



EDENnews

NO 20 April 2008

'Promoting Body Satisfaction'

Welcome to EDEN's first newsletter of 2008! The theme of this newsletter is

Youth & Dieting

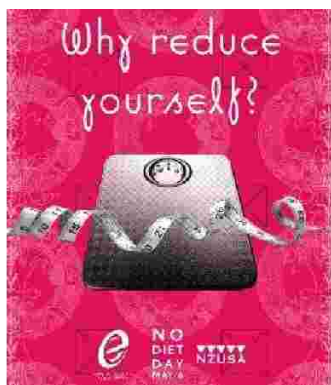
The inspiration for this theme came for two reasons. Firstly, Diet Free Day is coming up on May 6th, and this edition shall detail lots of things you can do for this event on pages 2 to 3.

Also, schools are heading into term 2 so it's a great time to tell you about all the fabulous things we do in schools—our BWISE programme is detailed on pages 4 to 5.

URGENT

Governance Board Members Required

EDEN is looking for Board Members for its Governance group. We are looking for people with skills in legal, finance, IT, marketing and PR skills, as well an awareness and belief in EDEN's philosophy and approach. If you are interested in applying, please contact us for an application form.



For the next 2 weeks, Dove will allocate

5%

 of all your Dove product purchases

at Foodtown/Woolworths to the Dove Self Esteem Fund to help EDEN help those with eating disorders.

Hurry, this offer is exclusive to Foodtown/Woolworths from Monday 28th April to Sunday 11th May 2008.



Together, we can make a difference.



EDEN Services

EDEN offers a range of services, providing support for individuals and loved ones of those with an eating difficulty, including:

- Counselling Services & Directory
- Support Worker Appointments
- Telephone Support
- Support Groups
- Workshops
- Health Promotion Services
- Education & Information to schools, community groups, gyms, and health Professionals
- Books and Resources on Eating Difficulties

www.eden.org.nz

info@eden.org.nz

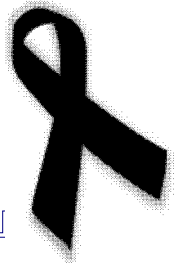
EATING DIFFICULTIES EDUCATION NETWORK

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Diet Free Day—May 6th

AIMS



- ❑ To celebrate natural body diversity
- ❑ To promote positive body image and self-esteem in people of all shapes and sizes
- ❑ To advocate for non-restrictive, healthy eating patterns and non-punitive physical activities for everyBODY
- ❑ To challenge cultural attitudes and values that contribute to body hatred, weight preoccupation, and eating disorders
- ❑ To encourage positive, body-diverse images throughout the media
- ❑ To increase awareness of the dangers of weight-loss dieting and the social, emotional and physical consequences of food-, size-, and weight-obsessions
- ❑ To educate the public about the dangers of weight-loss surgery, diet drugs, and size-biased medical treatment
- ❑ To work for an end to weight discrimination, size abuse and fatphobia

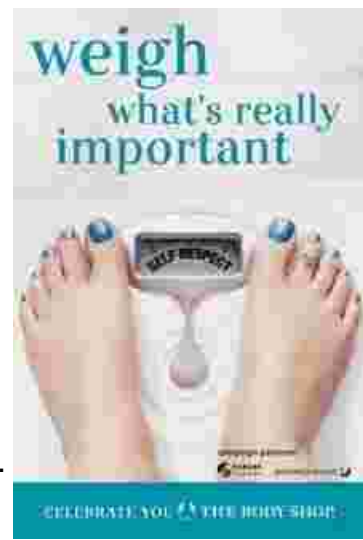


WHAT YOU CAN DO

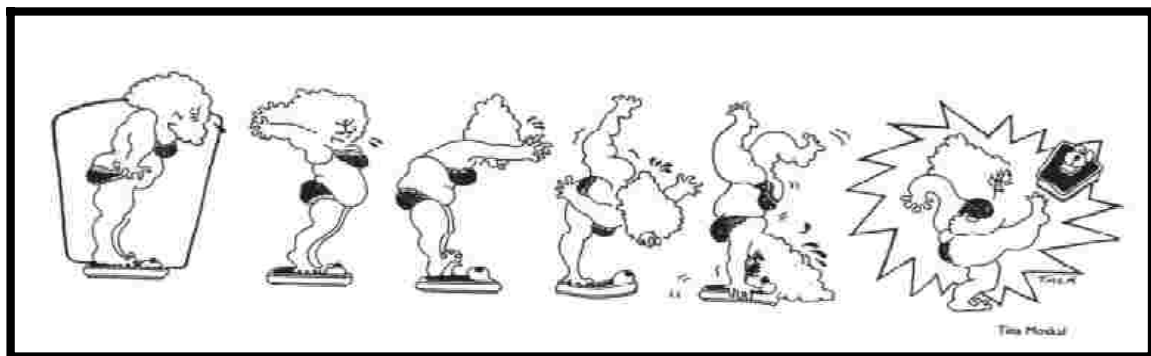
1. **Prepare and distribute anti-diet brochures, articles and pledges**
2. **Distribute and wear pale blue ribbons** to publicly demonstrate support of the cause
3. **Sell and wear anti-diet buttons, T-shirts etc.**
4. **Eat out** with as many non-dieting friends as possible
5. **Eat in** - have a sumptuous pot-luck banquet
6. **No-diet donations** - encourage people to donate what they would normally spend on dieting to a size-acceptance/body satisfaction/eating issues support group instead
7. **Boycott diet foods and drinks**
8. **Send a greeting card** - make your own card or buy one. Convince card companies this is a new special occasion for them to market (many well-known holidays started this way)
9. **Sponsor an anti-diet expert speaker or panel**
10. **Display an EDEN “thank you for not talking about your diet” poster**
11. **Show anti-diet/size acceptance videos** - no-diet day is about esteem building and self-acceptance
12. **Encourage library displays of body-positive books**, magazines and videos. Also see if they would accept and circulate book or magazine subscription donations
13. **Official no-diet day declarations** - lobby your local government
14. **Picket any diet establishment** - since diets don't work, choose whichever diet centre is most convenient or most exploitative of fat phobia
15. **Have fun** - choose an activity you enjoy (e.g. movies, dancing, sports) instead of dieting!

10 Reasons not to diet

1. Diets don't work. You lose weight and gain it right back, often regaining more than you lost (weight cycling).
2. Dieting is dangerous and causes many deaths and injuries every year.
3. Diets are expensive and without value.
4. Dieting causes fatigue, light-headedness, saps your energy and strength.
5. Dieting disrupts normal eating, causes bingeing, overeating and chaotic feeding patterns.
6. Dieting increases food preoccupation, so half your day or more is spent thinking about food and weight.
7. Dieting diminishes women, subverting their dreams and ambitions, keeping them playing the anticipation game. There is a lot more to life than this.
8. Dieting stunts the growth and development of young people, mentally, emotionally and physically.
9. Dieting increases size prejudice, makes people more judgmental and critical of themselves and others.
10. Dieting lowers self-esteem and feelings of well-being. Instead, accepting and respecting yourself as you are brings confidence, health and a sense of wellness and wholeness.



Reprinted from *Women Afraid to Eat: Breaking Free in Today's Weight-Obsessed World*, by Frances M. Berg, page 65. Copyright 2000. All rights reserved.



If Not Dieting ®



Dr Rick Kausman has created a pack of 64 cards called the “If not dieting Empowerment Cards” with each card containing a key message and a beautiful nature photograph, like the one pictured. Pick a card each day to provide help and support to: enjoy food without feeling guilty, increase your eating awareness, enjoy moving your body, and improve how you feel about yourself. These are available from EDEN for \$30.

BWISE - Bodyimage Wellbeing In School Education



EDEN seek to promote environments that celebrate diversity, support body satisfaction and sustainable physical activity and that encourage eating a wide variety of nutritious foods in response to appetite. The research evidence indicates that in schools, an individually based focus (or classroom based focus) to eating and body image difficulties is limited where it fails to address environmental and sociocultural factors involved in the development of eating issues, as these issues are so heavily influenced by our environment, family and friends. This belief is a guiding philosophy in EDEN's work and informs our whole-school approach, which has six-strands, and is called BWISE (Bodyimage Wellbeing In School Education).

1. Body Image Leaders—Youth Peer Education Programme

Niva Piran who researches eating issues in schools believes that young people should be helped to develop a counter-culture in their school communities to support one another and promote positive body image. She believes that peer led programmes offer possibilities of establishing constructive alternative group norms of relating in peer groups. EDEN's peer Educators (Body Image Leaders) occupy a powerful position in their schools with the opportunity to make a real difference with regard to the 'body safety' of their school environments. They are provided with the training and support to take part in a whole host of activities at school including providing information to peers, inspiring friends, leading by example, taking part in activism efforts, facilitating discussions, holding health promotion events, using critical thinking skills to examine and resist the conflicting messages that circulate about bodies and appetites and finally, feeding back to the school about changes they'd like to see that would support body safety there.

EDEN currently offers 8-10 students within each contracted school the opportunity to train as peer educators with ongoing EDEN contact and youth work support throughout the year.

2. Staff Training & Support

Here we provide opportunities to attend training, workshop and presentations. The following topics are dealt with 1) understanding where we are at personally in relation to eating and body image issues and what biases we may hold 2) exploring the values we role model 3) increasing knowledge, awareness and referral of eating and body image issues 4) developing strategies for implementing whole school approaches 5) ensuring confidential, safe and knowledgeable counselling and pastoral staff.

3. Parent Education & Support

EDEN provides parent information evenings and ongoing specialist community agency support in order to 1) allow parents to discuss the body image concerns affecting them and their children 2) educate parents about the influence of their attitudes to their own and their children's bodies 3) equip parents with practical ideas on how to deal with body image issues and eating behaviours in their children 4) involve parents in policy and curriculum development 5) examine the use of resources in the school eg. newsletters, websites etc to enhance parent support/education 6) involve parents in positive body image activities in the school e.g. wearable art shows and sports days focused on enjoyment.

BWISE

4. Curriculum Input

The emphasis here is on integrating body image issues into a range of subjects so that a consistent message on body image is conveyed. For example: 1) in health and physical education, offer a range of activities so that students of all shapes and sizes and skill levels can experience their bodies in a positive manner and therefore enjoy sustainable and pleasurable physical activity 2) in history and art investigate different ideals of beauty 3) in English address issues that are important to children (e.g. trust, friendship and belonging) through novels, plays and poetry 4) highlight heroes and heroines and other successful characters that do not necessarily fit into current beauty/body ideals. 5) deconstruct media images and advertising messages in Media Studies. 6) connect eating and body image concerns and unhealthy weight management with other important health issues, e.g. smoking, alcohol and drug use, safe sex practice 7) in art create and display positive artistic representations that expand the definition of beauty to include themselves and members or their own communities 8) use a wide variety of teaching methods to facilitate experiential learning.

5. Policy Development

1) Ensure that physical appearance is included in anti-bullying and anti-discrimination policies (being teased is a powerful predictor of body dissatisfaction and subsequent unhealthy weight management practice among teenagers) 2) assess and develop pathways to address student eating issues, including development of confidentiality and privacy codes 3) encourage students and teachers to design their own classroom agreements, to include for example respect for diversity and challenging of stereotypes 4) review food policy within the school, what foods are available and how are they promoted? 5) develop systems to assess 'Body Friendliness' of the school e.g. levels of unhealthy weight management, incidents of disclosure and promotion of 'healthy lifestyles' vs weight loss 6) develop systems to assess the efficacy of a whole school approach to body image health and healthy lifestyles.

6. Developing and Strengthening Community Networks

1) Provide information about support services and resources available to parents, teachers and students around eating difficulties e.g. G.P. support, counsellors working in the field of disordered eating, Eating Difficulties Education Network (EDEN), Eating Disorder Service 2) establish clear procedures for accessing support and referral 3) form alliances with specialist support agencies within the community 4) celebrate special events with the wider community e.g. Love your Body Day, Diet Free Day.

This is only a brief summary of the programme, and if you would like more info, or would like to discuss implementing this programme in your school, please contact EDEN on 09 378 9039.

IN BRIEF

EDEN is pleased to report that the **Medicines Classification Committee decided against reclassifying stimulant laxatives** at its last meeting. The Committee considered EDEN's submission in its decision to retain the status of stimulant laxatives as pharmacy-only medicines. EDEN hopes that not having stimulant laxatives reclassified to general sale will mean that pharmacists are more able to provide support and information at the point of sale and that the misuse of these medicines is less likely.

The Ministry of Health's **Future Directions for Eating Disorders Services in New Zealand** document has been released and is available at www.moh.govt.nz/moh.nsf/indexmh/future-directions-for-eating-disorders-services EDEN has been involved in the consultation process as part of producing this final draft and is very pleased to see that early intervention and community based support services have been identified as a necessary part of comprehensive services for eating disorders in New Zealand.

The next stage of this process of improving services for eating disorders in New Zealand is reviewing the specifications for such services. Maree Burns, **EDEN's coordinator is representing eating disorder community agencies on the taskforce that is working together to review and finalise these specifications.** Once these specifications have been finalised, DHBs around the country will be providing their plans to the Ministry of Health on how they will be using their funding to meet the goals outlined in the framework document. We will keep you updated on this process.

EDEN recently hosted a meeting of representatives from the **community agencies around New Zealand** who are providing services for eating/body image difficulties and eating disorders. It was decided at this meeting to formalise our alliance and acknowledge our common goals and concerns by forming a new body called the **Eating Difficulties Community Coalition**. Expect to hear more about this group later this year.

Finally, and just in time for Diet Free Day, EDEN has a wonderfully informative **documentary DVD called *Dieting: At War With Our Bodies*** for sale for \$50. Here's a summary of the DVD:

Diet. The word is seductive. It promises prosperity and contentment. In a nation obsessed with BMI's and consumed by an "obesity crisis," it promises a road to better health. However, there are some who disagree. Advocates in the health at every size movement believe that to obtain health and happiness, weight loss is completely unnecessary. *DIETING: At War with our Bodies* is a revealing documentary that gives voice to those who resist the notion that the human body, in all its variations, must concede to cultural or clinical ideals.

BOOK REVIEW

***On Eating: Change your eating change your life* - by Susie Orbach.**

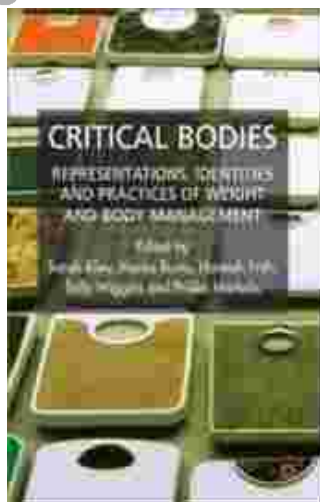
This delightfully small volume introduces intuitive eating using 5 simple keys to use as guides and for reflection. The 5 keys contain simple ideas:

1. Eat when you are hungry.
2. Eat what your body is hungry for.
3. Find out why you eat when you aren't hungry.
4. Taste what you are eating.
5. Stop eating the moment you are full.



The book delivers ideas about intuitive eating in a well spaced format, that slows down our thinking, and encourages a sense of calm, safety and space in which to reflect about our relationship with food. There is a reassuring discussion of feelings in the context of understanding our hunger for things other than food to nourish our lives. This book has easy to digest explanations and a useful question and answer section at the back. For readers wanting to absorb ideas about food and eating that are simple without being simplistic, in accessible, ordinary language, and in a format that encourages tasting each concept fully, this is a book to come back to when in need of gentle guidance or encouragement around eating intuitively. (Reviewed by Bron)

News & Upcoming Events



Our very own Maree Burns has co-edited this book which showcases a selection of current academic work and debates on weight and body management practices that are being produced from the vibrant arena of critical and postmodern approaches in the social sciences. Understanding weight issues in the developed world now occurs against a backdrop in which westernised cultural ideals about the body constitute the slim body as healthy, good, moral, attractive and 'normal'. Simultaneously the World Health Organisation has declared that the western world is in the grip of an 'obesity epidemic' despite the fact that extreme dieting and unhealthy weight management practices are shown to be increasing. This timely book contextualises weight and body management practices providing readers with innovative examples of how to explore and interrogate the way our understandings of health, identity and weight are constituted within and by normative discourses of contemporary western culture.

Body Real Workshops

In partnership with the Dove Self Esteem Fund EDEN is offering BodyReal Training to those who work with groups of young people, aged 11-14 years.

BodyReal is an exciting and engaging self-esteem and body-satisfaction workshop for young people.

For only \$85, you will receive 3 hours of training, the BodyReal Resource and Facilitator's Guide. These include activities, worksheets, facilitator sheets, handling difficult questions, Fabricating Beauty DVD, Media Images CD presentation and question guide.

Contact EDEN for more info and a registration form—discounts for early registration.

Upcoming conference: *Cybercitizens: Risks, Rights, and Responsibilities of Participation in the Information Age*

Citizenship is a cornerstone of participation in modern democracies. It is awarded on the basis of meeting specific civic responsibilities. It affords the citizen the rights to safe passage and protection from unlawful harm. Although Cyberspace is a virtual space, it is real. Just as citizens in physical territories experience risk, have rights to protection, and need to honour responsibilities, citizens in Cyberspace experience risk, have rights to protection, and need to honour responsibilities.

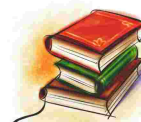
Further information can be found at www.cybersafety.org.nz/conference08. Queries are welcomed at conference@netsafe.org.nz. For more information about NetSafe, visit www.netsafe.org.nz.

Volunteer for EDEN

As EDEN grows, we are increasingly aware of the importance of Volunteers in the organisation, and currently have the following positions:

- ❑ Website Updater (We need someone with IT skills to implement the improvements recommended in a professional website audit)
- ❑ Collective Members—to help out with events and promote EDEN and its values

Would you like to support EDEN to make a difference? Contact us at info@eden.org.nz to explore opportunities for us to work together.



If you have one of EDEN's books on your shelf at home, please return it to us

EDEN understands books are a valuable resource for people seeking to find understanding, support or ideas about dealing with eating issues. Please return borrowed books so they can be shared with others seeking information.

Thanks to all of our funders

including the ASB Community Trust, the Dove Self Esteem Fund, United Way New Zealand, the Auckland Community Organisation Grants Scheme, the New Zealand Lottery Grants Board, the Auckland City Council, the JR McKenzie Trust, Catholic Caring Foundation, Cathay Pacific, and the Lion Foundation.



ASB Community Trust

Te Kaitiaki Putea o Tamaki o Tai Tokerau

supported by **ASB**



the dove
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EDEN

EATING
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EDUCATION
NETWORK

Services & Support:

If you wish to access the services of EDEN, participate in a support group or visit our resource centre, please phone us on 3789039 or email us at

info@eden.org.nz

To check out EDEN's resources (books, stickers, postcards) visit

www.eden.org.nz

Donation Request

EDEN does not receive any government funding to deliver services to the community. Please promote body satisfaction and support those with eating and body image difficulties by making a donation to EDEN.

- \$20 funds a face-to-face session with our support worker
- \$50 funds a counselling appointment for somebody struggling with disordered eating
- \$150 funds a young woman to attend EDEN's 10-week support group
- \$250 subsidises a young 'Body Image Leader' to train and work for a year in their school promoting body satisfaction.

Please send a cheque payable to EDEN to PO Box 78005, Grey Lynn, Auckland 1245 or credit EDEN's bank account 12 3077 0329692 00

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