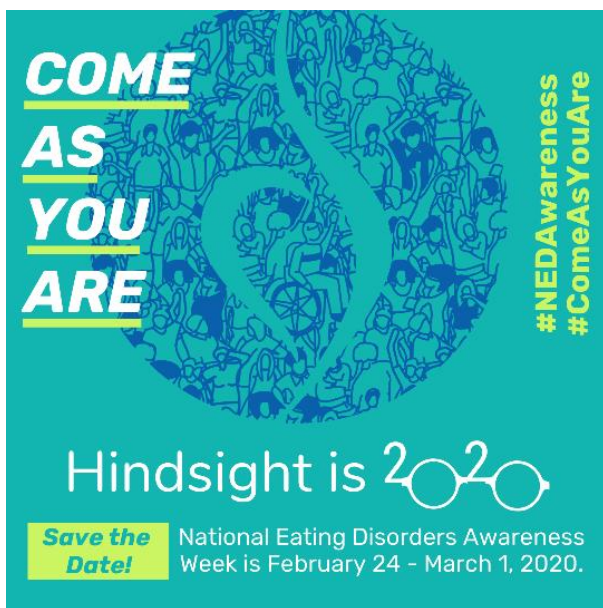


# National Eating Disorders Awareness Week Collaborators

## ABOUT NEDAwareNESS WEEK

February 24<sup>th</sup> – March 1<sup>st</sup>, 2020



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.

## 2020 THEME – COME AS YOU ARE: HINDSIGHT IS 20/20

Building off last year's success and continued relevance, we want you to Come as You Are again for NEDAwareness Week 2020! From February 24<sup>th</sup> to March 1<sup>st</sup>, we encourage our community to embrace this year's theme, Come as You Are: Hindsight is 20/20, by reflecting on the positive steps they've taken – including those stemming from setbacks or challenges – toward accepting themselves and others.

Through NEDAwareness Week 2020, NEDA aims to improve public understanding of eating disorders and their causes, dangers, and treatments and to empower everyone to reduce risk factors and join prevention efforts. To continue to promote inclusivity in the eating disorders community, we encourage collaboration with organizations that see a high co-occurrence of

eating disorders in the populations they serve, as well as those who aim to do the hard work of advocating for marginalized communities.

We hope *Come as You Are: Hindsight is 20/20* offers the opportunity for all people to get involved. By sharing our stories of what we have learned as we go through our eating disorder and body acceptance journeys and how the greater community is affected, we offer the opportunity to continue the conversation and prioritize inclusivity.

In particular, we hope this year offers the opportunity to be vulnerable about the journey that is involved with our *Come as You Are* theme and what it might take to grow with it.

## THE ROLE OF NEDAwareNESS 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 2019, 439 INDIVIDUALS & 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:

- Share a story of how you've learned to *Come as You Are* in the past year, month, or decade and how you've grown from this newfound knowledge. Examples might include:
  - How you have learned to accept your body telling you what it needs to be nourished.
  - Accepting your size, which might not fit in with the societal ideal.
- Recognizing ways you can continue to grow and accept others who come as they are.
- Sharing articles, stories, and events from NEDA's social media pages during NEDAwareness Week.

- 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 [nedawareness.org](http://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.
- 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](#). 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)

**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)