



EDENnews

No. 28 - July 2010

'Promoting Body Satisfaction'

Greetings to all in this cold weather! Check out the July edition of EDEN News for an account of how competing in 'The Biggest Loser' affected one of the contestants, information on EDEN's new Youth resource: Nourish, to meet the counselling team at EDEN and to help us farewell leaving and welcome new staff members. We also cover recent news in the Eating Difficulties/Disorders realm, introduce two new support groups and give you an overview on a number of websites that can help you boost your body image.

Stay tuned for more information about EDEN's 2010 Love Your Body Campaign as we finalise details for this year's celebration. Keep warm and dry till next time!

Love Your Body 2010

This year's Love Your Body Event will be combined with EDEN's 20th Anniversary Celebration. We are planning a very special celebration - an evening of fun and entertainment. So keep your Saturdays in October free, until we announce a date!



EDEN Services

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

- Counselling Services
- Support Services Appointments
- 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);

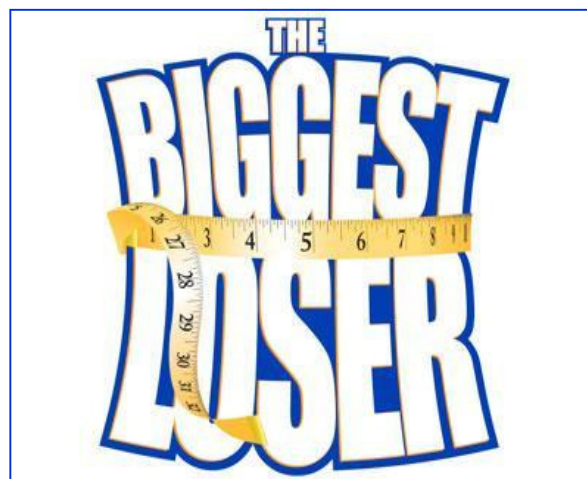
Youth Services Coordinator: Gaayathri Nair (youth@eden.org.nz);

Accounts Administrator: Rochelle Aitken (admin@eden.org.nz).

EATING DIFFICULTIES EDUCATION NETWORK

www.eden.org.nz

Kai Hibbard Talks About Her Reality of Being a Finalist on...



Finally, a contestant speaks out, confirming some of the concerns that many have held around the dangers of competitive weight loss TV. Kai Hibbard, finalist in America's third season of 'The Biggest Loser', has recently spoken out about how she believes the regime that was forced upon on her by the show left her with an eating disorder that she still struggles with, on a daily basis.

For those of you who may be unfamiliar with 'The Biggest Loser' phenomenon, it is an NBC reality television series that premiered in October 2004 in America. This first season showed 12 'overweight' (we wonder what criteria was used to determine this?) contestants competing to win a \$250,000 grand prize, awarded to the contestant who lost the largest percentage of their body weight. The American version of this series is in filming for it's tenth season. However, not only has this series been running for ten seasons in the USA, it has now has versions in Asia, Australia, Brazil, Brunei, Germany, Hungary, India, Israel, Mexico, Netherlands, The Middle East, Slovakia, South Africa and the UK.

Although this may not be surprising to many who have held concerns about the dangers that shows such as 'The Biggest Loser' pose to those who may already live with body image difficulties and/or disordered eating, Kai Hibbard is the first finalist to speak out about how the show has left her struggling with an eating disorder.

Interviewed on Golda Portesky's Body Love Wellness Blog [<http://www.bodylovewellness.com/>] Hibbard spoke of her experiences on the show: "From seeing her fellow contestants forced to workout with injuries, against doctor's orders, to the extreme dehydration prior to weigh-ins, to the resultant eating disorder that Kai still is working to heal, the story she told was nothing like the fantasy that the Biggest Loser seeks to promote."

Hibbard talked of there being a marked difference between what was demanded of participants and how this was represented on the aired show. She also disclosed that the length of time counted as one week varied from 15 to 5 days throughout the filming. Although registered dieticians and medical doctors were available for consultation to ensure participants remained healthy, Hibbard claims that the majority of the advice and/or medical interventions that were given or prescribed by these health professionals were over-ruled by the show's trainers. Participants were forced to train for hours every day, even when injured and were regularly dehydrated for weigh-ins.

Although yet to screen our own version of 'The Biggest Loser', New Zealand does have a competitive weight loss show in TV3's 'Downsize Me'. With three seasons already been screened on TV3, there looks to be more of these types of programs on the way. With less than 20% of kiwi women loving their bodies, we must ask the question as to how much influence these shows are having on body image in our country?

Hopefully with the release of Hibbard's interview around the dangers of such extreme weight loss measures and the difficulties she has been left with after the show, more discussion might take place around the dangers of this type of television—for both individuals and for society in general.

[VM]

Nourish



EDEN's new educational resource 'Nourish' has arrived! There have been two workshops held in the Auckland area, with a mix of participants from different backgrounds and professions.

The aim of Nourish is to promote body confidence, self-esteem and critical thinking for young people. Nourish fills a gap in resources currently available for young people in New Zealand.

Nourish fits comfortably into a five module plan covering; influences on body image, critical media literacy, dieting and body trust, breaking the mould (challenging appearance bullying and promoting diversity) and taking up space (using the ideas from Nourish to create personal and social change).

EDEN's 'Nourish' training package includes a facilitator's workshop, the 'Nourish' booklet, a DVD, CD of images, and Facilitator's Guide (with safety guide). If you wish to be informed of upcoming training dates for 'Nourish', please email admin@eden.org.nz for more info.

Some feedback from recent workshop attendees:

- *"The Nourish package is awesome. I have wanted something like this to use in my work as a school counsellor for ages"*
- *"Very good resource, well planned and delivered course"*
- *"Engaging and knowledgeable facilitator. Very practical and useful resource that will extend my conversations with young women in very helpful ways"*
- *"Everyone working with young people should have this resource...I'm going to use it on my family too!"*

Farewell!



Recently we have farewelled two members of the EDEN family—
Gaayathri Nair and Louise Stokes.

Gaayathri joined EDEN at the beginning of 2009 and has been an integral part of both developing and delivering EDEN's BWISE program in Auckland schools, has presented to groups of all ages, and has single-handedly managed EDEN's Facebook and Twitter profiles. We wish her all the best on the adventures ahead! Take care and Bon Voyage!

EDEN's Governance Board also farewelled Louise Stokes this year. Lou has been involved with EDEN on many levels, including volunteering, was EDEN's Administrator for a number of years and served on Governance as EDEN's Treasurer and Administrator. Lou has made an enormous contribution to EDEN and will be hugely missed. We wish her well as she moves on to other projects.

Welcome to EDEN!

Although we are sad to say Goodbye to Lou and Gaayathri, EDEN is delighted to welcome two new members to the agency!

Laura Aston has joined the EDEN Counselling team, after finishing her placement with EDEN during 2009-2010. Laura sees clients one day a week at EDEN and will also be one of EDEN's group facilitators. Welcome aboard Laura!

Toni Ingram joined the EDEN Governance Board recently also. Toni has a background in teaching and Health Promotion and works at the Peace Foundation. Welcome to the team Toni!



Counselling at EDEN

This edition, we thought we might introduce to you the members of the counselling team at EDEN. All counsellors at EDEN are post-graduate qualified, provisional or full members of NZAC (or working towards this) and work within a narrative therapy modality.

In alphabetical order...

Laura Ashton (*BA, PG Dipl Couns*)

Laura recently completed a Postgraduate Diploma in Counselling through Unitec New Zealand. Laura practices from a narrative perspective and is strongly committed to postmodern understandings of wellbeing and loss thereof. Laura joined EDEN as a contract counsellor after completing an 18 month placement at EDEN. She is passionate about supporting people to live the lives they want to be living and, in particular, supporting people to reclaim their lives from eating difficulties. Outside of her counselling work, Laura has worked in the mental health sector since leaving University. She is currently a manager in a medium sized NGO.

Maree Burns (*PhD Psychology, Grad Dipl Couns*)

Maree has been involved with EDEN since 1999, and has managed the agency since 2006. Maree has a PhD in psychology (Auckland University) and a Graduate Diploma in counselling (Unitec). As well as working in the community Maree is active academically in the field of disordered eating. She has published numerous articles and co-edited two books on weight, disordered eating and embodiment. Maree is passionate about narrative approaches to working with disordered eating in her counselling work and is inspired by the conversations that take place with people around these issues. Providing accessible, respectful and collaborative support for those struggling with disordered eating, as well as the prevention of such problems, is an ongoing commitment for Maree.

Victoria Marsden (*MCouns, PG Dipl Tchng*)

Victoria has a Masters Degree in Counselling from Waikato University. She has worked with adults and adolescents in a variety of settings; as a counsellor, teacher and facilitator. Therapeutically, Victoria works collaboratively and narratively to build a trusting counselling relationship with clients and values the experiences and resources of the individual. She is committed to exploring the influence an eating difficulty might be having on a person's life and identifying ways to move away from its demands. Victoria enjoys accompanying clients on their journey towards a life more open to choice, possibility and hope. Alongside her counselling work, Victoria is the Support Services Coordinator at EDEN and has a small private practice.

Jane Tyrer (*Grad Dipl Couns*)

Jane is the founding Coordinator of EDEN and has held a number of roles at EDEN since 1993 including: Counsellor, Facilitator, Presenter, and Resource Developer. Jane completed a Diploma in Holistic Counselling in 1990 and more recently, a Graduate Diploma in Narrative Counselling (Unitec). Jane recently co-authored an EDEN resource 'Nourish: A Smorgasbord of Training Ideas to Promote Body Confidence, Self-esteem and Critical Thinking for Young People'. In her counselling work, Jane is interested in supporting people to move from an evaluative (often critical) view of their bodies to a more appreciative relationship. She is also keen on supporting people to explore and enjoy life beyond eating issues. Jane aims to work with optimism, humour, gentleness and joy.

**To make an appointment to see one of the counsellors at EDEN, please contact us on:
Ph: (09) 378-9039 extension 2 or email: support@eden.org.nz**

New EDEN Support Group @ Auckland University

This support group will:

- Be open to Auckland University students
- Be held on campus during semester, Fridays 12pm-1pm —first meeting 6th August.
- Be a closed group and will run for 4-6 weeks.
- Be facilitated by an experienced EDEN facilitator.

To register for this group, please come along to the on-campus EDEN Drop-In Service!

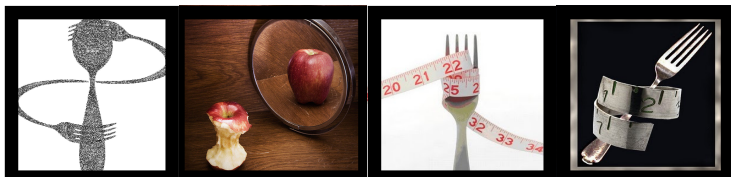


Auckland University EDEN Drop-In Service

Are you an Auckland Uni student?
Are you worried about body image or eating difficulties?

Come in and chat with a friendly EDEN staff member on campus from 9th July 2010.

Fridays
10am -1pm
@
University of
Auckland
Rec Centre



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

“Women should be measured by the lives we lead, not by the size we wear!”

Elizabeth Patch

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**



www.Web.Corner

Ever wondered how to boost your body image? Check out these great sites for all ages...

- **bodypositive.com/**

Comprehensive site focused on how to promote positive body image. Areas for individuals, parents and professionals.

Also includes a list of forums around boosting body image at any size. A good site to direct your GP to for advice on creating a user-friendly practice for people of all sizes.

- **<http://www.calgaryhealthregion.ca/eatingdis/pdfs/handouts/guideforparents.pdf>**

A PDF guide for parents wondering how to promote positive body image for their children. Includes suggestions for parents on how to model positive body image and ten steps to help everyone in the family appreciate their bodies.

- **www.mediascape.ac.nz/cms/index.php?page=body-image**

Check out the two videos at this address for a great example of how significantly manipulated the images we see in the media really are!

- **<http://www.about-face.org/>**

A very full site that aims to “equip women and girls with tools to understand and resist harmful media messages that affect self-esteem and body image”. Gallery of Offenders page, showing ads that harm with their messages, and Gallery of Winners, illustrating that there are other ways to advertise products—ways that promote body satisfaction.

In the News

Skinny male mannequins fuel eating disorders

By Bruce Ward, Canwest News Service
11/06/10

Guys these days are dealing with the pressure to adhere to unrealistic body image ideals, says Ward. This shift from the “beefcake” to the beanpole has been picked up by British mannequin maker Rootstein. This has been seen as a reflection of the rise of males with eating disorders from 10% in 1990, to 25% today. In addition to this, 40% of those who fit into the binge-eating disorder category are male. This is intensified as most men find it difficult to discuss disordered eating or body image concerns as these have been traditionally seen as women’s issues.

Aussie code discourages ultra-skinny fashion models

By Vaimoana Tapaleao, NZ Herald
298/06/10

Australian Federal Youth Minister Kate Ellis, announced a move to ban ultra-skinny models from catwalks and magazines under a new code of conduct in the fashion and beauty industries. Inspired by a hope to promote better body image in Australians, this calls media to stop advertising weight loss and diet products and to stop the image enhancement and photo-shopping that makes up a significant percentage of published images. Models under 16 years of age are deemed inappropriate also. Although not compulsory, this move is one that has been supported by those in contact regularly with youth. New Zealand’s Minister of Youth

Affairs—Paula Bennett, has committed to looking into this as a possibility for New Zealand.





COMING EVENTS

EDEN Weekend Support Workshop

**Are you worried about Body Image?
Are eating difficulties getting in the
way of your enjoyment of life?**

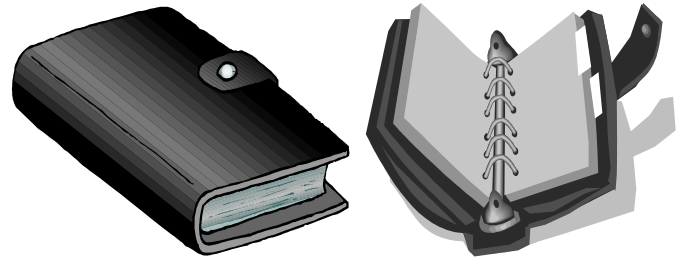
***Then enroll for EDEN's September
Weekend Support Workshop!***

The workshop will:

- Provide a place for women to meet, discuss and provide support for each other for a wide range of eating and body image issues
- Explore information about the origins and nature of eating and body image difficulties.
- Focus on support, information and empowerment.
- Teach participants valuable skills to support them in their journey away from eating issues, and to gain more of an appreciation of their bodies.

**Registrations close:
4pm, Wednesday 8th September.**

**Please call (09) 378-9039 x2, for more
information.**



Nourish

Next Workshop

**Wednesday 11th August
Central Auckland
10am-2.30pm**



**Please contact Rochelle today at
admin@eden.org.nz to register.**

DO YOU KNOW ABOUT PAYROLL GIVING?

From Jan 7th 2010, 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!

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**The 8th Annual Conference of the
Australian and New Zealand Academy for
Eating Disorders (ANZAED)
(Auckland, NZ)**

*The Hilton Auckland, Princes Wharf, Quay St.
Auckland, New Zealand*

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, the Todd Foundation, Waitakere Licensing Trust and the Lion Foundation.



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



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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 (09) 378 9039 or email us at:

support@eden.org.nz

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

www.eden.org.nz

Yes I would like to give 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

1 GARNET ROAD, WESTMERE. PO BOX 78 005, AUCKLAND 1245. PH 09 378 9039 pg.8