



# EDENnews

NO 22 October 2008

*'Promoting Body Satisfaction'*

## LOVE YOUR BODY DAY 2008

Welcome to our pre Love Your Body Day newsletter—this edition features lots of news and information about EDENs upcoming Love Your Body day events!

Love Your Body Day is an opportunity to celebrate and appreciate our bodies as they are and to acknowledge the beauty and natural diversity of all body shapes and sizes.

Join the celebration with us on Wednesday 15th October. Come along to our Community Mural painting event in Aotea Square from 12 to 2, where we will be creating a visual petition asking people to put their “hands up for body satisfaction!” - check out the details on page 3. If you can't make it to the event, you can always buy one of our funky new Love Your Body day T-Shirts—check out page 4 for details.

Above all, enjoy this newsletter, enjoy the day, and enjoy your body!

### Skilled and Passionate Women Required!

#### EDEN Governance Board

EDEN is looking for Board Members for its Governance group. We are looking for people with **finance and/or accounting** skills, as well an awareness of and belief in EDEN's philosophy and approach. If you are interested in applying, please contact us for an application form at [info@eden.org.nz](mailto:info@eden.org.nz)



### 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

**STAFF: Cordinator:** Maree Burns ([info@eden.org.nz](mailto:info@eden.org.nz)); **Support Worker:** Hazel Thompson ([support@eden.org.nz](mailto:support@eden.org.nz)); **Education Worker:** Jane Tyrer ([education@eden.org.nz](mailto:education@eden.org.nz));  
**Accounts Administrator:** Louise Stokes ([admin@eden.org.nz](mailto:admin@eden.org.nz)).

EATING DIFFICULTIES EDUCATION NETWORK

1 GARNET ROAD, WESTMERE. PO BOX 78 005, AUCKLAND 2. PH 09 378 9039 FAX 09 378 9393



# Love Your Body Day October 15th

## What is it all about?

According to the National Organisation for Women (NOW) Foundation website ([www.now.org](http://www.now.org)), the first Love Your Body Day was celebrated on September 25th in 1998 in America. The day grew out of the NOW Foundation's Women's Health Project, in an effort to counter-act the negative influence advertising—particularly for the tobacco, fashion and diet industries—has on women and girls.

"The goal of Love Your Body Day is to let corporations and advertisers know that women refuse to accept ideas and body images that are insulting and unhealthy," says NOW Foundation Secretary/Treasurer Karen Johnson.



While speaking out against companies that exploit women in order to sell products, participants also emphasized the need for women and girls to feel comfortable in their own bodies. "It is a day to take action and take back the definition of what is considered beautiful" said Johnson

EDEN decided to bring the LYBD campaign to New Zealand in 2007 with an inaugural event in Aotea Square. This year LYBD is bigger and better. Join us to vote for body satisfaction and to raise awareness of this important issue.

## Be a part of Love Your Body Day

- Come to the LYBD event in Aotea Square from 12– 2
- Buy a Love Your Body Day Tee @ [www.eden.org.nz](http://www.eden.org.nz)
- Discuss the hazards of negative media images with friends
- Organize a letter-writing campaign
- Host a "Real Women Fashion Show"
- Attend a community workshop on positive body images
- Organize a walkathon
- Perform a skit @ school
- Organize a poetry reading
- Try to LOVE YOUR BODY!
- Be kind to yourself
- Exercise for the love of feeling your body move
- Do something that your body enjoys—swim, massage, bubble bath...
- Cook a favourite meal
- Dress in ways that make you feel comfortable in your body
- Participate in activities you enjoy—painting, listening to music, reading, walking...
- Surround yourself with people you like and who appreciate you as you are
- Laugh out loud—laughing does your body good and is contagious!
- Live life out loud—dance, swim, wear shorts, enjoy a picnic...
- Celebrate defiance over cultural dictates of impossible physical "perfection"
- Remember you are one of many body shapes in the world—celebrate the diversity of all body types!





# Hands up for Body Satisfaction!

Its nearly time for EDEN's second annual Love Your Body Day campaign, and its looking like it will be even bigger and better than last year. The theme this year is "Put Your Hands Up for Body Satisfaction" and EDEN will be holding a community mural painting event once again in **Aotea Square on Wednesday 15th October, from 12pm-2pm**. Kiwis will be voting for Body Satisfaction and creating a colourful petition by placing their signed hand-prints on a huge canvas. On the eve of the election this will be a compelling visual statement to those making decisions about service provision for disordered eating in New Zealand. With this in mind, we would really love as many people as possible to be there to vote for body satisfaction, by adding a handprint to the mural.

Along with the mural, there will be other activities going on. EDEN is still in the process of finalising everything, but we hope to have some celebrities there, some speakers to talk about the impact of negative body image on our society, music, dancing, and lots of creativity! There will hopefully also be some face painters there for the kids (or grown-ups!) and also a masseuse to help us love our bodies a little more!



Free goody bags will be provided to the first 100 people to put their hands up for body satisfaction on our mural, as well as a prize-draw hamper with lots of goodies inside.



But the body celebrations and visual petitions don't end there. For those aspiring to love their bodies and who want to spread the message, funky Love Your Body Day T-Shirts are available on the EDEN website from September to December – [www.eden.org.nz](http://www.eden.org.nz)—check them out on the next page!



## Volunteers & Corporate Sponsors Still Needed!

We are still on the lookout for people to help with setting up the event, helping out during the event, and cleaning it up at the end, so if you are free on Oct 15th from 10am—3pm, or any chunk of time in between, then contact us [admin@eden.org.nz](mailto:admin@eden.org.nz).

We are also seeking corporate sponsors to cover costs in relation to the canvas, and to provide items for the goody bag or prize hamper. If you think your company might like to help, contact us at [admin@eden.org.nz](mailto:admin@eden.org.nz)—this is a great positive event, which attracts lots of publicity (our T-Shirts have already appeared in CLEO magazine), so get in touch!

**NEW!**

# Love Your Body Tees



Promote body satisfaction and make a stand against stereotypical images of beauty, by buying and wearing a LYBD tee. These T-Shirts are also perfect as gifts for mums, parents, partners, friends, daughters, or workmates, for birthdays, Christmas, or just to say "I think you're great just the way you are!" To order, simply go to [www.eden.org.nz](http://www.eden.org.nz) and follow the link.

**Only**  
**\$34.90**  
~~\$34.90~~

[www.eden.org.nz](http://www.eden.org.nz)

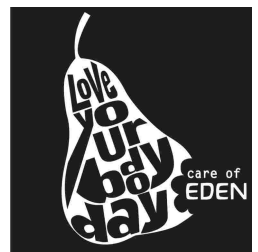


Don't let size be your prize tee

Hand heart tee



Love hand tee



# Fashion Show Oct 29



Fashion label Ballentynes is hosting a Fashion Show to **celebrate the diversity of the female form** on **Weds 29th Oct 7pm**—see the lovely poster!

Tickets cost **\$10** and include

- Entry to the show
- Drinks/nibbles
- Spot Prizes
- 10% Discount voucher\*



EDEN LYBD tees will also be available to order at the Fashion Show!

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## SUMMER FASHION SHOW

Join us for a celebration of the female form with the EDEN and Ballentynes Fashion Central Summer Fashion Show.

**When:** Wednesday 29th October

**Where:** Ballentynes Fashion Central  
Shop 10 Northridge Plaza  
110 Don McKinnon Drive  
Albany

**Time:** Doors open at 6.30pm for a 7pm start

**Tickets:** \$10 per person

On the night there will be spot prizes and everyone will receive a 10% discount voucher for purchases off our new season stock. There will also be EDEN Love Your Body 2008 tshirts on sale.

**EDEN Mission Statement:** To promote body trust and satisfaction, size acceptance and diversity on an individual and societal level

**ballentynes**  
FASHION CENTRAL

Hook up with friends and family and come along to show your support and get ready for summer!



All the proceeds go to EDEN!! Tickets are selling fast and are in limited supply so order yours now! Contact EDEN at [info@eden.org.nz](mailto:info@eden.org.nz)

# News Update!

## **Eating Disorder Service Specifications – Ministry of Health Taskforce update**

Following a lengthy consultation process and drawing upon the 'Future Directions' framework document, the Ministry of Health has now produced Draft Six of the service specifications for eating disorder services in New Zealand. The next phase prior to these specifications being finalised is that they have been sent out to a wide range of stakeholders for final consideration. To recap, the specifications operationalise the vision contained within the 'Future Directions' document that outlines the importance of providing a range of comprehensive services including primary/early intervention, secondary and tertiary services for eating disorders. Recently released Draft Six contains the following specifications: a) Inpatient Intensive Treatment and Consultative Service, b) Clinical Outpatient Service, c) Community Eating Disorders Service and d) DHB Liason. If you are interested in knowing more about the content of these specifications, please contact EDEN. Once these specifications have been finalised DHB's will be charged with outlining how they will implement these services in their regions, including contracting services and creating the DHB liaison role. Those who recognise the value of early intervention, education, advocacy and community-based service provision will be hopeful that these services will be fully developed, supported and funded alongside the much-needed tertiary and inpatient services.

## **Size doesn't matter....**

Medical research is starting to show that weight may not be the good indicator of health it has been promoted to be. A recent study in the Archives of Internal Medicine and reported in The Aucklander (4 Sept 08) found that half of those diagnosed "overweight" and one third of those diagnosed as "obese" were "metabolically healthy". According to The Aucklander, "This study addresses the distorted way society has come to view weight and the way statistics can manipulate how we think about people who are considered overweight" (p13)

## **EDEN in the Media**

Just quickly.....

### **Canvas Magazine (Weekend Herald Supplement) August 16th**

An article looking at how and why so many of us have an unhealthy relationship with food, including the role played by sociocultural norms and imperatives about body shape and eating.

### **Cleo magazine: September Issue**

A six page spread showcasing EDEN's gorgeous Love Your Body Day 2008 tshirts and outlining activities in Aotea Square for LYBD on October 15th.

### **A number of mentions of LYBD 2008 including:**

North & South magazine events section  
NEXT magazine events section

## **NZ Fashion Week Models**

Caroline Marr, of clothing company 'The Carpenter's' Daughter is set to super-size the catwalk with its first Fashion week runway show this year. As a designer, Caroline's clothes run to a size 24. Caroline found her models by auditioning "ever-day" New Zealand women from many walks of life other than modelling. "Its all about women of substance having a really good personal attitude about themselves and realising they are beautiful and there are fantastic clothes out there for them". Marr says she wants to "break ground". New Zealand Fashion Week has no official guidelines for the size of its models.



### **If Not Dieting Empowerment Cards (\$30)**

A pack of 64 cards containing a key message and a beautiful nature photograph. Pick a card each day to provide help, support and inspiration to: enjoy food without feeling guilty, increase your eating awareness, enjoy moving your body, and improve how you feel about yourself.

# Upcoming Events



## Body Real Workshops

**Tue Oct 21st 12.30-3.30pm**  
**Tue Nov 25th 12.30-3.30pm**

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 yrs.

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

For only \$85, you receive 3 hours of training, the BodyReal resource and the facilitator's guide. including activities, worksheets, facilitator sheets, Fabricating Beauty DVD, media images CD, presentation and question guide. Contact EDEN for more info. Discounts apply for early registration.



Auckland  
Women's  
Centre

## Women & The Election

- Nikki Kaye (National)
- Denise Roche (Green)
- Judith Tizard (Labour)

These politicians will talk about their parties' policies that particularly relate to women and education, domestic violence, sexual violence, motherhood and women's health, including eating difficulties.

- Tuesday 14th October
- 12pm-2pm
- Auckland Womens Centre

## edanz

Eating Disorders Association of NZ

EDANZ organise a Morning Tea every two months for families of eating disorder sufferers. This is a very informal , relaxed opportunity to meet with other families. Next morning tea dates are:

**Tuesday 14th October 10am**  
**Tuesday 2nd December 10am**

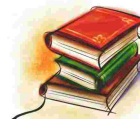
Held at 4 Stirling Street, Remuera. For more information, please phone EDANZ on 522 2679 or email [info@ed.org.nz](mailto:info@ed.org.nz)



## Mental Health Awareness Week

Mental Health Awareness Week runs from Mon 6th to Sun 12th Oct. The theme for this year's week is: Make your mark for mental health - "what's your global handprint?"

This theme challenges us as individuals to act in ways that contribute to global change by asking questions such as: What are you doing to support effective change? What impact can you have in improving services? How can you participate in changing lives?



***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, ARA Lodge Charitable Trust, and the Lion Foundation.*



**ASB Community Trust**

*Te Kaitiaki Putea o Tamaki o Tai Tokerau*

supported by **ASB**



the dove  
self-esteem  
fund



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**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 378 9039 or email us at

**info@eden.org.nz**

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

**www.eden.org.nz**

## How can you support EDEN?

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 in the following ways:

**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**

EDEN gratefully accepts one-off donations or regular automatic payments, to fund our work as follows:

- \$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.

www.eden.org.nz info@eden.org.nz

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