

# EATING DISORDERS



## ON CAMPUS GUIDE



National Eating Disorders Association

# WELCOME!

If you're reading this, it's probably because you want to raise awareness and provide education about eating disorders at your school. Here at the National Eating Disorders Association (NEDA), we believe that the time for eating disorders awareness is overdue, and we're bringing together students, faculty, and campus services in the fight against eating disorders.

We realize that as college students you have a lot of work and responsibilities! That's why we have ways to get involved that are flexible and can fit into any schedule, whether you can commit five minutes or five months.

Included in this guide you'll find sample activities to raise awareness and educate your campus. The activities listed are examples, and can be tailored to fit the needs of your campus community. Most activities can be easily scaled to accommodate your schedule.

If you have any questions or would like assistance developing an idea for your school, **contact NEDA at 212-575-6200 or [info@nationaleatingdisorders.org](mailto:info@nationaleatingdisorders.org).**

## IT'S TIME TO TALK ABOUT IT

**Early intervention saves lives, and our online screening only takes three minutes.**

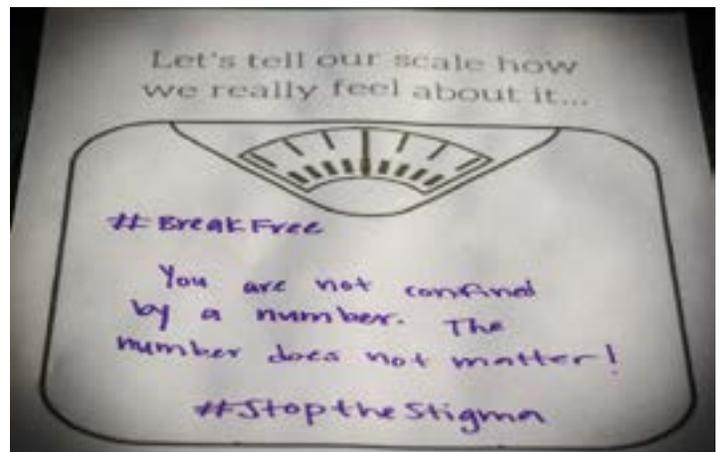
**Make this screening tool available for students:**

**[www.myneda.org/screening](http://www.myneda.org/screening)**



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# GETTING STARTED

## STEP ONE: ASSESS WHAT'S AVAILABLE

No matter what your goals are, the first step in bringing education and awareness to your campus is to assess what materials, resources, and support are currently available to students. To help you in this process we've included a checklist of resources and information that your school may provide. Every school is different, so you may find additional resources that didn't make the list!

## STEP TWO: DECIDE WHERE TO TAKE ACTION

Based on what you find when evaluating your campus, you can formulate a plan to take action! What you choose to take on will depend on your interests and availability. For example, a student who wants to provide educational materials to students could ask the counseling center to provide brochures, plan an educational panel discussion as part of eating disorders awareness week with a fraternity, or both.

## STEP THREE: FORMULATE YOUR PLAN

Once you've chosen an issue you'd like to take on, you'll need to decide how you want to approach the topic. Consider your availability, the kind of help you have readily available, and whether you will need any funds. For events, you'll want to make sure that the event date you set allows sufficient time for planning.

## PRO TIP: UTILIZE THE CAMPUS EATING DISORDER RESOURCE CHECKLIST

Universities consider a number of factors when determining what kind of eating disorders education and support to provide on campus. Areas to consider include: campus size, budget allocation, student concern for a particular issue, campus policies, administrative decisions, and university insurance policies and risk assessments.

On the following page you will find a list of resources, materials, messaging, and policies on some campuses across the United States. What is appropriate and feasible for each campus will be different. Complete this survey to assess what your school has and as a starting point to formulate goals for your school.



# CAMPUS EATING DISORDER RESOURCE CHECKLIST

## Does your school have eating disorders (ED) information on any of the following sites?:

- Counseling center website
- Student health center website
- Wellness/health promotion website
- LGBTQ center website
- Disability services website
- Other:

## Does your school provide informational materials in any of the following locations on campus?:

- Counseling center
- Student health center
- Wellness/health promotion office
- LGBTQ center
- Office of disability services
- Recreation center/gym
- Student center/union
- Library
- Academic departments
- Other: \_\_\_\_\_

## Does your school provide any of the following support services?:

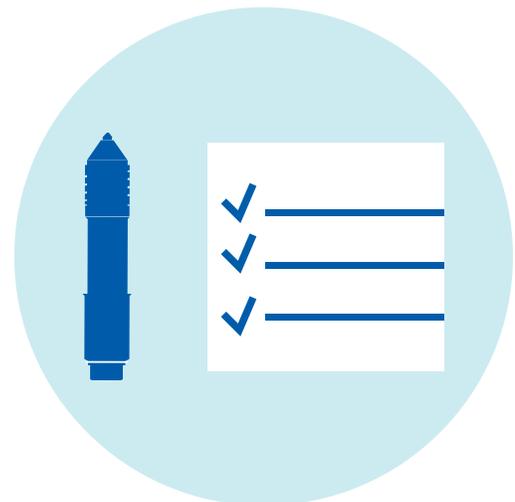
- Counselor trained to treat EDs
- Nutrition services for students with EDs
- Primary care support for EDs
- Referrals to off-campus ED specialists
- Support group for EDs/body image
- Student health insurance w/ ED treatment coverage

## Does your school have any of the following messages, campaigns, or policies?:

- Calorie counts in campus dining halls
- Messaging about taking the stairs to burn calories
- Healthy eating campaigns that categorize foods as good vs. bad
- Fitness center messages about weight loss/burning off food
- Harsher leave of absence policies for EDs/mental health as compared to general medical leave

## Do you frequently hear/see students/faculty or staff doing any of the following on campus?:

- Expressing guilt over what they eat
- Exercising to counteract calories consumed
- Skipping meals/planning food in order to avoid gaining weight from alcohol
- Discussing other students' weight/body size in negative contexts
- Discussing their own weight/body size in negative contexts
- Reinforcing myths or incorrect information about EDs

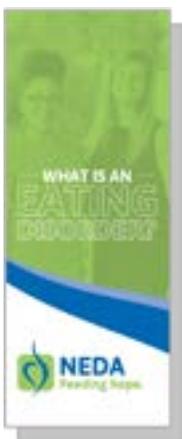


# DISPLAY NEDA BROCHURES OR RESOURCE CARDS ON CAMPUS

NEDA brochures are packed with information about eating disorders, resources for help and support, and guidance on how to help someone struggling. Campus counseling and student health centers are great places to display brochures, but feel free to consider other locations like a student center or residential life office.

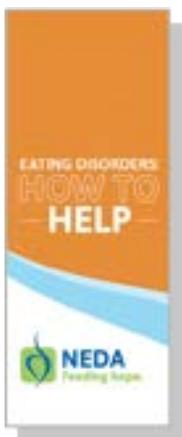
Brochures and resource cards are available to download and print free of charge at <http://www.nationaleatingdisorders.org/brochures>.

Limited quantities of brochures may be available upon request by **completing this form**.



## “WHAT IS AN EATING DISORDER”

This brochure describes eating disorders, including their causes and warning signs, and information on treatment and prevention.



## “HOW TO HELP”

This brochure provides suggestions for communicating with someone who may have an eating disorder.

## NEDA RESOURCE CARDS

Many students have no idea that life-changing assistance can be a call or click away. NEDA's resource cards include ways students and administrators can find help and information.

### DID YOU KNOW?

The NEDA Helpline is available  
Monday-Thursday 9am–9pm EST and  
Friday 9am-5pm.

**CALL: 800.931.2237**

# DISPLAY NEDA BROCHURES OR RESOURCE CARDS ON CAMPUS (CONTINUED)

## PRINTING RESOURCE CARDS

You can either utilize **NEDA's Resource Card** design, or create your own. If you choose to create your own, you can include contact information for any relevant services your campus provides (such as the counseling center or body image support group). However, if you choose to design your own, please be mindful not to include any of NEDA's logos or branding as those are property of NEDA.

For best results, print the cards in color and on a heavier weight paper such as cardstock.

## TIPS FOR DISPLAYING BROCHURES AND RESOURCE CARDS

- Check to see whether the location you are considering already has materials about eating disorders.
- Identify who makes decisions about displaying materials in your chosen location (Is it the counseling center in general? Is there a particular staff member?). You can check online or you can contact the office directly.
- Email or call the decision maker and inquire about having NEDA brochures or other eating disorders materials available. For brochures, make sure to include information about the content of the brochures, background information about NEDA, and how to print or request copies.

## WHERE SHOULD I DISPLAY OR DISTRIBUTE BROCHURES AND RESOURCE CARDS?

- Campus counseling and/or student health center.
- Residential life – by talking to RAs about having materials available or posted on their floors, asking if you can hand out materials to your floormates/dormmates.
- Student services offices, such as an office of disability services, LGBTQ services, or international student services.
- Campus fitness or recreation center.
- Academic department offices, such as psychology or nutrition.
- Clubs or groups you're a member of.
- Health fair or screening event.

# WRITE AND SUBMIT AN OP-ED

## WHAT IS AN OP-ED?

Op-ed articles, “opposite the editorial,” are powerful conversation-starting tools for topics relevant to audiences from all walks of life. These opinion pieces bring together facts, statistics, or positions on particular subjects that are not typically shared from the majority point of view.

With the ability to reach hundreds (or possibly thousands!) of students on your campus, op-eds are an excellent opportunity to express an opinion on a topic currently being presented to the student body. There may be multiple places for you to submit an op-ed on campus, so check for student publications including a student newspaper, online blogs (school-wide, department-specific etc.), and magazines.

## POINTS TO CONSIDER WHEN WRITING ABOUT EATING DISORDER AWARENESS IN YOUR OP-ED

- Are there eating disorders awareness events or groups on campus? If so, does there seem to be student and faculty support for these groups or events?
- Review the National Eating Disorders Association (NEDA) Campus Eating Disorder Resource Checklist. Which resources does your campus counseling/wellness center already provide? Which ones do they lack?
- Do students and faculty on your campus appear to be aware of eating disorders?
- Do you have a personal experience of recovering from an eating disorder on campus? Are you willing to share publically about your experience? If so, what support have you received? What support would you have liked to receive? Make sure to review our **Guidelines for Sharing Your Story Responsibly**.

## TIPS AND GUIDELINES

### Keep time in mind when writing your article

If you are writing an article that is relevant to a current discussion on eating disorders, you want to submit your piece in a timely manner. If you are writing a piece that is connected with a holiday or specific time of year, plan ahead and submit early so that editors can schedule your piece for publishing if accepted.

### Keep the article 750 words or less

Keeping the article short and focused on the main point you are trying to get across will keep the reader interested. Remember that op-ed articles are typically made up of short sentences and paragraphs.

### Make your main point clearly and prominently

Stick to making your single point clearly and precisely. If you cannot explain your message in a sentence or two, you’re trying to cover too much. Remember, you need to hook your reader within a couple of seconds. Be direct and get to the point quickly!

### Use responsible language

Since you will be discussing sensitive issues, please use our guide on “Sharing Your Story Responsibly” so that you don’t offer any triggering or potentially dangerous information to readers.

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

# WRITE AND SUBMIT AN OP-ED (CONTINUED)

## Why should your readers care?

Put yourself in your busy readers' places. Your op-ed should answer the questions of "So what? Who cares?" and offer your readers worthwhile information that will relate to their lives.

## Offer specific recommendations

An op-ed presents your opinion and the actions you are calling for. Don't just say that change needs to happen; highlight specific changes you're calling for and how readers can make them happen.

## Don't be afraid of the personal voice

Op-eds are best-received when they speak directly to the readers. Using sentences like, "I was surprised to learn that eating disorders..." will engage the reader and make your writing relatable.

## Avoid jargon

Using simple language is not an insult to your audience. In fact, it makes your op-ed more accessible and an easier read during morning commutes or coffee breaks.

## End with a strong, memorable, and clear point

When writing an op-ed, you want your readers to remember your article and the point you are making. To do this, it is best to conclude the article with a memorable line summarizing your point.

## How to submit an article

Pay attention to the requirements for publication, as a small oversight can jeopardize the inclusion of your submission.



# PARTICIPATE IN A NEDA WALK

A NEDA Walk is a non-competitive event that seeks to raise money and awareness for the mission of NEDA. The express purpose of NEDA Walks is to support the mission of NEDA through participant registrations and fundraising, and to raise awareness of the dangers surrounding eating disorders and the need for early intervention and treatment. The money raised from a NEDA Walk goes to NEDA and NEDA Network members to help fund lifesaving programs.

For more information about NEDA Walks including locations, dates, and registration, visit [www.nedawalk.org](http://www.nedawalk.org).

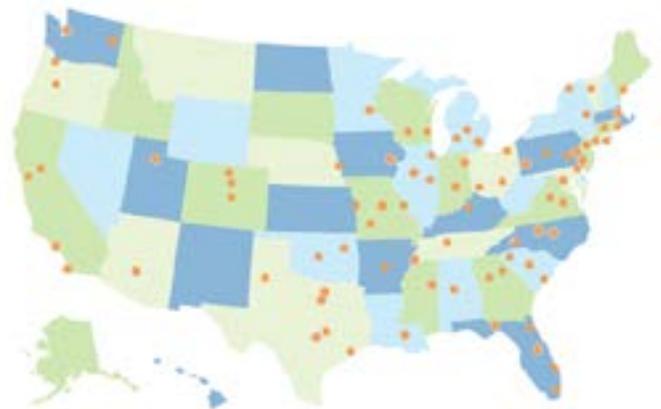
For details on starting a team, and fundraising tips, visit [www.nedawalk.org/walker-tools](http://www.nedawalk.org/walker-tools).

Whether there is a walk on your campus, or in your local community, forming a team of student, faculty, and staff walkers and fundraising is a great way to get involved and raise awareness. There's no limit on the number of team members, so the more the merrier! Sample teams might consist of members of a sports team, a fraternity or sorority, a residence hall floor, a campus club, or an academic department.

**FIND A #NEDAWALK  
NEAR YOU!**

Join us!

[www.nedawalk.org](http://www.nedawalk.org)



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

# PARTICIPATE IN NED AWARENESS WEEK

National Eating Disorders Awareness Week (#NEDAwareness) is an annual awareness week, typically at the end of February. The goal of NEDAwareness Week is to put the spotlight on the seriousness of eating disorders and to improve public understanding of their causes, triggers, and treatments. By increasing awareness and access to resources, we can encourage early detection and intervention, which can improve the likelihood of full recovery for millions.

Each year, we rely on our enthusiastic supporters to spread NEDAwareness Week's message of hope and awareness. NEDAwareness Week is a great time to share information online and host events on campus!

For more information about the upcoming NEDAwareness Week, check out [www.nedawareness.org](http://www.nedawareness.org). Make sure to follow NEDA on social media.

**PARTICIPATE IN  
#NED AWARENESS WEEK**

**Get screened, get help, or get involved!**

[www.nedawareness.org](http://www.nedawareness.org)

## CONNECT WITH US ON SOCIAL MEDIA



[www.facebook.com/NationalEatingDisordersAssociation](http://www.facebook.com/NationalEatingDisordersAssociation)



[@NEDAstaff](https://twitter.com/NEDAstaff)



[@NEDA](https://www.instagram.com/NEDA)



[nedafeedinghope.tumblr.com](http://nedafeedinghope.tumblr.com)



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

# EVENT PLANNING

Planning an event might seem intimidating, but it can be an easy and fun process. Depending on your specific activities and how much time you have, the amount of work you'll put into planning will vary. Follow a few simple steps to make your event—big or small—a success!

For more information about planning specific events like a scale smashing, or screening event, visit <http://proud2bme.org/content/how-guides>.

## IDENTIFY YOUR GOAL

At the beginning of your planning, ask yourself two questions: What is my objective? Who is my target audience? Use your answers to frame the rest of your planning.

What are your measurable objectives? What do you want to accomplish? Measurable objectives should be specific and realistic, such as, "Attendees will be able to summarize how to help a friend who may be struggling with an eating disorder."

## CREATE AN ORGANIZING COMMITTEE

Whether you'll want a large or small committee will depend on the scale of the event you're planning. Recruit people to help you who have different types of skills that you can use (do you know someone with a large social network? Have academic connections?). You can find great committee members in your clubs, among your friends, or in departments/offices that have an interest in your event.

We strongly encourage you to consult at least one mental health professional with expertise in eating disorders while planning your event. Start by looking at your student counseling center or student health center. Additionally, to find area professionals in your community who may be available to participate in your event, visit [www.myNEDA.org/find-treatment](http://www.myNEDA.org/find-treatment).

## SET THE BUDGET

List estimated costs to determine how much money you'll need to cover expenses such as: printing, ad placements, activity supplies, venue rental fee, A/V costs, speaker fees, and food and beverage.

List estimated revenue: In-kind donations, ticket sales/registration fee, raffles, donations and sponsors. Unless you have funding from your school, you'll generally need your estimated revenue to equal or exceed your estimated costs.

## CHOOSE A LOCATION

Selecting the right location for your event depends upon whom you'd like to attend and the particular environment you want to create.

Some factors to consider include:

- How many people will attend? What size space do you need?
- Does the room have necessary technology? If not, is the room able to accommodate any technology you bring?
- Will people be driving to the event? If so, is there parking?
- Is there a fee to use the space? Check with your student activities office or facilities management about using spaces.
- Are faculty and staff invited to the event? Will they be comfortable with the location and type of space?
- Is the space accessible for students with different needs? Can the space be navigated by a wheelchair? Is there a way to close a door, or cut down on distractions?

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

# EVENT PLANNING (CONTINUED)

## SET THE PROGRAM

Depending on your event, setting the program may be a quick step or one that you'll want to consider carefully.

For an eating disorder screening in a common space at your university, all you need to do is pick start and end times.

For a film screening or speaker event, you'll need to set an opening, a closing and decide if you'll have audience Q&A, then allocate time to each part.

General questions to consider, regardless of your event, are the overall structure, the length, and whether or not food and refreshments will be provided.

It is crucial that your event is a safe space for all attendees, some of whom may be in recovery or struggling with an eating disorder. Be aware of statements, images or messages that may be triggering. Share this information with your committee and anyone who may speak at your event. More information can be found at [www.myNEDA.org/guidelines-sharing-your-story-responsibly](http://www.myNEDA.org/guidelines-sharing-your-story-responsibly).



## GENERAL TIPS FOR A SUCCESSFUL EVENT

**Avoid “talking numbers”** – Specific weight, calories, time exercising or clothing size, for example, can likely be replaced by general statements such as “his weight was within a healthy range.”

**Do not include graphic images or descriptions of the body or eating disorder symptoms.** These types of images or descriptions are harmful to people struggling, and feed into cultural sensationalization of eating disorders, and myths about what an eating disorder “looks like.”

**Emphasize the seriousness of eating disorders, without portraying them as hopeless.** Make sure to encourage anyone struggling to seek help for themselves, or a loved one.

**Provide resources – whether they are campus resources or located in the surrounding community.** Make sure to offer attendees ways to find help and support.

# EVENT PLANNING (CONTINUED)

## SPREAD THE WORD

Before deciding which media to approach to promote your event, spend some time thinking about your target audience and the best way to let them know about it.

Some ways to consider getting the word out include:

- Fliers on campus
- Posts on campus social media pages (or individual social media pages)
- Professors (asking them to share with a class, asking if students can get credit for attending)
- Announcements in class
- Student newspapers/online blogs



## EVENT DAY

On the day of your event you get to see all of your hard work come to fruition! Make sure you have enough time to set up for your event and to take care of any last-minute needs.

If you'd like to send out post-event thank-yous or a survey (which we recommend!) keep a signup sheet for attendees to write their names and email addresses.

Don't forget to take pictures! Be sure to get permission from attendees before photographing them. You can submit the pictures to newspapers and blogs afterwards, or post them on social media— promoting the event after it's finished gets the message out to even more people.

# EVENT PLANNING (CONTINUED)

## POST-EVENT FOLLOW-UP

After your event (and after you've congratulated yourself on a job well done!) be sure to thank your committee, any event sponsors or partners, as well as your attendees. If you're using a post-event survey to measure your success, the attendee thank-you email is a great way to get the survey out.

You can also link to photo albums with pictures of the event—your attendees may share those pictures with their networks, reaching exponentially more people!

## QUICK TIPS FOR CREATING GOOD POST-EVENT SURVEYS:

- Send out surveys within two days of an event while the details are still fresh for attendees.
- Be as concise as possible; the survey should only take about five minutes to complete.
- Keep questions limited to one topic. For example, do not ask if the program was “fun and educational” as one question. Split it into “was the program fun” and “was the program educational.”
- Mix up the type of questions (yes/no, degree, open-ended).
- Use a survey builder to help you collect data (there are free options online).
- Avoid using any jargon or phrasing that could confuse participants.



# EVENT PLANNING (CONTINUED)

## MEASURE YOUR SUCCESS!

You set your goal at the beginning of the event—whether it was reaching a certain number of attendees, screening a specific number of people or increasing the audience’s knowledge of eating disorders, you had a measurable goal going into the event.

Now it’s time to brag about your success! Tell NEDA, your organizing committee and any event partners about your outcomes—whether it’s the number of people who attended your event or the post-event survey results, you should be proud and share your success!

Be sure to also submit your pictures to NEDA: [info@myNEDA.org](mailto:info@myNEDA.org). Be sure to include your name, your school, the title and date of your event, as well as any details like the number of attendees. Also, let us know if you give NEDA permission to include your photos and information in any features about campus eating disorders awareness.



# FREQUENTLY ASKED QUESTIONS

## HOW DO I FIND PEOPLE TO HELP ME RAISE AWARENESS?

The first place to recruit people to help you is within your network. Talk about your interest/ideas with friends, members of any clubs, sports teams, or academic programs you're a part of. You can also reach out to students and faculty in departments such as nutrition, counseling, psychology, social work, nursing, women's studies, or public health. You can also set up a table in a student center or heavily trafficked area and ask people if they're interested in helping out.

## CAN YOU HELP ME CREATE A SUPPORT GROUP/SPACE TO SUPPORT STUDENTS WHO ARE STRUGGLING?

No. This guide, and materials to support student initiatives, are centered on awareness, education, and advocacy. We cannot provide health services of any kind. We suggest that students contact their campus counseling center, or call the NEDA Helpline at (800) 931-2237 to identify community-based support.

## I'M A HIGH SCHOOL STUDENT, CAN I GET INVOLVED?

While the information in this guide is tailored to students on college campuses, we welcome high school students to raise awareness as well. Schools may have policies about what students can and cannot do on school grounds, so make sure to work with a teacher, guidance counselor, or administrator.

## CAN I PLAN AN EVENT NOT LISTED IN THIS GUIDE OR IN THE "HOW-TO" GUIDES?

Definitely. You know your campus and community best. If you have an idea, we encourage you to put it in to action. Make sure that you adhere to the general guidelines for a safe event listed in this guide and at [www.myNEDA.org/guidelines-sharing-your-story-responsibly](http://www.myNEDA.org/guidelines-sharing-your-story-responsibly). You can always share your ideas with us by emailing [info@myneda.org](mailto:info@myneda.org) or calling **212-575-6200**.

## CAN NEDA FINANCIALLY SUPPORT MY EVENT OR PROGRAM?

No. NEDA is not able to providing funding to any individuals or groups for programs or events. Check with your campus about funding for student groups/programs. Sponsorships from school departments or community businesses and fundraising are ways you can help offset any costs.