



Outlook

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

NEDAwareness 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-

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Holiday Shopping with a Purpose

NEDA'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. 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. 

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

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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 hoody, 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

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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

Connect for the Cause: An Evening Celebrating Courage, Commitment and Compassion

Scheduled for Friday, November 14 at the elegant Jumeirah Essex House, the annual Connect for the Cause benefit dinner raises more funds to support NEDA's fight against eating disorders than any other single NEDA event or effort.

This year, we celebrate the courage, commitment and compassion of our honorees: Zina Garrison, MSNBC Interactive (Moritz Loew), Phoebe and Edmund "Dee" Megna, Cynthia Pegler, MD, and Allison Kreiger. The recommended dress for the evening is "cocktail chic." Entertainment will be provided by Total Soul, New York's favorite party band. For last minute tickets or other information about the event, please contact Amazing Taste at 973.327.4225 or NEDA@Amazing-Taste.com.

Honorees:

Tennis Champion **Zina Garrison** is NEDA's **2008 Profiles in Living Award Recipient** and Keynote Speaker because of her tremendous courage battling a serious eating disorder during the peak of her tennis career – along with her willingness to share her story to help others. Ms. Garrison excelled as a professional tennis player for 15 years including winning the Gold Medal at the 1988 Olympics in women's doubles and a bronze in women's singles. She also achieved the Women's Tennis Association top 20 ranking and was number 4 in the world. Today, Ms. Garrison serves as the CEO and founder of Beyond the Gold, a life and business coaching company specializing in helping athletes, young adults, companies and individuals discover a healthy mental balance and achieve success. She is also currently serving as coach for the 2008 Olympic Women's Tennis team.




Tennis Champion Zina Garrison is the dinner's keynote speaker and recipient of our the Profiles in Living Award.

Moritz Loew, representing MSNBC Interactive, is NEDA's **2008 Corporate Honoree**. MSNBC Interactive was chosen to receive this award for their incredible generosity in providing pro bono internet advertising for NEDA's awareness campaigns and programs for two consecutive years. Their efforts have expanded

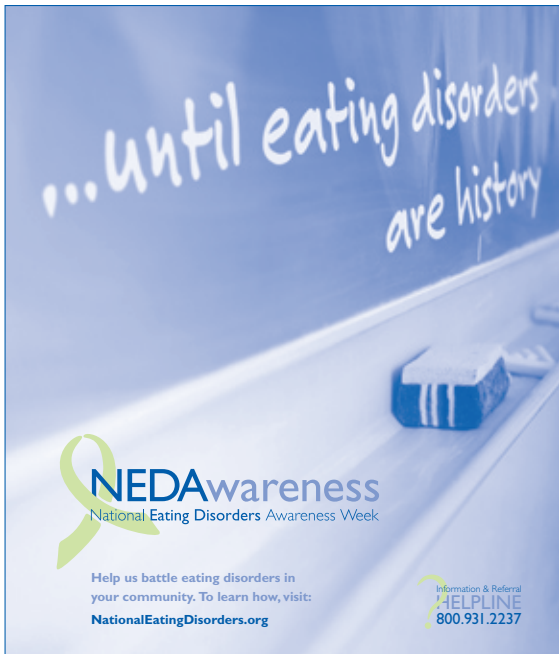
NEDA's message and outreach far wider and more successfully than we could ever do without them.

Phoebe and Edmund "Dee" Megna are NEDA's 2008 Individual Honorees. Phoebe Megna joined NEDA's world early in 2004. She and her husband Dee have witnessed eating disorders on both sides of their families. Looking for resources and realizing the many challenges and needs, Phoebe quickly became engaged in NEDA's efforts and programs, bringing her energy, passion and commitment to our mission. Every year her volunteer efforts have helped the organization significantly improve its fundraising efforts and raise the bar for quality. Phoebe joined NEDA's Board of Directors in 2007 bringing her inquisitive mind, sense of humor, warmth and wisdom to the table. She has also served as Co-Chair for NEDA's Annual New York Benefit for the past three years. We are fortunate that Dee Megna, her husband has supported and assisted Phoebe's efforts on behalf of NEDA every step of the way.

Cynthia R. Pegler, MD is the **2008 Medical Honoree**. Dr. Pegler was chosen for this distinguished honor for her dedication and leadership in working to combat eating disorders, providing personalized treatment for her teenage patients in a confidential and open environment. She regularly speaks to student groups as well as parent groups throughout New York City and consults with the School of American Ballet and is a member of their Wellness Committee. Dr. Pegler is a 1984 graduate from the medical school at the Albany Medical College and is a member of numerous professional societies and associations.

Allison Kreiger receives NEDA's **2008 Youth Advocate Award**. Allison Kreiger is a tireless volunteer for NEDA, as well as the founder and president of her own 501(c)3 nonprofit organization – H.O.P.E.: Helping Other People Eat. A Founding member of NEDA's National Junior Board, she was recently selected as its first Chair. In addition to lobbying with the Eating Disorders Coalition on Capitol Hill, she has spoken to over 25,000 people about the dangers of eating disorders. Allison also won the 2006 Miss Florida title and has logged thousands of miles and hundreds of appearances with her platform against eating disorders. In 2007, Allison received the Young Woman of Distinction Award from the Girl Scouts Citrus Council. 





■ What is NEDA Awareness Week?

Planned and hosted by NEDA, National Eating Disorders Awareness Week is the largest grassroots eating disorders education and outreach program annually. Participants across the United States, Canada and other countries provide educational materials and put on a wide-range of awareness and fundraising events to help improve body image, reduce the stigma of eating disorders, and lead sufferers to treatment. NEDA Awareness Week (for short) is scheduled for the last week of February every year.

■ What can you do?

There are many ways to be involved from making a small ripple to a big bang – from as little as putting up posters in your workplace to organizing a beauty at all sizes fashion show. Every contribution matters so be creative and do what works best for your schedule and interests!

■ What does NEDA Do?

NEDA is your resource for information, events and activities. We have developed a variety of kits to help you identify the best ways to make a difference in your community. Our CD-ROM is an invaluable Resource and Planning Guide, containing informational handouts, sample press releases, event planning guides, media tips, presentation outlines, PowerPoint slides and much more.

NEW for 2009 – First Annual NEDA WALK: posters and comprehensive instructions; 2009 Resource and Planning Guide CD-ROM with new handouts, updated tools and new events like the Salon "In-a-box" event, and easy to organize activities like the Tree of Hope.

THANK YOU!

NEDA Awareness Week 2009 Sponsors

<p>Gold Sustaining Sponsors Rader Programs Remuda Ranch</p> <p>Titanium Sustaining Sponsor CRC Health Group</p> <p>Silver Sustaining Sponsors Eating Disorder Services at Rogers Memorial Hospital McCallum Place Pine Grove Women's Center</p> <p>Copper Sustaining Sponsors Oliver-Pyatt Centers The Renfrew Center</p>	<p>NEDAW Promoters Center for Eating Disorders at Sheppard Pratt UCSD – Brain Imaging Research</p> <p>NEDAW Supporters Methodist Hospital Eating Disorders Institute (<i>Opening as Park Nicollet Melrose Institute 2009</i>) The Bella Vita – A Beautiful Life Psychology Group</p>
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NEDA Awareness Week 2009 *continued from page 1*

uals or community groups. Understanding that there is a lot of competition to market your events and activities, the College Kit offers all the materials included in the Community Kit as well as brand new products such as coasters and coffee sleeves advertising NEDA Awareness Week!

Regardless of your role, we encourage you to choose the kit that best fits your needs!

Finally, we are kicking off the first annual NEDA WALK during NEDA Awareness Week 2009. Our goal is for NEDA WALKS to take place all over the country and we invite you to coordinate a WALK in your community. Register for NEDA Awareness Week and choose the NEDA WALK option. The **NEDA WALK Kit** will include T-shirts, posters, access to materials for organizing, tracking and promoting your WALK, and the NEDA WALK Handbook. The handbook provides instructions, suggestions and resources to make coordinating your event simple and fun. ☺



until eating disorders are history

NationalEatingDisorders.org



Long Island Community Outreach Event

On June 7, 2008, Ilena Greene, MBA, committee chair for the event, NEDA-LI board member and the rest of the NEDA-LI board hosted a forum for members of the Long Island community who may be interested in sharing their time and talents with NEDA-LI and to find board and committee participants. The event was very fruitful. NEDA-LI still has several board, committee openings and ways to contribute to our cause. We encourage anyone who has an interest in participating and contributing to NEDA-LI's mission to please call our LI office.

NEDA-LI Volunteer Hosts House Party

Ann McKenna, a NEDA-LI volunteer, on August 7, 2008 graciously opened her home to NEDA-LI for a fundraiser with guidance from Irene Schlagman, CEDA, NEDA-LI board member. NEDA-LI President, Robert Fox, PhD, spoke of NEDA-LI's role on Long Island and the awareness and prevention of eating disorders. The evening was a big success.

Case Discussion Workshop for Professionals

On May 8, Sondra Kronberg, MS, RD, CDN, NEDA-LI, National Liaison presented a workshop entitled: "What's a Family to Do? Questions and Perspectives on How to Use and Involve the Families in Treatment or Not. Sondra shared her strategies and guidelines for using parents as a resource in treatment. She shared cases and offered practical suggestions for eating with patients



Sondra Kronberg, MS, RD, CDN, NEDA-LI, National Liaison; Lori Condon, NEDA-LI 2007 volunteer of the year; and Elise Gold, MS NEDA-LI board member.

and their families. Maudsley and other eating event protocols were explored. Techniques for screening and coaching families in meal support and eating events were discussed. Sondra challenged professionals to incorporate eating events with friends and family members into their outpatient treatment protocols. Future workshops on this topic were requested and are being planned in the next series of workshops. ☒

UPCOMING NEDA – LONG ISLAND WORKSHOPS

■ Support Groups:

We continue to offer our professionally-led free, monthly support groups.

■ For Professionals:

Out on the Limb Professional Workshop Series

Friday, October 17: Understanding and Treating Patients Who Inflict Harm on Themselves, facilitated by Sharon K. Farber, PhD, BCD.

Future workshop dates are December 5, 2008, February 6, 2008 and April 24, 2009.

Topics and speakers to be announced.

■ For the Public:

NEDA-LI is eagerly looking for volunteers, board members and committee participants for NEDAwareness Week 2009.

Visit our website at www.neda-li.org or call 516-794-0415 for further information.

NEDA and MHA Launch Two-Year Pilot Project

The Mental Health Association of Rockland County, New York and NEDA have teamed up to launch a two-year pilot program to provide eating disorders awareness and education programs in Rockland County. Through this collaborative effort, NEDA is providing an outreach coordinator, Jo Ann Zucker LCSW-R trained in community organizing. Zucker will make NEDA's educational materials and programming available

to the school districts of Rockland County and to the general public. New York State Senator Morahan was instrumental in the development of this pilot program for prevention in the region.

One of the current highlights of this project is the creation of the Eating Disorders Coalition of Rockland County. NEDA is also planning a statewide conference on eating disorders to be held in Rockland County on **March 27, 2009**. ☒



Use www.GoodSearch.com to do your online searches. Choose NEDA as your designated charity and you will contribute one cent to NEDA every time you search.

Thank You!

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Puente de Vida
University Medical Center at Princeton
Walker Wellness Clinic

*For a full list of conference sponsors and exhibitors, please visit our website.



NEDA temporary tattoos debuted at the conference. Get yours by ordering a NEDA awareness Week kit!

Austin Event Supports Treatment Access

Under the Texas stars at the beautiful Umlauf Sculpture Garden, approximately 150 people turned out to support NEDA's STAR Program (States for Treatment Access and Research). More than \$30,000 was raised on September 20, 2008 to support our grassroots efforts to improve insurance coverage for eating disorders, to promote the World Wide Charter for Action on Eating Disorders. Elegant appetizers and wine were served by Austin-based, Whole Foods. Many thanks to our supporters:

Chair:

Cedar Springs Austin

Vice-Chair:

Deborah and Thomas Insel

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Puente de Vida

Friends:

BHC Alhambra Hospital
Center for Change
Buddy and Cathy Howard
Pine Grove Women's Center
Remuda Ranch



Guests of the Texas STAR Event enjoyed appetizers outdoors at the beautiful Umlauf Sculpture Garden.




Cedar Springs Austin chaired the STAR Event

NEDA Conference *continued from page 2*

of the film, "Beauty Mark." This independent film examines popular culture's emphasis on weight and looks through the eyes of psychotherapist and former, world-class tri-athlete Diane Israel and her interviews with other athletes, body builders, fashion models, and inner-city teens.

Our many thanks go out to the members of the Conference Committee and the Host Committee for their great ideas and hard work.

We also want to thank all of our speakers and workshop presenters. The feedback from attendees was that the conference was a resounding success, "best conference yet!" One family member wrote to say, "This was a great chance to have access to the best and most knowledgeable people in the eating disorders field." Another wrote, "This was an opportunity to share cutting edge information, meet professionals in the field, understand latest treatment options and issues, and feel a part of the movement to educate public about eating disorders."

Be on the look out! We will be announcing the date and location for our 2009 Conference on the website shortly. Calls for proposals to present at the NEDA conference will also be posted on our website and in our e-newsletter in February! If you are not receiving MyNEDA emails sign up online under "Join Now." 



Emme (center) connects with "Beauty Mark" filmmakers Carla Precht (left) and Diane Israel (right)

STAR Program Takes on Worldwide Charter

NEDA's STAR Program (States for Treatment Access and Research) is working in collaboration with the Academy for Eating Disorders (AED), using the Worldwide Charter for Patient's Rights. The Charter serves as a mobilizing tool for our efforts to create legislative change that improves access to eating disorders treatment and increases research, awareness and prevention programs across the U.S.

The charter is essentially a bill of rights. It does not require adoption or contractual agreements from policy makers, but it does offer a universal definition of the problems that many experience with eating disorders. This as an opportunity for eating disordered individuals, their families, and health professionals to come together with a common language, a uniform message, and solid demands.

Our goal is to hold legislative press briefings in 50 state capitals by December 2009. Briefings will be tailored to the unique needs of each individual state. The point is to make a splash, to unify the eating disorders community, and to bring awareness to legislators and the community at large, about the problems that eating disordered individuals and their families face.

With a uniform presentation from state to state, the message will be heard, seen, and understood in a way never before accomplished. Ultimately, we hope to propose legislation in many states and to forge the future for legislative change across the country.



Get Involved!

The STAR Program is an exciting opportunity to get involved with the eating disorders community and to make a difference. Your involvement can be as small as baking cookies for an event, hanging fliers in your local coffee shop, or even just attending on the day of the briefing. Or, it could be as large as heading up your state's team of volunteers. If you'd like more information, want to know what is happening in your state, or you want to get involved, please contact Lara Gregorio, STAR Program Manager at lgregorio@myneda.org, 510-435-7425. ☒



Thank You and Welcome To our NEDA Network Members



- The Dahlia Partnership (Missouri)
- Eating Disorders Coalition of Tennessee
- The Eating Disorder Foundation (Colorado)
- Eating Disorders Information Network (EDIN), Georgia
- Eating Disorder Network of Central Maryland (EDN)
- MEDA, Inc. (Massachusetts)
- Ophelia's Place (New York)

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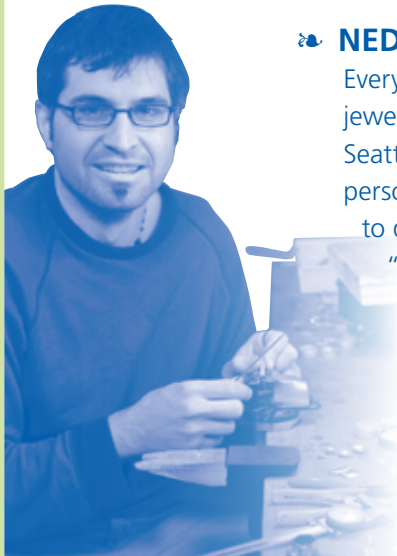
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Shop for the Cause

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

Sustaining Sponsor Acknowledgments Fall 2008

The National Eating Disorders Association thanks Rader Programs, Remuda Ranch, CRC Health, McCallum Place, Pine Grove Women's Center, Rogers Memorial Hospital, The Oliver-Pyatt Centers and The Renfrew Center for being Sustaining Sponsors.* Their generous contributions support NEDA's programs and services throughout the year. To learn more about becoming a sponsor, call 206-382-3587, x15.

* Being listed in this treatment guide does not in any way indicate an endorsement or recommendation of any kind by the National Eating Disorders Association. For more information about eating disorders, their treatment or referrals nationwide, please visit the Treatment Referrals section of our website at www.NationalEatingDisorders.org.



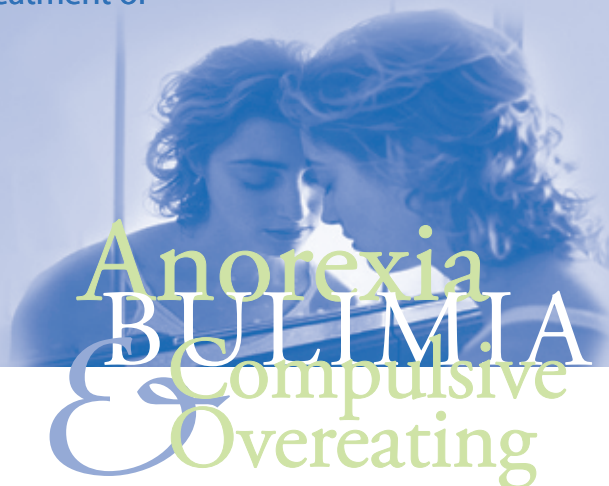
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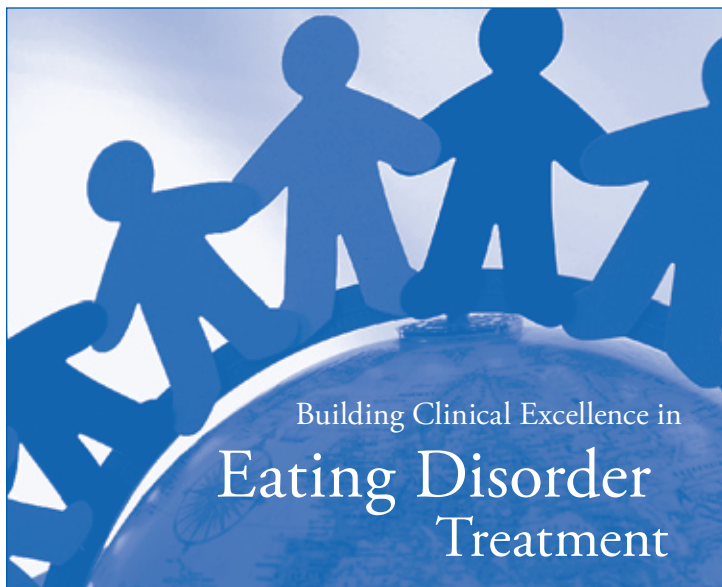
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- The Victorian** - Tucson, Arizona



Theodore E. Weltzin, MD

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KIM MCCALLUM M.D., MEDICAL DIRECTOR



*One place.
So much care.*

For women coping with eating disorders, chemical dependency or both, Pine Grove offers the Women's Center. In a tranquil setting that includes a pool and spacious living areas, the Women's Center promises care through three separate and distinct programs. For one life with many seasons, Pine Grove is one place with many solutions.

To learn more, please visit www.pinegrovetreatment.com, or call 1-888-574-HOPE.



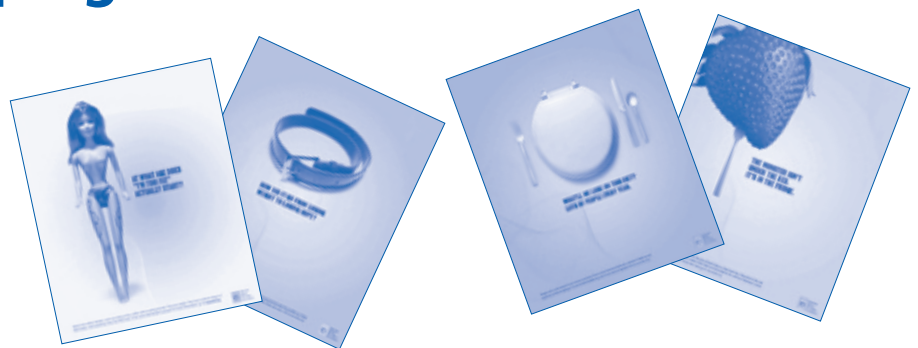


THIS IS YOUR LAST ISSUE! If you are not currently a member of NEDA or have not made a contribution recently, this is the last issue you will receive of NEDA's Outlook newsletter and other mailings. **Please act now** to ensure uninterrupted delivery of our newsletter about eating disorders, events, conferences, National Eating Disorders Awareness Week and more.

New NEDA Ad Campaign Debuts!

To 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. 



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. The Call for Proposals will be posted in November.