



EDENnews

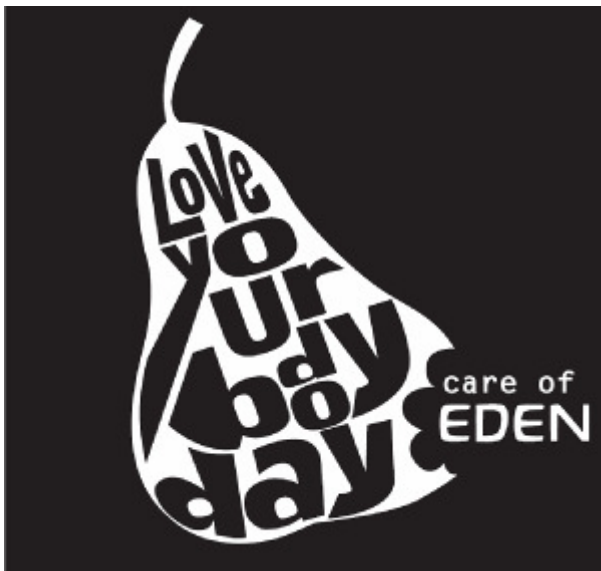
NO 26 - September 2009

'Promoting Body Satisfaction'

Hi everyone,

This newsletter edition is an exciting one, filled with loads of information about EDEN's Love Your Body Campaign! Launched over a decade ago by the NOW Foundation (National Organisation of Women), the Love Your Body initiative is celebrated internationally in October. The three key LYB messages are; **promoting body satisfaction, celebrating body diversity and raising awareness and funds for eating and body image difficulties.** In the past, EDEN has celebrated this wonderful cause with the creation of a LYB mural in the centre of Auckland City. However, Aotea Square not being available for events this year allowed us to look at other avenues to deliver the LYB message—and we came up with some great ones! See inside for more details about; LYB Thunderpants, The Body Shop LYB campaign, the national Pumpkin Patch promotion, the nationwide debut of the documentary 'No Numbers: Identity Without Measure' and the October CLEO Love Your Body spread. So get out there this month and Love Your Body—you've only got one, so wear it well!!

We also review EDEN's activity in the media and discuss EDEN's growing following on Facebook and Twitter. We hope you enjoy it!



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

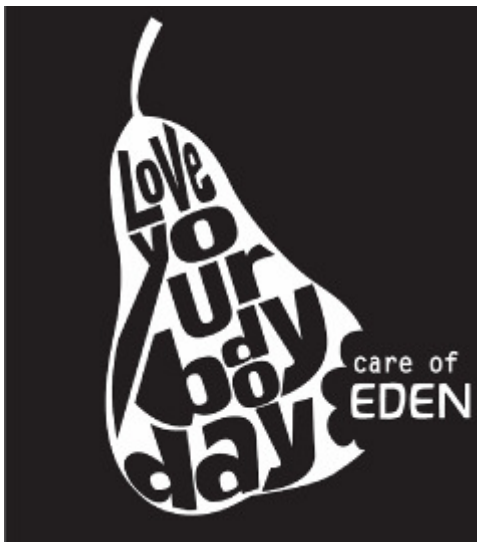
Agency Manager: Maree Burns (coordinator@eden.org.nz); **Support Services Coordinator:** Victoria Marsden (support@eden.org.nz); **Education & Training Services Coordinator:** Jane Tyrer (education@eden.org.nz); **Youth Services Coordinator:** Gaayathri Nair (youth@eden.org.nz); **Accounts Administrator:** Rochelle Aitken (admin@eden.org.nz).

EATING DIFFICULTIES EDUCATION NETWORK

www.eden.org.nz

1 GARNET ROAD, WESTMERE. PO BOX 78 005, AUCKLAND 1245. PH 09 378 9039

pg.1



LOVE YOUR BODY 2009

With Aotea Square out of action this year, you might be wondering how EDEN will celebrate our Love Your Body Campaign in 2009....

In 2009, EDEN's Love Your Body Campaign is morphing from a single day into a months-long movement with the support of three fantastic partners: Thunderpants, The Body Shop and Pumpkin Patch. And this year is not about t-shirts, but about undies!!

EDEN & Thunderpants

As women who design mainly for women, Thunderpants owners, sisters Josie and Sophie Bidwell are "sensitive to the negative impacts associated with dissatisfaction or frustration with one's body! Thunderpants stands in support of EDEN's Love Your Body Campaign as it brings awareness and empowerment to women –as does Thunderpants, one Thundie at a time!" See pg.3 for details on LYB Thunderwear and how to support EDEN by getting yours now!



The Body Shop



To show its support for promoting body esteem and body diversity, The Body Shop are selling Love Your Body Thunderpants in its 27 stores between October 19th - November 2nd. "Partnering with EDEN's Love Your Body Campaign and Thunderpants is an opportunity for The Body Shop to celebrate individuality, uniqueness and activate self-esteem!" - says Values & Communication Manager, Jessica Henderson. See pg.3 for more detail and get down to your nearest The Body Shop now!

Pumpkin Patch

Mum's can teach their children to love their bodies! That's the message leading childrenswear label Pumpkin Patch wants to get out there via its new partnership with EDEN's Love Your Body Campaign. Check out pg. 3 to see how you can help Pumpkin Patch support EDEN and deliver the LYB messages to those of all ages!



CLEO

CLEO magazine is also on board with a Love Your Body spread of real women in their Thunderpants loving their curves, in its October issue.

Documentary Screening 'No Numbers: Identity Beyond Measure'

Filmmaker Dena Ashbaugh is flying into New Zealand for a one-off screening of the compelling eating-disorder recovery documentary *No Numbers: Identity Beyond Measure*. See pg 4. for more details about this moving film! Wear your LYB Thundies to the screening on October 15th to get a free chocolate fish!



EDEN, THUNDERPANTS & THE BODY SHOP UNITE: THUNDERPANTS ARE GO!!

NZ company Thunderpants, the Body Shop and EDEN have joined forces this year, to celebrate LYBD in comfort and style!

Thunderpants is a home-grown company made up of women who design mostly for women. They are sensitive through their own experiences of the negative impacts associated with dissatisfaction or frustration with one's body. Through this campaign, Thunderpants owners Josie and Sophie Bidwill's aim is to support EDEN and to demonstrate that there are fantastic alternatives to fast paced fashion and the mainstream mould.

Thunderpants support EDEN's key Love Your Body messages, including **promoting body satisfaction and celebrating body diversity**. Thunderpants are proud to promote these ideas; one thundie at a time!

Finally, check out the October issue of CLEO magazine to see these gorgeous thundies being modelled by women who love their curves. A big thanks to these wonderful women who have volunteered to help EDEN and CLEO deliver the Love Your Body message to all of New Zealand! Thunderpants have generously agreed to donate a portion per garment sold, so place your orders today and support EDEN's work promoting body satisfaction NZ-wide!



BUY YOUR THUNDIES NOW!!

- ♥ Thundies (original/hipster) \$25
- ♥ Cami \$68
- ♥ Order online at:
www.thunderpants.co.nz

- ♥ Buy at The Body Shop from 19th October—2nd November



PUMPKIN PATCH



Pumpkin Patch are supporting EDEN's Love Your Body Campaign in 2009 with health promotion messages in their Patchworld Newsletter. Customers will also be given the option of a point-of-sales-round-up, with these proceeds being donated directly to EDEN. In addition, each store will display the LYBD message to promote body satisfaction to Kiwis nationwide.

As we know, eating difficulties are emerging at an earlier age than ever before and EDEN is excited to see the LYBD message being delivered to younger girls and boys and their parents, through Pumpkin Patch.

So check out some of the very cute outfits for the young one in your life at your local Pumpkin Patch store and support EDEN while you're at it!

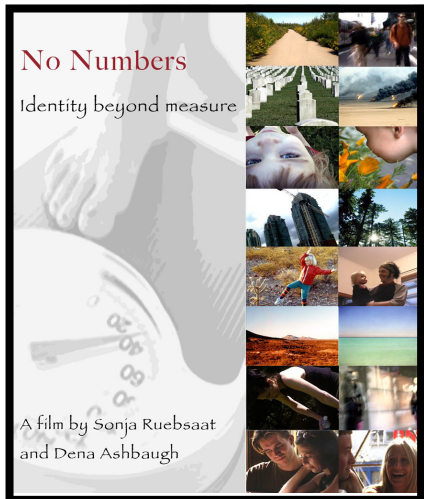


NZ Film Premiere



NO NUMBERS: Identity Beyond Measure

A film by Sonja Ruebsaat and Dena Ashbaugh



Join members of EDEN, friends, family and colleagues at the NZ Premiere of the film 'No Numbers: Identity Beyond Measure', at the Academy Theatre, Lorne St, Auckland City—under the Auckland City Library on Thursday 15th October.

This will be a one-off screening attended by one of the directors of this moving insiders' perspective on recovering from an eating disorder. Dena Ashbaugh is travelling to NZ from Canada, to speak at the screening. Along with other speakers, Dena will give an introduction to the film, and will also be available for a short Q&A session following the film. Doors will be open from 5.30pm, and the fantastic JayJay Feeney will be MCing the evening.

This event will be of interest to health professionals, insiders, friends and family of those who are struggling with eating difficulties and others who have an interest in the field of eating disorders. For those professionals who are interested, EDEN is happy to provide verification of attendance if required.

Tickets to this special film cost just \$30.00 and include guest Amanda Billing (Shortland Street's much loved Dr. Sarah Potts), and pre-screen nibbles (cash bar available at the venue). Tickets can be purchased by contacting EDEN on (09) 378 9039 or emailing: admin@eden.org.nz. You might even be one of the lucky ones who win a door prize! Please ensure you purchase your tickets well before the screening as we cannot guarantee door sales on the night.

The gorgeous Love Your Body Thunderpants will be on sale at this event, so don't forget your wallet (EFTPOS not available).

About the film

No Numbers looks at the general sense of "disease" in society and the increasing normality of hating ourselves. Three women speak out, sharing stories of recovery from anorexia and bulimia and in so doing rediscover values in life that move beyond inches, weight, and other measures that society too often champions as benchmarks for success. Though the issues raised in No Numbers stem from individual stories, they are inescapably connected to society and thus to the community as a whole. No Numbers focuses on healing that recognizes community and creativity as integral to recovery. Finding identity beyond measure isn't just about recovery from eating disorders. It's about re-discovering the fullness of our lives.

**'NO NUMBERS:
Identity Beyond
Measure'**

**A film by Sonja Ruebsaat and
Dena Ashbaugh**

Date: Thursday 15th October
Time: 5.30pm—8.30pm

Location: The Academy Theatre
44 Lorne St, Auckland CBD
(under Auckland City Library)

Nibbles, networking & guest speakers!

Tickets: \$30.00

Seats are limited—don't miss out!

To book please contact EDEN on: (09)
378 9039 or email: admin@eden.org.nz

BYE... This month EDEN farewells our longest serving staff member, Jane Tyrer from the Education and Training Services role.



Jane's pioneering contributions and commitment to EDEN over the years, including single-handedly keeping the agency operating in times of limited resource and capacity, have been vital for the development of a thriving service. Jane will be sorely missed in the education role however we are pleased that she will be continuing with her EDEN counselling and some contract work.

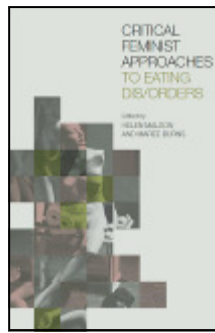
We all wish Jane the very best with what comes next.

THANKS...

EDEN's agency manager Maree Burns would like to thank the Orangi Kaupapa Turst and the people in the community who nominated and selected her for a recent award made in recognition of service to others. Maree explained that "the acknowledgement was a lovely surprise and one that also speaks to the dedication and hard work of the team of people at EDEN that I work with". To contact the Orangi Kaupapa Trust to find out more about this award and to nominate somebody in your community you can phone (09)6306206

EDEN Governance Board Needs YOU!

Do you have an understanding and commitment to EDEN's philosophy and approach? Do you want to support EDEN to thrive by being on its Governance group? Do you have **Marketing/PR** skills? Then EDEN would like to hear from you! Please contact us for information and an application form at info@eden.org.nz



'Critical Feminist Approaches to Eating Dis/Orders'

Book Launch 3rd July 2009 EDEN

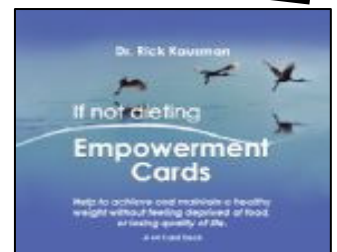
On the evening of Friday 3rd July, EDEN and The Family Therapy Centre proudly launched the new book 'Critical Feminist Approaches to Eating Dis/Orders', edited by Helen Malson and Maree Burns (EDEN Agency Coordinator).

A number of contributors to the book were present on the night and spoke to those who attended the event. These included: Helen Gremillion, Ruth Surtees, Jane Tyrer and Richard and Ann Treadgold.

If you want to know more about EDEN, this book includes a detailed chapter about the agency and the work we do here.

A special thanks to David Epston for generously catering the event.

To order a copy, (\$50 from EDEN—not including postage and packing), email admin@eden.org.nz



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. Email: info@eden.org.nz pg.5

2009 CLEO Young Achiever of the Year Award



Gaayathri Nair, EDEN's fabulous Youth Coordinator was selected by CLEO as one of five nominees from around New Zealand, for the 2009 Cleo Young Achievers Award.

Here is her write up in July's edition of CLEO :

Gaayathri Nair

22-year-old Gaayathri Nair is an Honours student, an activist and the Youth Worker for EDEN (eden.org.nz).

"Through EDEN (Eating Difficulties Education Network) I'm working with high school kids to promote wellbeing and body satisfaction, which is affecting more and more people these days. I visit a number of schools fortnightly and also do presentations at other schools. I present workshops on the effects dieting has on the body, looking at the media from a critical perspective, and helping people realise that what you see isn't real - people just need to learn how to look at things. My goal is also to go overseas and be an activist for women's health in the developing world - that's one of the areas that gets jipped in terms of money and resources."

Congratulations on the nomination G!

Get Tweeting!

EDEN has recently dived into the 21st century.... Headfirst!!



- ❑ You can find us now on facebook at: <http://www.facebook.com/eatingdifficultieseducation>

Our facebook page has heaps of cool stuff including videos, pictures from love your body days past, links and the odd inspirational note. Please do add us as a friend and come interact with us, we always love to hear from you.



... but wait there's more....

- ❑ Eden is also now broadcasting on twitter!

Our address is: <http://www.twitter.com/EDENAuckland>

Follow us on Twitter to keep up to date with what's going on down here at the EDEN offices!

We 'tweet' frequently, share lots of cool information and comment on issues that affect us, so come join the conversation!

P.6

Take care of your body. It's the only place you have to live.
(Jim Rohn)

EDEN in the Media

[The Shape of Things—Jennifer Bowden NZ Listener June 20-26 2009 Vol 219](#)

Interview with Maree Burns (EDEN Agency Manager) about the rise in eating issues in NZ and the need for a societal shift from focussing on weight, to that of a healthier society.

[Left hanging on the telephone—Valerie Schuler \[The Aucklander\] 25 June 2009](#)

Interview with Maree Burns about EDEN's lack of funding and the impact this is having on callers being able to reach someone here at EDEN.

[Open Door: EDEN Documentary TV3 July 11th, 11am.](#)

30minute documentary about EDEN featuring LYBD 2008, Maree Burns Victoria Marsden (EDEN Counsellor/Support Coordinator), Deb Levy (EDEN Youth Coordinator), past EDEN clients and a number of schools involved with EDEN's Body Wise Program.

[Breakfast TV1, Tuesday 21st July, 8.46am](#)

Maree Burns interviewed briefly on Breakfast re: release of the Northern Region Plan for Eating Disorders services. Accompanied by past EDEN client Juliet Williams who spoke of EDEN's support during her recovery.

[Radio NZ, Saturday 1st August](#)

Interview regarding the Northern Region funding plan. Maree talked about the release of the plan, how the \$26 million dollars was much needed and how early intervention services should be a key priority.

['The F -Word' by Joanna Wane North & South Magazine—September issue](#)

An in-depth article discussing the rise and general social acceptance of 'fat fascism'. Wane explores the idea of biological influence on weight gain/loss and the diet industry. Maree spoke of the damage that fat phobia can cause and how the linking of body size with morality needs to change.



In the News

[Unhealthy PE teachers giving wrong lesson to children \(June 11, 2009\) Brisbane Times](#)

A recent study of 500 trainee Physical Education teachers in Australia, found that this group are more likely to be using unhealthy weight control methods than their peers. This indication of disordered eating habits, raised concerns around the possibility that these teachers could be inadvertently delivering harmful dieting/body image messages to the students they teach. [<http://www.brisbanetimes.com.au/national/unhealthy-pe-teachers-giving-wrong-lesson-to-children-20090610-c3ot.html>]

[High BMI not linked to depression \(7 July 2009\) Australian and New Zealand Journal of Psychiatry, Volume 43, Issue](#)

Australian researchers have published findings around how there seems to be no link between high BMI and depression, as previously thought.

[Fat Stars 'make obesity normal' \(29th June 2009\) BBC News](#)

Professor Michael McMahon of Nuffield Health claims that fat celebrities are spreading the message that it is acceptable to be overweight. EDEN wonders who has decided that being overweight is not acceptable??! (<http://news.bbc.co.uk/2/hi/health/8123741.stm>)

[Priory Expert Says Increased Stress Linked To Rise In Eating Disorders \(02 Sep 2009\) Medical News Today](#)

The Priory Group, Europe's leading provider of acute [mental health](#) services, believes increased stresses on young Scots are linked to a rise in eating disorders in both men and women. [<http://www.medicalnewstoday.com/articles/162566.php>]



COMING EVENTS

EDEN AGM

Date: Wednesday 28th October 2009

Time: 6pm—8pm

Location: EDEN—1 Garnet Rd, Westmere

Drinks & Nibbles provided

Please RSVP to Rochelle by 18th October for catering purposes at:

**Eating Difficulties Education
Network**

Phone: (09) 378 9039

E-mail: admin@eden.org.nz

Web: www.eden.org.nz

LYB CALENDAR

2009



21st September—Dec

EDEN Love Your Body Thunderpants on sale at: www.thunderpants.co.nz



October Issue CLEO

Check out EDEN/CLEO's LYB spread for real women rocking their curves!



October 2009

Pumpkin Patch LYB Campaign. Articles in Patchworld, and make a donation to EDEN via the point of sale round up option.



19th October — 2nd November

The Body Shop LYB Campaign. See the Action Stations instore at The Body Shop for Thunderwear and info about EDEN's LYB Campaign.



October 15th 2009

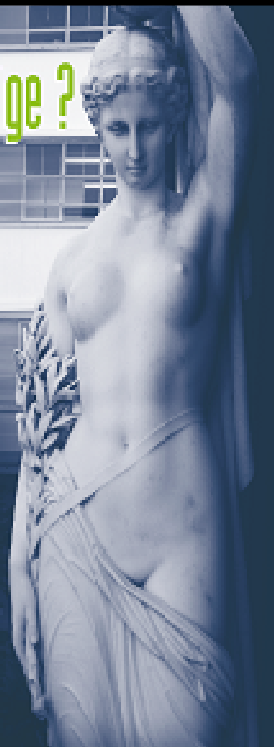
Documentary Screening—'No Numbers: Identity Without Measure'. Academy Theatre, Auckland City. Contact Rochelle at admin@eden.org.nz for more information.

Cartwright Comes of Age?

ONE DAY SEMINAR

Auckland - Friday 6th November 2009
Waipuna Hotel & Conference Centre

This seminar marks the 21st anniversary of the release of the Cartwright report and aims to provide a forum for critical and consumer perspectives on the major themes and recommendations from the Cartwright Inquiry. It will be thought provoking, challenging, informative, entertaining and provide ideas for keeping the spirit of Cartwright alive in the 21st century.



To book for this seminar or for more information contact Womens Health Action on (09) 520 5295 or email: info@womens-health.org.nz



**Holistic
Wellbeing
for
Generous
Bodies**

**Maha
Yoga®**

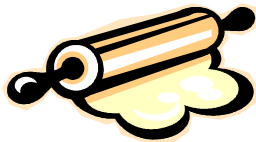
www.mahayoga.co.nz

Recipes

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!



Citrus Slice

From my Mum...this is what I make for morning/afternoon teas, & whenever I am asked to bring a "sweet plate". Always the first to go, and a great way to use up the abundance of lemons on everyone's trees at the moment (plus you don't have to cook it!)

Ingredients:

100g butter
½ can of sweetened condensed milk
1 cup of coconut
Rind of ½ a lemon (or orange)
1 packet of plain biscuits (round-wine or tea biscuits)

Melt butter.

Put biscuits in food processor or crush. Mix butter, biscuit crumbs, sweetened condensed milk, coconut and rind together. Press into slice tin lined with baking paper. Put in fridge while you mix the icing.

Icing ingredients:

1 cup of icing sugar
2 tablespoons of soft butter
Juice from the lemon or orange

Mix icing sugar with butter, add juice. Mix to icing consistency (might need to add more icing sugar, juice or water).

Spread over base, sprinkle with some extra coconut. Put back in fridge until set then cut into squares.

Thanks Rochelle!

www.Web Corner

This edition, we thought we'd review some of the fabulous size acceptance sites out there on the internet.

Check these out!

- ✪ <http://about-face.org>
Promoting understanding and critique of media messages about body image, gallery of offenders, gallery of winners, fact sheets, resources.
- ✪ <http://www.anysize.org>
Sections include: Activism, signs protesting weight loss programs, gender, myths, resolutions, book reviews, why.
- ✪ <http://www.size-wise.com>
Size acceptance site, focuses on challenging ideas about one-size. Sections discuss politics, health and fitness, size discrimination, relationships, book reviews and links to Amazon, comfort for car riding, flying and eating out.
- ✪ <http://www.radiancemagazine.com>
Radiance Magazine site – the magazine for "all sizes of large". Includes sections on: Tips for surviving summer, Radiance Kids, Getting Active, teenagers and young people talking about their experiences, school issues.
- ✪ <http://www.eskimo.com/~largesse>
Network for size esteem, clearing house for size diversity empowerment. Features the Fat Liberation Archives and Deconstructing Healthism, Junk Science, and Disinformation.
- ✪ <http://www.size-acceptance.org>
International Size Acceptance Association. Mission, Activism, FAQ, Podcasts, branches, downloads and an e-zine.

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 Putea o Tamaki o Tai Tokerau

supported by **ASB**



EDEN
EATING
DIFFICULTIES
EDUCATION
NETWORK

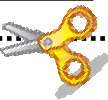
Services & Support

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



Yes I would like to make a gift and support 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.

I would like to donate: \$20 \$50 \$100 \$150 \$250 Gift of choice \$_____

Payment options:

You can pay online via our website **www.eden.org.nz**
(Under 'About EDEN' tab—'Make a Donation')

Cheque (payable to EDEN)

Direct credit:

Account name: EDEN

Account number: 12-3077-0329692-000

Name: _____

Address: _____

Phone: _____ Mobile: _____

Email: _____

Please add me to your mailing list

Please take my name off your mailing list

Please return this slip to: EDEN, PO BOX 78 005, AUCKLAND 1245.

EATING DIFFICULTIES EDUCATION NETWORK

www.eden.org.nz