures of event and send to pedaw@familyservices.bc.ca to post on up on PEDAW blog!



Media Initiative

Objectives:

- Educate the public about eating disorders, The Provincial Eating Disorders Awareness (PEDAW) campaign, what we do, and how they can get involved.

Event Set Up and Implementation:

- Contact your communications department or local newspaper and arrange to have a story done about eating disorders.
- Ensure proper media guidelines are followed with regards to coverage. See pages _____ or visit:
 - www.nationaleatingdisorders.org/tips-responsible-media-coverage
 - www.nationaleatingdisorders.org/guidelines-sharing-your-story-responsibly



*Photo taken with permission from North Shore News,
A Mike Wakefield photo for a PEDAW photography contest*



How to Share Your Story Responsibly

Reprinted with Permission from the National Eating Disorders Association

For more information, visit: www.nationaleatingdisorders.org/guidelines-sharing-your-story-responsibly

Don't focus on graphic images or physical descriptions of the body at its unhealthiest point.

- Research strongly suggests that testimonies which dramatize dangerous thinness can provoke a "race to the bottom" among those struggling with or susceptible to an eating disorder (i.e. "She is thinner than I am and she's still alive. I should lose more weight."). A focus on the physical descriptions of the body is not only dangerous, but can also be misleading. Individuals with eating disorders come in all shapes and sizes – just like in life!

Don't provide 'tips' or play the numbers game.

- "I ate only X calories a day" or "He took as many as X laxatives at a time" can turn a well-intentioned story into 'how-to' instructions for someone to follow. You might instead highlight that our self-worth cannot be measured by the numbers on a scale or the size of our clothes. Stories can also effectively – and responsibly – be illustrated by focusing on the mental and physical consequences of the eating disorder (e.g. disrupted friendships and isolation, fear and depression, fatigue, decreased ability to concentrate, medical complications, etc.) rather than the specific behaviors or number counting that perpetuated the eating disorder.

Watch out for 'anorexia chic'.

- Eating disorders and those who have them should not be glamorized or, worse yet, presented as people with "astounding will-power" or "incredible self-control." This threatens to not only inaccurately portray eating disorders as "desirable," but can also give the false impression that if one only had enough will power or self-control, they could overcome an eating disorder too. Eating disorders are not just a 'fad' or a 'phase,' and one doesn't 'catch' an eating disorder for a period of time. Remind the audience that eating disorders are illnesses, not choices.

Be careful about providing testimony of how you "bravely fought this illness alone."

- Perhaps you did, but most do not – the vast majority of those who recover from their illness do it only with the ongoing help of trained professionals. Remember that isolation is one of the most difficult aspects of eating disorders for many sufferers. Make sure you reinforce that it is courageous and necessary to reach out for support and guidance during the recovery process.

Emphasize the seriousness of eating disorders without portraying them as hopeless.



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- Always encourage people to seek help for themselves or loved ones who are suffering. Recovery is often a long and expensive process – but it is achievable and there are many options available.

Always provide a resource list. Include contact numbers, addresses or web links to information and local and national treatment resources.

- Otherwise you risk raising fears and concerns without providing an outlet for support and vital help. The Kelty Mental Health Resource Centre might be a good start (keltymentalhealth.ca)



Resources

Organizations providing support and resources on Disordered Eating and Eating Disorders in BC

Jessie's Legacy Eating Disorders Prevention Program

www.jessieslegacy.com

A program of Family Services of the North Shore, Jessie's Legacy Eating Disorders Prevention Program provides eating disorder education, resources, and support for BC youth, families, educators and professionals. Jessie's Legacy is also the provincial leader for Provincial Eating Disorders Awareness (PEDAW), a Province wide effort in BC to raise awareness around prevention, early intervention and treatment of eating disorders as well as media literacy, resiliency, healthy body image and self esteem. In addition, Jessie's Legacy provides media watch, online and telephone support, psycho-education groups for parents and teens, as well as an Eating Disorder Support Group for Parents, Partners, and Friends.

Kelty Mental Health Resource Centre

keltymentalhealth.ca

The Kelty Mental Health Resource Centre provides information, resources and peer support to youth and families on all areas of mental health including eating disorders through an Eating Disorders Peer Support Worker and a Parent Peer Support Worker. The Kelty site is an excellent resource for the community to help with eating disorders, depression, anxiety and other mental health challenges.

The Looking Glass Foundation for Eating Disorders

lookingglassbc.com

chat.lookingglassbc.com

We are parents and friends who know the fear of living with a child suffering from an eating disorder. We know that eating disorders are not a choice you make but rather, serious illnesses that deserve serious attention. In 2002 we came together for mutual support to overcome the fear that comes from being alone and unable to find help. At that time, eating disorder clinics and other community programs were overburdened, hospital admissions meant long waiting lists and families seeking residential care were forced to find it outside of Canada at tremendous expense and personal sacrifice. We recognized the desperation of families and the tremendous need for appropriate, accessible care in Canada for all adolescents facing the challenge of eating disorders. Check out their Eating Disorders Online Support Groups, ask an Expert, and yearly Looking Glass Summer Camps!



Have another great idea? Let us know! Email us at
pedaw@familyservices.bc.ca!

And please remember to post your event on our events calendar here:
<http://ow.ly/F2VWL>

Keep in touch for latest news!

EMAIL: pedaw@familyservices.bc.ca

FACEBOOK: www.facebook.com/loveourbodiesloveourselves

TWITTER: @loveourbodies

BLOG: loveourbodiesloveourselves.blogspot.ca

WEBSITE: www.jessieslegacy.com

YOUTUBE: www.youtube.com/user/loveourbodies