



# EDENnews

NO 27 - December 2009

## *'Promoting Body Satisfaction'*

Christmas Greetings to all! The holiday season has arrived! Fingers crossed for sunny weather! This edition of the newsletter reports back on EDEN's fantastic Love Your Body Campaign that took place in October. See inside for details of the events that were held, and how the Love Your Body message was spread throughout New Zealand. Don't forget that the limited edition LYB thundies are still available for sale—see pg. 6 for more info. We also look at ways to reduce stress over this Christmas period and at the concept of alternative New Year's resolutions. Finally, check out pg. 9 for an overview of four popular websites focussing on disordered eating.

On the agency front, EDEN is delighted to welcome Theresa Peters as acting Agency Manager this month. Theresa comes to EDEN from her position as a manager at Family Planning. Welcome to the team! We also temporarily farewell EDEN Manager Maree Burns, who is off on parental leave — all the best Maree!

Finally. A big thanks to everyone for your support during 2009, take care over the holiday period and we look forward to seeing you all in the new year!

***Merry Christmas and  
a Safe and Happy  
New Year from all of  
us at EDEN!***



## 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

**Acting Agency Manager:** Theresa Peters (coordinator@eden.org.nz); **Support Services Coordinator:** Victoria Marsden (support@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](http://www.eden.org.nz)

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

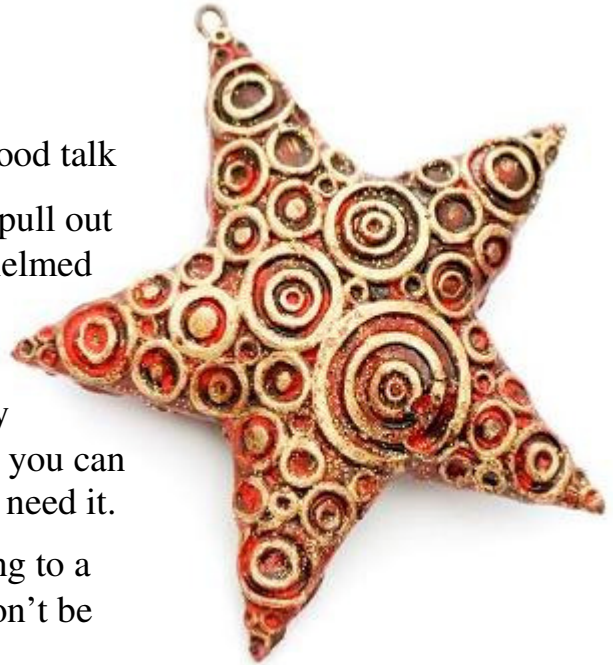
pg.1

# How to find the Jolly in Christmas...

If the giant Christmas trees adorned with tinsel that have arrived in the malls, or the carols that are playing on many a speaker, haven't already given this away, then look out!!! Christmas is just around the corner! Yay! Time to catch up with friends and family, relish the sun and lavish a few days away from work!

However, despite how jolly Santa and his elves may appear down at the local shopping centre, the holiday period can be a stressful time for many - especially those who live with eating difficulties. Here are some ideas on how to enjoy the festive season, while taking care of yourself at the same time...

- ◆ Remember that all food is neutral
- ◆ Stay away from any kind of good food/bad food talk
- ◆ Plan some alternative activities that you can pull out when you are feeling stressed or over-whelmed eg: taking the dog out for a walk, take a drive somewhere or call a friend.
- ◆ Work out your own support system—identify close friends and/or family members that you can reach out to for support, if and when you need it.
- ◆ Take care of yourself—if this means not going to a function, (or going to a function), then don't be afraid to do what feels right for you.
- ◆ Check in with your body when you are eating—Am I hungry? Am I full?
- ◆ Try to shift the focus away from food and counting calories and to celebrating, and spending time with loved ones.
- ◆ Ease into the holiday season by focusing on activities that don't involve food, such as putting up decorations, or sending cards.
- ◆ Surround yourself with people who have healthy relationships with their bodies, food and weight. When attending gatherings, bring a trusted family member or friend along with you if you can.
- ◆ If things don't go as planned, remember that one meal will not make a significant difference to your body.



The main thing to remember is to use this time for the things you enjoy and to take care of yourselves and each other!

# Alternative New Year's Resolutions

That time has arrived when we look into the coming year and think about how we would like to spend it...

How about making some New Year's Resolutions that celebrate who you are?!



Here are some suggestions to get you started...

1. Give dieting the boot for good!
2. Get rid of the 'good' and 'bad' food lists
3. Practice appreciating your body and what it can do
4. Move for the joy of movement
5. Stop weighing yourself - throw your scales out the window!
6. Eat when you are hungry, stop when you are full
7. Rest when you are tired
8. Accept compliments
9. Love your body and love yourself!
10. Instead of putting your life on hold until you've reached your 'ideal weight', start living... RIGHT NOW!



**EDEN wishes agency manager, Maree Burns all the best as she takes parental leave from EDEN from mid December.**



**Undercover** as my best friend: You held my hand when I was scared, rubbed my shoulders when I was stressed, you have been there every break-down with me

When I was alone, you always kept the loneliness at bay, you fed off my insecurities, the taste of depression so sweet in your mouth

I know you too well...

Your once beautiful smile, your alluring promises do not fool me.

Now I see your true colours: Your intentions to turn me against myself while living in a secret world.

The door is locked and my awareness is high, you are not welcome here. I have a wonderful life to get on with, I am a powerful woman.

by Melissa (EDEN client)

# LOVE YOUR BODY 2009

The month of October included a smorgasbord of fabulous events to celebrate EDEN's Love Your Body Campaign! These included the international premiere of the moving documentary 'No Numbers: Identity Beyond Measure', live body painting at The Body Shop in St Lukes, Auckland, a wonderful LYB thundies campaign by Thunderpants and The Body Shop, an in-store campaign by Pumpkin Patch and a stunning CLEO LYB thundies spread. Such a great selection to help spread the three key Love Your Body messages around the country. These three messages are: **promoting body satisfaction, celebrating body diversity and raising awareness and funds for eating and body image difficulties.**

A HUGE thanks to all who have helped to make Love Your Body month an outstanding success! Biggest thanks go to our wonderful supporters; Thunderpants, The Body Shop, Pumpkin Patch and CLEO. Also thanks to documentary director Dena Ashbaugh for travelling to NZ to attend the screening, JayJay Feeney for MCing the documentary screening, our beautiful body painting model Jennifer Brewer, Jane Ellis, body painter extraordinaire and the gorgeous women who modelled for the CLEO shoot. Finally, thanks to Photographers for Charity and the group of dedicated volunteers who worked tirelessly at all of these events. We could not have done it without you!

## A word from two of our supporters:

"We were proud to work with EDEN and Thunderpants on bringing this campaign into the public eye, as well as providing a platform to further gain awareness of EDEN and the services they offer... [With this campaign], not only am I confident that we activated one person's self esteem but I know, many women around New Zealand stopped to think about just how special and unique they are." (The Body Shop)

"In the store it is very cool when mum's of young girl's buy EDEN gifts for their daughters and seriously start to find out how to encourage a healthy attitude with food, eating and how to boost their girl's self confidence." (Thunderpants)

## Some feedback from 'Cuddly Mummy', Hastings:

"It has been nearly nine months since I gave birth to my beautiful baby girl and I have struggled to drop the weight I piled on during my pregnancy. Lately I have become very self conscious of my image and have actually stopped going out in public unless it is for food or something for the baby because I am so paranoid people are looking at me because of my body. My bestie had come around to see how I was and had bought along your magazine and turned to the love your body section. She told me to read it and after I finished I looked at her and cried... realizing I was one of the 80% of very dissatisfied women in NZ. I thought all those ladies who bared so much of their bodies were just amazing and so brave to do this. We only get one body and this Love your Body campaign is such a wonderful idea to spill into the brains of all us gals who are so picky when it comes to our bodies. Feeling revitalized after seeing this feature my bestie and I went out shopping and bought some of the Thundies. We both agreed though it would have been wicked to have had some of the girls on the cover of Cleo to really get the message across that we are all beautiful."



**Love Your Body Campaign 2009**

Only 20% of kiwi women love their bodies.

Help EDEN grow these numbers during the 2009 Love Your Body Campaign by buying these specially designed Love Your Body Thundies. Available as original thundies, hipster and cami.

Buy instore at The Body Shop from 19 October to 2 November  
Buy online at [www.eden.org.nz](http://www.eden.org.nz) from 1 September onwards

EDEN  
EATING  
BETTER  
LIFE  
EDUCATION  
NEW ZEALAND

Thunderpants  
CLEO

For more information about EDEN's Love Your Body Campaign 2009 and their services please visit [www.eden.org.nz](http://www.eden.org.nz)

# 'No Numbers: Identity Beyond Measure'

## Documentary Screening

EDEN marked international Love Your Body Day this year with the premiere of 'No Numbers: Identity Beyond Measure' at the Academy Theatre in Auckland city. Producer and director Dena Ashbaugh flew over from Canada to attend this event and spoke at the screening. The event was MCed by JayJay Feeny and speakers included Kate who talked of her recovery and Maree Burns, EDEN's agency manger. The screening was attended by 110 people, including those struggling with disordered eating, those who have struggled with disordered eating in the past, health professionals, others who work in the field, family, friends and supporters of EDEN.

A HUGE thanks to Annalise Roache, LYB project manager, and the wonderful group of volunteers who helped make the event a huge success.

### Some feedback from a member of the audience:

"I was at the screening of 'No Numbers' last night and wanted to say thank you for your work. I have been battling disordered eating for the past eight years and emailed Eden for help only a few weeks ago. Since then I have opened up to friends about the fight I have against food and my weight, dieting, and bingeing. It came as a surprise to them - which surprised me as I thought I wore it like a label on my head. I have my first appointment at Eden next week and feel for the first time in my life that I may be able to come through this. I have sold my scales and dieting paraphernalia. That feels terrifying but liberating. I grew up with striving for bodily perfection as a normal conversation in my family and it is hard for me to stand up against that and say I do not want to engage in that discourse. But going to Eden and realising there is that support, and seeing your film last night, made me feel strength and hope".

## Body Painting @ The Body Shop

The final event in EDEN's LYB campaign for the month of October took place on Saturday 24th at The Body Shop in St Lukes, Auckland. Sandringham body painter Jane Ellis, owner of party services company Rainbow Rascals, painted LYB thundies and cami onto model Jennifer Brewer, live in the St Lukes store.

While watching the painting being done, visitors to the mall had the opportunity to hear more about EDEN's services, donate to this worthy cause and help spread the Love Your Body message!



# Love Your Body at school too!

This year has been an awesome one for the EDEN body image leaders (BILs). They have been so busy and have worked really hard to put on some great events and presentations. A particular highlight was St Dominic's College holding a Love Your Body Carnival which was a massive success. They held it in the school hall, and there were six stalls which covered a range of topics. Over a dozen other schools in greater Auckland also ran mini Love Your Body celebrations in 2009.



The BILs groups at other schools have also been doing really exciting and important work. Epsom Girls Grammar School (EGGS), Mt Roskill Grammar School (MRGS) and Mt Albert Grammar School (MAGS) groups have all taught units in health classes about critical media literacy and how the media impacts individuals. EGGS have also given a number of assembly presentations and covered up all the mirrors in the school for one day with newspaper and positive messages. MRGS have also presented at assemblies, one of which they teamed up with their school Peer Support group and also had a stall at Health Week. MAGS is our newest school BILs group but this hasn't stopped them from taking their school by storm, with a poster campaign and assembly presentation! Great work guys!!



Gaayathri Nair (Youth Services Coordinator)



**LOVE YOUR BODY  
THUNDIES STILL  
ON SALE!!**

**GREAT XMAS STOCKING  
STUFFERS !!**



♥ Thundies  
(original/hipster) \$25

♥ Cami \$68

Order online at:  
[www.thunderpants.co.nz](http://www.thunderpants.co.nz)

## New Weight Management Guidelines for NZ

The New Zealand Weight Management Guidelines have been recently developed by the Ministry of Health, to identify “the most effective evidence-based management and treatment interventions for overweight and obese adults and children”.

These guidelines will require primary health-carers to enter into discussion with patients they deem as overweight and encourage them to take action around this.

EDEN and Women’s Health Action has some serious concerns about this initiative. These include:

- ◆ No health intervention including taking a BMI should ever be “routine”- all health consumers have the right to have every health intervention explained to them including the risks and benefits and be given the opportunity to make an informed choice about that intervention
- ◆ There are strong concerns about weight based health promotion and that we advocate for a health at any size public health approach
- ◆ There are also concerns about the evidence base for pharmaceutical and surgical weight management interventions, and with BMI as a useful weight management tool
- ◆ These guidelines over emphasize individual solutions for social issues and this is socially unjust
- ◆ Finally, there are major gender implications from these guidelines and there is a concerning lack of gender based analysis in the preparation of these guidelines. Women are highly vulnerable in a medical and social environment which pathologizes and stigmatizes fatness given their over representation in eating disorders statistics and the extraordinarily high number of women who express body dissatisfaction. Women's susceptibility to fat stigma is evidenced by the DHB statistics on the uptake of Bariatric Surgery which is highly gendered. What are the body image/body satisfaction implications for women when they go to their GP/primary health care provider for a health concern, and are targeted for a BMI assessment and started on a “weight management” pathway?

(Taken with permission from correspondence with Women's Health Action)

## In the News

### Bad Body image, not just a Western problem (19/10/09— Health and Science)

A study conducted by Dr. Bracha Katz Sheiban of Israel, among Israeli adolescents finds nearly half define themselves as fat regardless of their weight; 6% are at high risk of developing anorexia. Dr. Katz-Sheiban believes there needs to be more emphasis made on the impact of cultural expectations of thinness to help prevent disordered eating.

[<http://www.ynetnews.com/articles/0,7340,L-3791872,00.html>]

### Emerging Eating Disorder: Exercise Bulimia (Oct. 17, 2009 )

A little-known form of the eating disorder bulimia is getting more and more attention from medical professionals -- exercise bulimia. **CBS News.com's Cali Carlin** reported on "**The Early Show Saturday Edition**," people with the disorder can't stop themselves from working out excessively and compulsively, with potentially serious health consequences.

[<http://www.cbsnews.com/stories/2009/10/17/earlyshow/saturday/main5392441.shtml>]

### New thinner Barbie doll may fuel rising eating disorders in young women

(October 14, 6:36 PMUS Headlines Examiner Cindy Adams)

Designer Christian Louboutin thinks the already unrealistically thin [Barbie](#) doll's legs are too heavy and is redesigning a newer, thinner version due out in the states next year. This move may help to fuel the already rising incidence of eating disorders among women in the U.S. who strive to obtain impossibly thin figures.

[<http://www.examiner.com/x-12767-US-Headlines-Examiner~y2009m10d14-New-thinner-Barbie-doll-may-fuel-rising-eating-disorders-in-young-women>]



# COMING EVENTS

## Conference on Eating Disorders. Professionals and Carers: Meeting the Challenges.

(Centre for Eating and Dieting Disorders, the Children's Hospital Westmead Eating Disorder Service and the Centre for Research into Adolescent Health , Mental Health Council of Australia)

Novotel Sydney Olympic Park: May 27-28, 2010.

Contact: Jeremy Freeman at:  
free@email.cs.nsw.gov.au

## NEW EDEN SUPPORT GROUP FOR WOMEN WITH EATING AND BODY IMAGE DIFFICULTIES

Beginning March 2010

Call 378 9039 or email  
support@eden.org.nz for more  
information today!

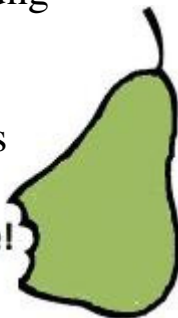
**Nourish: A smorgasbord  
of training ideas to  
promote body confidence,  
self-esteem and critical  
thinking for young  
people!**

Are you a teacher, youth leader or health professional working with young people?

You might be interested in this training opportunity!

Contact EDEN early in 2010 for more information and workshop dates!

Bite!



## DO YOU KNOW ABOUT PAYROLL GIVING?

From Jan 7<sup>th</sup> 2010, the IRD have introduced payroll giving. That means that if your employer is registered, you can donate to EDEN through your payroll and you get 33.3 cents back for every dollar you give, in the same pay period.

EDEN gets **NO** government funding...so sign up with your employer now and help us continue to help the community!! Donate \$20 per month and it only costs you \$13.33.



## **New EDEN Drop-In Service**

Come in and chat  
about eating/body  
image difficulties...

Time: Fridays 10am  
-1pm

Location: University  
of Auckland  
Rec Centre

Start Date: March  
12th, 2010



## **EDEN Governance Board Needs YOU!**

Do you have previous  
Governance experience in the  
Not For Profit Sector and an  
understanding and commitment  
to EDEN's philosophy and  
approach? Do you want to  
support EDEN to thrive by being  
on its Governance group? Then  
EDEN would like to hear from  
you! Please contact us for  
information and an application  
form at [info@eden.org.nz](mailto:info@eden.org.nz)

## **www.Web Corner**

This edition, we canvas some of those  
general eating difficulties sites out there.

◆ <http://www.eden.org.nz>

Thought we'd slip this one in!! A  
FANTASTIC site covering Tools for Change,  
Seeking Help, Supporting a friend or family  
member, myths about eating difficulties, info  
for health professionals, stats & figures,  
School's program.

◆ <http://www.something-fishy.org>

Comprehensive website about eating  
disorders. In Loving Memory section, signs  
of eating disorders, medical issues associated  
with eating disorders, 'recovery' toolbox,  
poetry, articles, etc.

◆ <http://eatingdisorders.about.com/>

An excellent and information site that is  
updated regularly, discussing a myriad of  
issues associated with disordered eating.  
Sign up for the weekly newsletter written by  
Matthew Tiemeyer. One of the best sites  
around at the moment.

◆ <http://www.caringonline.com/index.html>

An enormous website that discusses different  
types of disordered eating, complications that  
often accompany these, questionnaires about  
disordered eating, support sections, poetry  
and stories, recommended books and videos,  
internet magazines, discussion boards and a  
very long list of eating disorder specific  
websites.

"Put your future in good  
hands - your own"  
*Unknown*

## ***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 JR McKenzie Trust, ARA Lodge  
Charitable Trust, the Todd Foundation 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 \$\_\_\_\_\_

I would like to discuss pay-roll giving options:

### **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**