



# Outlook

## NEDAwareness Week 2009 | New Events, New Posters, New CD-ROM feature New Theme: "...until eating disorders are history"

**N**EDAwareness Week (February 22–28, 2009) promises many new and exciting ideas, materials, and resources. The 2009 theme "*until eating disorders are history*" recognizes the seriousness of eating disorders, the need for increased awareness, and NEDA's goal to eliminate eating disorders.

There are many ways to participate: plan a big event, organize community activities, donate GO GIRLS!™ (NEDA media literacy curriculum) to local high schools, or simply put NEDAwareness Week posters up in your school or workplace.

The new theme highlights the fact that no matter what you choose to do, your contribution during NEDAwareness Week *does* make a difference. In support of the theme's call to action, NEDA has changed the term NEDAwareness Week "Coordinator" to allow you the flexibility to choose a term that best describes your level of participation. Simply register as a NEDAwareness Week Participant, then choose your title: Advocate, Coordinator, Ally, Activist, Volunteer, etc.

Even if you have done NEDAwareness Week for many years you will find new and exciting materials in the kits and new ideas, planning guides, and



resources on the Resource and Planning Guide CD-ROM.

When you register online, you will have the opportunity to purchase the new **2009 Resource and Planning Guide CD-ROM** and/or choose from among the three new NEDAwareness Week Kits: the Office Kit, Community Kit, or College Kit.

The **Office Kit** is designed for those of you with limited time but who want to contribute to the outreach effort by raising awareness in the workplace. It includes posters, brochures and pens.

Perfect for activities and events in any size community, the **Community Kit** offers new materials such as the new 2009 Resource and Planning Guide CD-ROM, new posters, NEDA logo temporary tattoos, a free gift of NEDA flip flops and much more!

The **College Kit** is ideal for campus departments or student organizations, but may be used by individ-

➤ *continues on page 4*

### Sample NEDA Newsletter

If you would like to receive the National Eating Disorders Association Newsletter, please become a member. Newsletters cover stories of hope and recovery, topics like males and eating disorders, EDNOS, and ways to make a difference in your community, as well as news about what we're doing. Trial memberships also available on our website: [www.MyNEDA.org](http://www.MyNEDA.org). Go to "Join NEDA."

## New NEDA Ad Campaign Debuts!

**T**o change the culture, we must educate and spread awareness by raising consciousness in America. With the generous help of global advertising and brand leaders Ogilvy and Mather, NEDA is debuting a new ad campaign targeting the general public. Print and electronic ads are ready for placement in magazines, on billboards or buses, text messages and more!

If you have media connections or would like to feature our new advertising, please contact [media@myneda.org](mailto:media@myneda.org).



## Coming Soon: Young Investigator Grants—Call for Proposals

The NEDA/AED Young Investigator Grants seek to expand innovative eating disorders research while supporting investigators in the early stages of their careers. Grants support research in the areas of causation, prevention

and treatment of eating disorders. Eligibility requirements and recent recipients can be found on our website at [www.MyNEDA.org](http://www.MyNEDA.org). The Call for Proposals will be posted in November.

## Inside this issue

**NEDA Conference Highlights**  
page 2

**New York Connect for the Cause Dinner**  
page 3

**NEDA-Long Island News**  
page 5

**STAR Program Takes on Worldwide Charter**  
page 7

**Shop for the Cause**  
page 8

**4th Annual Every BODY Is Beautiful Online Auction**  
page 9

## Holiday Shopping with a Purpose

**N**EDA's Every BODY is Beautiful Online Auction will inspire and motivate your holiday shopping!

Our 4th Annual Auction takes place from **November 3rd – December 1st** and includes both everyday items and exciting one-of-a-kind opportunities, including autographed clothing worn by Sara Evans at the 2007 Country Music Awards! You'll also find exotic vacations, tickets to sporting events, dinners on the town, jewelry, books, and other entertainment opportunities.

### Tell all your friends!

The more who participate, the more money you'll help us to raise. If you visit our online auction website, you'll have an opportunity to "refer a friend"



so your family and colleagues can participate as well.

Anorexia and bulimia afflict more than 11 million Americans and millions more suffer from binge eating disorder. With your help, we can support those affected by eating disorders and be a catalyst for prevention, cures and access to quality care. Although eating disorders can be fatal, they are also treatable.

**Become part of the solution by shopping for a cause.** Visit the website to donate or bid on items with purpose: [www.nationaleatingdisorders.cmarket.com](http://www.nationaleatingdisorders.cmarket.com). Our auction website is hosted by cmarket.com. You must register on this site and create a username and password to participate in the auction. ☒

## Board of Directors

**Don Nielsen**  
Chair, Seattle, WA

**Roberta Katz, PhD, JD**  
Chair-Elect, Palo Alto, CA

**Robbie Munn, MA, MSW**  
Secretary, Charlottesville, VA

**Russell Marx, MD**  
Treasurer, Princeton, NJ

**Deborah Belfatto**  
Summit, NJ

**Ovidio Bermudez, MD**  
Tulsa, OK

**Joel Delmonico**  
Syracuse, NY

**Amy Baker Dennis, PhD**  
Troy, MI

**Buddy Howard**  
Raleigh, NC

**Walter Kaye, MD**  
Pittsburgh, PA

**Bob Kovarik**  
Oakton, VA

**Kimberli McCallum, MD**  
St. Louis, MO

**Phoebe Megna**  
Darien, CT

**Dorothy Sprague**  
New York, NY

**Diana Williams**  
New York, NY

## Senior Staff

**Lynn Greffe, MA**  
Chief Executive Officer

**Tracy Kahlo, MNPL**  
Vice President

**Dee Christoff, MA**  
Development Director

**Laurie Vanderboom**  
Program Director

**Mission:** to support those affected by eating disorders and be a catalyst for prevention, cures and access to quality care.

Contents copyright 2008, National Eating Disorders Association. All Rights Reserved. Permission is granted for unlimited reproduction for noncommercial, educational purposes, as long as material is credited to the National Eating Disorders Association, and our website address and helpline number are included.

**National Eating Disorders Association**  
603 Stewart Street, Suite 803  
Seattle, WA 98101  
Ph: (206) 382.3587  
Fax: (206) 829.8501  
Information & Referral Helpline:  
(800) 931.2237

www.NationalEatingDisorders.org  
info@nationaleatingdisorders.org

# NEDA Conference Reaches 500 Attendees

With 500 registrants for the first time, the 2008 NEDA Conference – Break the Silence: Tools for Help, Hope and Healing, took place in Austin, TX, September 18 – 20. Attendees came from 40 states and three countries outside the U.S. Forty-seven percent were first-time attendees of the NEDA Conference.

One of them, Nicole Griswold remarked: “It was so much more than I could have fathomed. I became completely empowered to continue to help and support a cause I believe in so strongly. I am beyond grateful and realize it was by far the wisest decision I made this year. I know I will continue to use the tools I learned at the conference.”

The NEDA Conference is a special partnership among families, individuals, treatment providers, educators, researchers and the community, who come together to creatively explore how we can provide better care and share knowledge and resources for all dealing with an eating disorder.

The conference opened Friday morning with author, psychiatrist and psychoanalyst, Kathryn Zerbe, MD, speaking to our theme, “Break the Silence.” Nearly 30 workshops within five tracks were designed to provide meaningful tools for attendees.

Topics included navigating the diverse array of treatment options, working with athletes, body dysmorphic disorder, dialectical behavioral therapy, psychiatric co-morbidities, and cross-cultural and



Ovidio Bermudez, MD speaks at one of the breakout sessions



Miss America 2008, Kirsten Haglund (with guests) spoke on the “trigger” panel along with NEDA Ambassadors and athletes about high-risk occupations and avocations.

ethnic concerns. Dianne Neumark-Sztainer PhD, MPH, RD challenged the audience in one of our general sessions with how to talk to teenagers about food, fat and fitness.

On Saturday afternoon NEDA Ambassador Chair, Emme moderated a special panel of speakers from high-risk professions such as entertainment, sports, and modeling. Tennis Champion Zina Garrison, Actor/Singer Scarlett Pomers, Miss America Kirsten Haglund, and Tri-athlete Andrew Preston shared their experiences of coping with the pressures of body image in weight-obsessed industries.

For the first time ever, we hosted a NEDA Boutique in the Exhibit Hall to debut several brand new items being added to our online NEDA Store – our new journal, zip hoodie, a new trendy t-shirt, a travel mug, flip flops and more. Junior Board Members Allison Kreiger, Leslie Lipton, and Shelly Steinwurtzel also applied temporary NEDA tattoos to conference-goers who made a donation.

Shoppers purchasing \$20 or more at the NEDA Boutique received a free copy of the compilation CD New Arrivals 3 (NAV 3). It is the third installment in MPress Records’ charity compilation series, conceived by MPress founder and Independent Music Award winner Rachael Sage.

In addition to conference sessions, a number of networking opportunities were available, beginning with the welcome reception hosted by the Parent, Family and Friends Network, a book signing and networking social, and a screening of the film,

continues on page 2

## 2008 Awards Presented at the NEDA Conference

### AWARD

Don and Melissa Nielsen Lifetime Achievement Award  
The Price Family Award for Research Excellence  
The Lori Irving Award for Excellence in Eating Disorders Prevention and Awareness  
The Westin Family Award for Activism and Advocacy  
NEDA Volunteer of the Year Award  
Excellence in Teaching and Education  
Shining Star Award

### 2008 Recipients

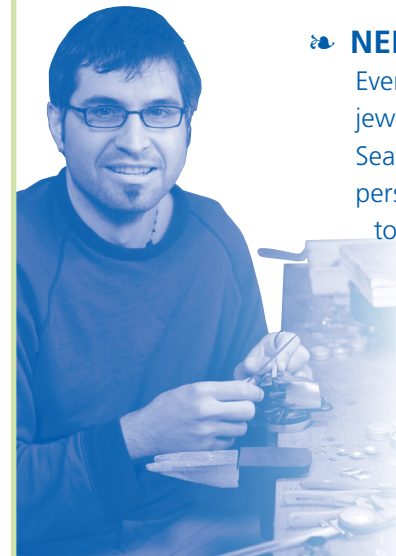
Bill Davis, PhD  
Cindy Bulik, PhD

Leigh and Lindsey Cohn  
Anita Sinicrope Maier, MSW  
Buddy Howard and David Charron  
Suzanne Riggs, MD  
Emme

# Shop for the Cause

## Shop the NEDA Store – www.MyNEDA.org

Show your NEDA Spirit with fun, educational and useful items that help to fight eating disorders!



### NEDA Jewelry

Every piece of NEDA’s sterling silver logo jewelry is designed and hand-finished by Seattle jewelry artist Chuck Domitrovich. As a person who is politically active and aware, he wanted to do more to transform society than simply make “pretty things” as he put it. “After NEDA approached me to develop some jewelry to help raise funds, I decided to learn more. NEDA’s mission is one that I totally support and believe in,” Chuck said. Chuck’s jewelry not only helps to raise funds, but it also provides a wearable symbol to show support for those struggling to overcome their eating disorders. Friends and family members can support their loved ones by wearing jewelry that is symbolic of that struggle.

## Shop with our Partners

Generous business owners donate a guaranteed flat rate or percent of the proceeds to NEDA

### New Arrivals 3 (NAV3)

www.mpressrecords.com

NAV3 is the third installment in MPress Records’ charity compilation series, conceived by MPress Founder and Independent Music Award Winner Rachel Sage. Available in stores in November, 100% of the net proceeds from the retail sales of NAV3 will benefit NEDA.



### Life Without Ed Jewelry

www.sarah-kate.com

Sue Gillerlain teamed up with Jenni Schaefer, author of “Life Without Ed” to create sterling silver jewelry that raises awareness and hope surrounding eating disorders (a.k.a. Ed). She donates 10% from the sale of each item to NEDA. Each charm symbolizes hope, strength and serenity for all courageous individuals recovering from their battle with Ed.



### Hope Star Jewelry

www.elizabethshowers.com

In designing the Hope Star Collection her vision was to create pieces that discourage self-doubt and inspire all women to feel beautiful. With the sale of each piece from the Hope Star Collection, Elizabeth makes a donation to The Elisa Project and the National Eating Disorders Association. Hope Star Jewelry is now available in both gold and silver.



Shop the Online Auction – www.NationalEatingDisorders.cmarket.com