

# EDENnews

NO 10 Autumn 2003

## 'Promoting Body Satisfaction'

International No Diet Day (INDD) was established in 1992 by Mary Evans Young, the director of the British anti-diet campaign Diet Breakers.

Mary, who has recovered from anorexia, is the author of a best-selling book in Britain titled *Diet Breaking: Having It All Without Having To Diet* (Hodder & Stoughton, 1995). Here is the story of how INDD was born, in Mary's own words:

"I started INDD in the spring of '92 following two things. The first was seeing a television programme where women were having their stomachs stapled. One woman had split the staples and was in for her third operation. And then a young girl of 15 committed suicide because 'she couldn't cope being fat.' She was size 14. I decided somebody had to stand up and try to stop this bloody madness and in the absence of anybody else, I decided it would be me. So I sent out a press release entitled 'Fat Woman Bites Back'...and got some media attention. I was desperate to keep the anti-diet/size acceptance concept in the public eye. So, without really thinking about it, at the end of a live TV interview I said, 'Don't forget to celebrate No Diet Day.' ...Having declared it on prime time national TV I then set about organising a picnic in Hyde Park. Alas it rained, so we adjourned to my living room instead."

From a picnic in Mary's living room, International No Diet Day has spread around the globe. Since 1993, INDD has been celebrated in Australia, Canada, England, Germany, New Zealand, Norway, Russia, South Africa, across the United States and in many other locations around the world.



DIET FREE DAY — MAY 6TH

### EVENTS NEWS FLASH!!!!

In May (17th & 18th) we are holding a weekend workshop for women interested in participating in ongoing support groups.

Also in May (23rd) we are running a workshop for guidance counsellors and others involved with youth work.

### Services we offer:

4/4 Warnock Street, Grey Lynn

- Telephone Support
- Support Groups
- Health Promotion Services
- Workshops
- Education & Information to schools, community groups, gyms, health professionals
- Tertiary Drop in Centres

E-mail: [info@eden.org.nz](mailto:info@eden.org.nz)

EATING

DIFFICULTIES

EDUCATION

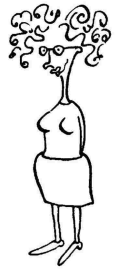
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# Ways To Celebrate International No Diet Day

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- Gather as many friends (and allies) as possible and celebrate together at your favourite restaurant.
- Have a sumptuous pot-luck banquet and include lots of celebratory food
- Encourage people to donate what they would normally spend (used to spend?) on dieting in a week/month/year to your favourite size acceptance/eating difficulties/body positive group instead (EDEN is grateful for any donations!)
- Make your own greeting card (or email message). Convince Hallmark and other card companies that this is a new special occasion for them to market! (Many well-known "holidays" got their start this way!)
- Show Anti-Diet/Size Acceptance Videos: Entertaining and educational. No Diet Day is also about esteem building and self-acceptance. If you haven't already seen it check out Real Women Have Curves at a cinema near you.
- If your library system has any body positive books, magazines or videos, encourage them to prominently display them.
- Choose an activity you enjoy (movies, dancing, sports, a hobby, etc.) and do it instead of dieting. If you usually exercise to lose weight, focus instead on enjoying the movement and the potential health benefits.
- Hold or facilitate discussion groups on the dangers and futility of dieting and encourage the promotion of body satisfaction.
- Invite body positive professionals and/or agencies to give educational presentations in schools (EDEN is available for such work in schools).
- Initiate classroom projects examining advertising for size-negative messages, false claims and stereotyping.
- Take part in size-positive movement and dance programs. Enjoy activity for wellbeing rather than weight loss/management.
- Organise seminars for health professionals which challenge the assumptions of the healthy weight paradigm and instead encourage health at any size not weight loss at any cost.
- Help to raise public awareness by holding events such as scale smashings or recyclings.
- Encourage body friendly art shows/exhibitions.
- Organise and participate in size-friendly fashion shows.
- Spring clean--donate clothes that no longer fit (or you are holding until you are 'thin') to women's refuges.

## 10 "Will-Powers" for Improving Body Image

Written by: Michael Levine, Ph.D., and Linda Smolak, Ph.D.

1. Twice a day, everyday, I WILL ask myself, "Am I benefiting from focusing on what I believe are the flaws in my body weight or shape?"
2. I WILL think of three reasons why it is ridiculous for me to believe that thinner people are happier or "better". I will repeat these reasons to myself whenever I feel the urge to compare my body shape to someone else's.
3. I WILL spend less and less time in front of mirrors -- especially when they are making me feel uncomfortable and self-conscious about my body.
4. I WILL exercise for the joy of feeling my body move and grow stronger. I will not exercise simply to lose weight, purge fat from my body, or to "make-up for" calories I have eaten.
5. I WILL participate in activities that I enjoy, even if they call attention to my weight and shape, I will constantly remind myself that I deserve to do things I enjoy, like dancing, swimming, etc. no matter what my shape or size!
6. I WILL refuse to wear clothes that are uncomfortable or that I do not like but wear simply because they divert attention from my weight or shape. I will wear clothes that are comfortable and that make me feel comfortable in my body.
7. I WILL list 5-10 good qualities that I have, such as understanding, intelligence, or creativity. I will repeat these to myself whenever I start to feel bad about my body.
8. I WILL practice taking people seriously for what they say, feel and do, not for how slender or "well put together" they appear.
9. I WILL surround myself with people and things that make me feel good about myself and my abilities. When I am around people and things that support me and make me feel good, I will be less likely to base my self-esteem on the way my body looks.
10. I WILL treat my body with respect and kindness. I will feed it, keep it active, and listen to its needs. I will remember that my body is the vehicle that will carry me to my dreams!

**I Will Choose To Take Care Of Myself And My Body!**

*For more information, contact Eating Disorders Awareness and Prevention, Inc. at 603 Stewart St., Suite 803, Seattle, WA 98101, 1-800-931-2237. [www.edap.org](http://www.edap.org) © 2000 EDAP. This handout may be*

# EDEN

## Services & Support:

If you wish to access the services of EDEN, participate in a support group or visit our drop in centre, please phone us on 378 9039 or email us at info@eden.org.nz

## Resources from EDEN ...

Laminated 'Thank you for not talking about your diet' posters are available in several colours from the EDEN office. Various postcards are also available: 'Thank you for not talking about your diet', 'Why make your dreams weight?' and 'Obsession' Donations requested to cover costs.

**EDEN is a non-profit organisation  
reliant on grants.  
Donations are appreciated.**



**Become a "Friend of EDEN" & receive our FREE quarterly newsletter**  
To be added or removed from the mailing list please fax or post the following:

**Name:** \_\_\_\_\_

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