

# National Eating Disorders Awareness Week Collaborators

## ABOUT NEDAwareNESS WEEK

February 25<sup>th</sup> – March 3<sup>rd</sup>, 2019



The goal of **National Eating Disorders Awareness Week (#NEDAwareness)** is to shine the spotlight on eating disorders by educating the public, spreading a message of hope, and putting life-saving resources into the hands of those in need. Eating disorders have the highest mortality rate of any mental illness and will affect 30 million Americans at some point in their lives, but myths and misinformation still keep people from getting the help they need.

During NEDAwareness Week, communities across the country join the National Eating Disorders Association (NEDA) to raise awareness through social media campaigns, legislative advocacy, building lightings, local events, and many more activities.

With the support of partners like you, we can make sure that help is available and recovery is possible for everyone.

## 2019 THEME: COME AS YOU ARE

With this year's theme – *Come as You Are* – NEDA speaks to individuals at all stages of eating disorders recovery and sends the message that all of these individuals are included, their stories are valid, and we want them to speak out and share their experiences.

We hope *Come as You Are* offers the opportunity to invite everyone – especially those who have not previously been a part of the conversation – to get involved. We are also collaborating with partners who see a high co-occurrence of eating disorders in the communities they serve, to connect more people with helpful resources and support. We hope to engage our larger audience in a body acceptance challenge in order to spark conversation, connect new audiences with our eating disorders screening tool, and allow for continued engagement with these partners.

**Questions?** Visit [www.myNEDA.org](http://www.myNEDA.org) for eating disorders information, resources, and treatment options.

## THE ROLE OF NED AWARENESS WEEK COLLABORATORS

NEDAwareness Week is a collective effort of volunteers, including eating disorders professionals, health care providers, students, educators, social workers, organizations, and individuals committed to raising awareness of eating disorders.

*In 2018, 364 ORGANIZATIONS SIGNED ON AS OFFICIAL COLLABORATORS.*

Collaborators are asked to support NEDAwareness Week by sharing resources with their communities and engaging in the #NEDAwareness social media campaign. Collaborators are also welcome to get creative with their participation by hosting their own events and activities.

## HOW DO COLLABORATORS PARTICIPATE?

Collaborators can get involved in many different ways. We encourage everyone to highlight the need for early intervention by sharing the [online eating disorders screening tool](#) with their networks. If you are ready to join in the effort, complete NEDA's [collaborator registration form](#).

Suggested ways partners can help spread awareness also include the following:

- Complete our body acceptance challenge at [nationaleatingdisorders.org/bodychallenge](http://nationaleatingdisorders.org/bodychallenge).
- Take and share the online screening tool: [nationaleatingdisorders.org/screening](http://nationaleatingdisorders.org/screening).
- Help make eating disorders trend online! Participate in the conversation by tagging your posts with #NEDAwareness on Twitter, Facebook, and Instagram.
  - Need an idea? Take a stand against weight stigma by writing "No fat phobia!" or "Down with diet culture!" on your favorite tee and posting it to social. Don't forget to hashtag #NEDAwareness #ComeAsYouAre in the comments!
- Publish a blog or news article about eating disorders, with a focus on sharing inclusive stories.
- Spread the message about NEDAwareness Week by highlighting it on your website or linking to [www.nedawareness.org](http://www.nedawareness.org).
- Light up your business in blue and green! Be counted among the many landmarks around the nation that are going blue and green for NEDAwareness Week in February.

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- Host an awareness or fundraising event!
- Hang an official NEDAwareness Week poster in your office, school, place of worship, or local community space.
- Share videos, infographics, fact sheets, or other resources with your community!

To make your participation easier, NEDA will provide sharable graphics, guides, and videos such as [How to Help a Loved One](#) and [Warning Signs and Symptoms](#). Specific resources will also be available on the following topics:

- Athletes & Exercise
- Bullying & Weight Shaming
- Body Image
- Co-occurring Conditions
- Dieting & “Clean Eating”
- LGBTQ+
- Men
- People of Color
- Social Media & Media Literacy
- Substance Abuse

*YOU CAN FIND EVERYTHING YOU’LL NEED AT  
WWW.NEDAWARENESS.ORG*

Whichever way you choose to partner, your efforts are a key component to raising awareness of eating disorders and saving lives, so we greatly appreciate your participation!

## **CAMPAIGN LINKS**

**Campaign Hashtags:** [#NEDAwareness](#) [#ComeAsYouAre](#)

**NEDA’s Confidential Screening Tool:** [nationaleatingdisorders.org/screening](http://nationaleatingdisorders.org/screening)

**Body Acceptance Challenge:** [nationaleatingdisorders.org/bodychallenge](http://nationaleatingdisorders.org/bodychallenge)

**NEDA Helpline & Click to Chat:** [nedawareness.org/get-help/helpline](http://nedawareness.org/get-help/helpline)

**Collaborator Materials:** [nedawareness.org/partners](http://nedawareness.org/partners)

**Twitter:** [twitter.com/NEDAstaff](https://twitter.com/NEDAstaff)

**Facebook:** [facebook.com/NationalEatingDisordersAssociation](https://facebook.com/NationalEatingDisordersAssociation)

**Instagram:** [instagram.com/NEDA](https://instagram.com/NEDA)