



EDENnews

NO 24 - March 2009

'Promoting Body Satisfaction'

Hi everyone and welcome to 2009!!! It looks to be a great year with lots on the EDEN calendar already.

As you know, we farewelled both Louise and Hazel last year, and welcomed Rochelle and Victoria onto the EDEN staff. We now have the pleasure of welcoming Gaayathri as our new youth worker. Welcome to the team Gaayathri!

A date to remember—8th March is International Women's Day (IWD). IWD is a global celebration of the political, social and economic progress of women internationally. This day aims to connect women all over the world, of all ages, from the past, the present and into the future. Check out what is happening in your community on this date.

This jam-packed edition of the newsletter; talks about whether your closet is sabotaging you, looks at the phenomenon of Barbie, talks about how to support a loved one with an eating difficulty, reminds us of Diet Free Day, explores how to get vocal, gives an overview of coming events and lists a number of future workshops around the community. We hope you enjoy it!

EDEN
is incredibly grateful to
The Family
Therapy Centre
for their
generous donation!



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

Co-ordinator: Maree Burns (coordinator@eden.org.nz); **Support:** Victoria Marsden (support@eden.org.nz); **Education:** Jane Tyrer (education@eden.org.nz);

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EATING DIFFICULTIES EDUCATION NETWORK

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Barbie turns 50!!

As this month celebrates women, we thought it might be time to shed some light on what has become one of the most popular toys for girls (both young and old), since her creation in the late 1950's. Born from the ideas of Ruth Handler, co-founder of Mattel Toys, Barbie was first unveiled to the world at the New York Toy Fair in 1959 - 50 years ago this year!

Although the toy-world was unsure whether Barbie would become popular with consumers, in no time at all, she became a smash hit. Available in outfits that span a huge array of pastimes, including the beach, the boat, the nightlife, the catwalk, the desert..... the list is endless. Barbie has also donned ensembles that represent fashion designers and complete fashion eras.

A sure indication of her popularity is that three Barbie dolls that are sold somewhere in the world, every second! With millions of fans of all ages, Barbie remains one of the most popular toys worldwide.

However, here are some less well known facts about Barbie (and maybe more important ones??!!):

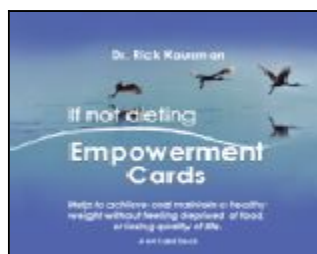
- ✦ The body of a Barbie doll is so out of proportion to a natural woman, especially those tiny feet, that if she were real she would have to walk on all fours!
- ✦ There are 3 billion women on the planet who don't look like Barbie; only 8 women even come close!
- ✦ If Barbie were human, her head would be the same circumference as her waist!
- ✦ To look like Barbie proportionally, a 'healthy' woman would need to add 61 cm to her height, subtract 15 cm from her waist, add 13 cm to her chest, and 8 cm to her neck length!
- ✦ Because Barbie's neck is twice as long as the average human's, it would be impossible for her to hold up her head.
- ✦ If Barbie were human, she would not have enough body fat to menstruate!



Certainly makes you think!!

**“I see my body as an
instrument,
rather than an
ornament”**

Alanis Morissette



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.

Barbie Busters!!

Alongside the growing popularity of the Barbie phenomenon, individuals and groups have sprouted up that have begun to question the way Barbie reflects gendered stereotypes and how this impacts girls and women.

The Barbie Liberation Organization

This organization was formed in 1989 in response to Barbie's "anorexic body and her way of turning play into superficial consumerism". Members of this group decided they had had enough with the release of Teen Talk Barbie in the same year of its inception. Teen Talk Barbie came with a computer chipped voice box that quipped: "Math is hard!", "I love shopping!" and "Will we ever have enough clothes?"

Frustrated at the messages these phrases were sending young girls, the BLO took action. After recognizing a number of similarities between Teen Talk Barbie and Talking Duke G.I. Joe action figure that was also on sale at this time, a small group of dedicated individuals launched a secret mission to perform voice-box-transplant-operations.



Although not an easy feat, the BLO purchased several hundred Barbie dolls and GI Joe action figures and completed the "stereotype-change" procedures. This involved the trimming of circuit boards, moving a capacitor and re-engineering a switch. After completion, when activated Barbie would state fiercely "Vengeance is Mine!", while G.I. Joe daydreamed "Let's plan our dream wedding!"

These figures were then placed back on the shelves of toy stores for re-sale. To ensure that this surgery was not passed off as insignificant, stickers were also placed on the 'dolls' asking buyers to call their local TV news. Interviews with consumers who purchased these re-vamped toys of a new generation guaranteed that BLO's message got through! (For more information and a step-by-step guide to performing your own Barbie/G.I. Joe voice box transplants go to: www.sniggle.net/barbie.php)

'Barbies' for the New Generation

In response to the negative stereotypes and unrealistic body image that Barbie represents, a number of companies have released advertising campaigns and dolls to challenge these. Here are just a few:

Ruby

In 1998 The Body Shop released an advertising campaign that featured 'Ruby'. Although similar to Barbie in facial structure, Ruby displayed Rubenesque proportions, in an attempt to challenge stereotypes of beauty



and to stand against the negative aspects of the cosmetic industry.



Emme

Launched in 2002, based on American plus size supermodel Emme, this doll presents young girls with a more realistic body image. Emme has exceeded all expectations in terms of popularity with consumers.

G5 Girls

Released by Jenny Baker in 1999, the G5 gang consists of five dolls with realistic facial features and body shapes that are based on real women. These dolls also challenge ethnic stereotypes embodied by Barbie, with African-American, Latin-American and Asian-American dolls in this crew.



So although Barbie celebrates her 50th birthday this year, there are a growing number of other dolls appearing that promote a healthier body image and diversity too!

It's about time!!!!!!!

Happy Diet Free Day!!

from the Team at EDEN

A client's suggestions as to how loved ones can be of support...

- Recognise and celebrate the shifts I have made in my life.
- Understand that these movements have not been solely due to counselling. Counselling has helped support me to make these changes, but I have put a lot of conscious effort into where I am today.
- Understand that setbacks are part of my journey back to living. If I do eat more some days and less on other days, this is part of the process.
- If anyone has any questions or queries about how things are going for me or if anyone might have noticed differences in my behaviour or thinking, please ask me about them when we are alone together, in a quiet time.
- Help me to not make fat an enemy. Food is an everyday part of life and it is not to be feared or locked away.
- Notice and mention positive changes in myself and in my daily living. Try to stay away from comments or talk about weight.
- Join me as I move my focus away from food and weight, to more focus on life and living.
- Encourage social connections with others (including family members, friends, etc.)

By N.F. (18 years)

International Diet Free Day **May 6th 2009**

This year, International Diet Free Day (or No Diet Day) falls on Wednesday 6th May. This event, first held in 1992, is an annual celebration of body acceptance and body shape diversity.

There are several goals to IDFD:

- Doubt the idea of one "right" body shape.
- Raise awareness of weight discrimination, size bias and fat-phobia.
- Declare a free day from diets and obsessions about body weight.
- Present the facts about the diet industry, emphasizing the inefficacy of commercial diets.
- Show how diets perpetuate violence against women.
- Honour the victims of eating 'disorders' and weight-loss surgeries.

So this year, on May 6th, gather with friends for a meal that excludes diet-thinking, or celebrate this event with family... or even by yourself. And pause for a moment and reflect on these very worthy points of discussion about body image and the dieting industry.



"No woman is required to rebuild the world by destroying herself"
Rabbi Sofer

Getting Vocal....

Whenever we turn the television on these days, we are assaulted by programmes such as; 'Downsize Me', 'The Biggest Loser', 'Ten Tonne Hospital', and don't even start me on the commercials for weight-loss products and diet medication!!!

Aside from voting with your remote, what other ways are there that we can stand against body dis-satisfaction and protest the current trend of media that requires viewers to 'improve themselves' in endless ways?

One of EDEN's supporters took the matter into her own hands. This extract is from a letter she wrote to the New Zealand Herald late last year:

"Dear Editor,

Upsize Me!!

Programmes like "The Biggest Loser", "Downsize Me" with their 'weigh ins' exacerbates in dispersing the false belief that losing weight will fix your life! Young women now prefer to be dead than to be seen as fat. As a mental health professional and as a woman, I can only wish the media would stop fuelling this delusion. Promote respect for your body instead of allowing your self esteem to be dependent on a line on the ground. If you love your body, you will use it appropriately and fit it well. I challenge the media to make a programme "Upsize Me", to at least inform the public about the other side of the coin!!

Concerned, Auckland"

Any other ideas about how EDEN supporters can Get Vocal? Send your suggestions or examples to support@eden.org.nz.

Let's see what kind of noise we can make!!!!



"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

Margaret Mead



"Aerodynamically, the bumblebee shouldn't be able to fly. But the bumblebee doesn't know that so it goes on flying anyway"

Mary Kate Ash





COMING EVENTS

If Not Dieting Training Workshops

March 27th—28th, 2009: Victoria, Australia

Contact: Melanie Tippet
(m.tippet@westvicdiv.asn.au)

May 7th—8th, 2009: Melbourne, Australia

Health Professionals
Info: www.ifnotdieting.com
Contact: Louise Wigg
(louise@ifnotdieting.com.au)

June 19th—20th: Echuca, Victoria, Australia.

August—Adelaide, Australia.

For more info go to: www.ifnotdieting.com

Dealing with Disclosures

*Are You Confident in Dealing with Disclosures
of Sexual Abuse and Violation?*

ONE DAY WORKSHOPS

(9AM-4.30PM)
4th March 2009
2nd July 2009
7th October 2009



St Columba Centre
40 Vermont Street
Ponsonby, Auckland

ONLY \$195 + GST

Places are limited, so BOOK NOW!

(Bookings close the Friday prior to workshop)

Contact Kylie Tippett:

09 360 4001 ext 207 or 021 30 11 22
email: kylie@rapecrisis.org.nz

United Nations Development Fund for Women



**Working for Women's
Empowerment and
Gender Equality**

**International Women's Day
2009 Celebration**

with

Dr Yvonne Underhill-Sem

Monday 9 March 2009

7.00 am to 8.30 am

RSVP by Wednesday 4 March 2008

**Ellerslie Convention Centre
Ellerslie Racecourse, Greenlane, Auckland
Parking - Free**

Enquiries: Ph: 09 5756254 Maureen
Email: mjew@orcon.net.nz

GO GIRL! PROGRAM:



Calling all Poets....

The Foundation for Applied Psychiatric Anthropology (FAPA) are currently calling for poetry submissions to be considered for an edited volume of poetry and other writings created by eating difficulties 'survivors'.

FAPA welcome any and all submissions written at any stage of 'illness' or 'recovery'. Although it will not be possible to accommodate all submissions in the present volume, their aim is to include as many as possible. If FAPA get enough submissions, they may consider publishing additional volumes.

If you are interested in submitting poetry for this project, go to www.psychanthro.org for more information.

NEW SUPPORT GROUP

For women with eating difficulties

Starting in late February 2009 —contact EDEN if you are interested or would like more info.

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

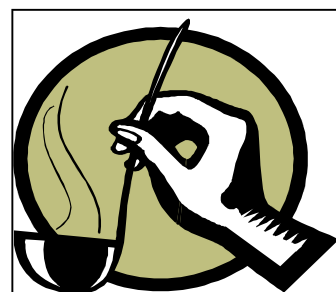
Would you like to support EDEN to make a difference? Contact us at info@eden.org.nz to explore opportunities for us to work together.

Recipes

EDEN would like to create a new section for our newsletter, presenting delicious recipes from readers and others who support our organization.

Do you have a scrumptious recipe that holds some significance for you?

If you would like to share a recipe that tickles your taste-buds, please forward these to support@eden.org.nz. Please include your name (if you are happy for this to go into the newsletter) and a few sentences that speak of the importance the dish holds for you e.g.: "This dish is one that comes from my great-grandmother. It has been passed down through four generations...."



YUM!!



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 understanding, support or ideas about dealing with eating issues. Please return borrowed books so they can be shared with others seeking information.

"I think that the key for any woman is to not set any limits"



Martina Navratilova

Thanks to all of our funders

including the ASB Community Trust, United Way New Zealand, the Auckland Community Organisation Grants Scheme, the New Zealand Lottery Grants Board, the Auckland City Council, the JR McKenzie Trust, ARA Lodge Charitable Trust, and the Lion Foundation.



ASB Community Trust
Te Kaitiaki Pūtea o Tamaki o Tai Tokerau
supported by ASB



EDEN
EATING
DIFFICULTIES
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 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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