



EATING DISORDER FOUNDATION OF NEWFOUNDLAND AND LABRADOR

The Butterflyer

April 2011 - Issue 7

In This Issue

Let's Talk Eating Disorders
Dying to be Thin - TV Special
Chairpersons Message
Renata Elizabeth Withers Memorial Scholarship Winners
Annual General Meeting
Tree of Life Donation - Shoppers Drug Mart
EDFNL Strategic Visioning Day
HOPE ALWAYS Walk
EDICCB Update
Families Supporting Families

[Join Our Mailing List!](#)

Quick Links

[Eating Disorder Foundation of NL Website](#)

[Find us on Facebook](#) 

[Follow us on](#) 

Would you like to Donate to the EDFNL? You can [click here](#) to donate now!

Attention FACEBOOK users:

Let's Talk Eating Disorders



Eating Disorder Foundation of Newfoundland and Labrador was fortunate to receive a grant from the Department of Health and Community Services during our annual Eating Disorder Awareness

Week

A new program called "**Let's Talk Eating Disorders...Provincial Education Program**" has been developed and designed to meet the increased demand for information on eating disorders from school administrators, teachers, counsellors and coaches across the province.

The Foundation has designed a 40-60 minute presentation that will give school professionals and educators across the province a chance to better understand the seriousness of eating disorders and provide current information on what provincial treatment facilities are available.

EDFNL will target Junior and High Schools across the province by giving schools the option to have the Foundation present to the staff during a professional development day, staff meeting or lunch session. It is the Foundation's hope that from this program we will raise the level of awareness and early detection within the school setting. Once completed we can look to developing future workshops and seminars based on feedback we receive.

If you are a school professional and are interested in having the Foundation present to your staff, we will be happy to do so. You can contact the foundation at info@edfnl.ca or call 709-722-0500

To view the *Let's Talk Eating Disorders* news release from the Department of Health and Community Services [click here](#)

We have a contest for you to enter. If you join our Facebook fan page you will be entered to win a \$100 gift certificate from Future Shop and a gift basket full of surprise goodies!

[Click Here](#) and 'LIKE' us today!



16:9 The Bigger Picture - Dying to be Thin

In each issue of the Butterflyer we often provide you with a current article or story to read. Today we invite you to watch a television special that was featured on Global TV. The program was called **16:9 The Bigger Picture "Dying to be Thin"**.

Please take a moment to watch this short episode which explores three Canadian stories about eating disorders.

You can watch **16:9 The Bigger Picture - Dying to be Thin** by [clicking here](#)

Chairpersons Message - Vince Withers

This past year was a year of progress for the Foundation and its partners. We are able to report that our awareness messages are reaching the public as many hundreds of families came forward for assistance and guidance in their efforts to support a family member who is coping with an eating disorder. While this is encouraging and the most important step in the recovery process we clearly need more diagnosis from our family physicians.

Many of the families we talk to have established eating disorders therefore we must focus our attention this year on working with our front line healthcare professionals on the importance of early detection.

A major program was launched last year to address this critical matter and thanks to the efforts of an Interprofessional Community Capacity Building Team and its partner the Parents of Hope, some 250 healthcare professionals across the Province received an extensive two day workshop on eating disorders. One of the primary goals of this initiative was to increase Interprofessional collaboration in an effort to improve care of clients/families dealing with eating disorder behaviours. The ultimate objective of this program is to increase the knowledge and confidence of primary care professionals in the prevention, early identification, intervention, referral and relapse prevention. This is an excellent program and in my view represents a learning experience second to none in this country. We offer congratulations to this team for a job well done.

As we increase our understanding and how best to address the causes of eating disorders we want to recognize the work of the Body Image Network. The BIN is a voluntary group of individuals and organizations committed to promoting a positive social environment and improving self esteem. The BIN program titled Healthy Body Image focuses on healthy bodies come in many shapes and sizes and is targeted at grades 2 and 4 and has been distributed to all schools across the Province. This is an outstanding education piece of work and will over time reach this most vulnerable group.

The Renata Elizabeth Withers Hope Program, an Outpatient Clinical Program of Eastern Health, completed its first full year of operation. Words cannot describe the importance and success of this program as some 40 outpatient clients at a time participate in this 10 week program. This program is successfully graduating clients and based on feedback from participants quote, "I am glad to have my life back", we know the good work of the staff of the Hope Program is paying huge dividends.

These are some of the success of this past year, however, while these serve as feel good experiences

we are still faced with the task of how best to respond to an eating disorder epidemic in our province and indeed across Canada. Our priorities for this year have to be sharply focused on a number of high level priorities such as working with family doctors for more early diagnosis's, improving treatment and support services outside the Northeast Avalon, engaging males in our programs and most importantly encouraging families to come forward when there are obvious signs an eating disorder may exist in a family member. We don't expect to resolve these barriers to successful recovery tomorrow; however, the Foundation and our Partners are committed to working collaboratively to this end.

We are grateful to our Partners mentioned who work with us almost on a daily basis including the Minister of Health and Community Services, Honorable Jerome Kennedy, our volunteers and our supporters, you can all take a bow for helping us help our eating disorder families.

We are delighted to welcome Ellen Foley, our first full time Executive Director to our team. With this additional effort we can expand our family support programs this year.

Regards,
Vince Withers
Chairperson - EDFNL

Winners of the 2010 Renata Elizabeth Withers Memorial Scholarships

EDFNL is very pleased to announce that Ms. Sarah Whelan and Ms. Nicole Adams of St. John's have been awarded the 2010 Renata Elizabeth Withers Memorial Scholarships.

Dolores and Christopher Withers presented the \$1000.00 scholarships to Sarah Whelan (top center) and Nicole Adams (bottom center) at the Foundation's Annual General Meeting held Tuesday, February 8, 2011.



Scholarship Winner Sarah Whelan



Scholarship Winner Nichole Adams

EDFNL Community Volunteer Awards and Eating Disorder Awareness Week

February 6th - 12th marked Eating Disorder Awareness Week in Newfoundland & Labrador and across Canada. The theme for the week **ACT : Awareness - Commitment - Think Recovery** was intended to encourage and promote the need for more attention to early detection, early treatment and recovery. While substantial progress has been made in these areas, the need still exists to continue to provide essential information on eating disorders while emphasizing the need to dispel and mitigate the well established stigmas about this serious health issue. The Foundation, in all of its activities during the week, continued to advocate for widespread changes in attitudes and encourage families to acknowledge the problem and seek out available treatment and support services.



Information Booth

The Foundation had a full program of activities scheduled for the week including information booths at Memorial University and shopping malls and hospitals around the Province, family information sessions as well as a public meeting.

The Foundation also held its Annual General Meeting and presentation of reports on February 8th, including a Recognition Program for several of its supporters as well as a presentation of the \$1000.00 Renata Elizabeth Withers Memorial Scholarships. This year 3 Community Support Groups were presented with recognition awards for their outstanding commitment and contribution to the Foundation. These included Mr. Terry Smith (photo unavailable), Pyramid Construction and the Eating Disorder Interprofessional Community Capacity Building Project Team. The following pictures show this years recipients and scholarship winners.

Click the link below to view the awards photos

[Community Support and Volunteer Recognition Awards](#)

Shoppers Drug Mart Tree of Life Donation

The *Tree of Life Campaign* collects donations over a three week period each year by having customers purchase a "leaf" for a loonie, a "maple leaf" for \$5 or an "apple" for \$50. Donors can personalize a "leaf" to be placed on a branch of the Tree of Life which is prominently displayed in the store.

During the three week campaign, from September 18th, 2010 to October 15th, 2010, more than 1,180 Shoppers Drug Mart / Pharmaprix stores across Canada participated in the 2010 Tree of Life Campaign to provide support to 375 Canadian healthcare related charities. National in scope, yet locally based, the Tree of Life campaign sees 100 percent of the proceeds donated to women's health charities within individual communities, allowing women even greater access to services and information they need to stay healthy in mind, body and spirit. For more information on the Tree of Life please [click here](#)

This year Shoppers Drug Mart located in Churchill Square, St. John's generously donated its Tree of Life proceeds to the Eating Disorder Foundation of NL. The Foundation is truly appreciative of this generous donation and would like to thank Mr. Ed Myler and Vince Hogan of Shoppers Drug Mart, Churchill Square for presenting this donation during the Foundation's Annual General Meeting.

[Photo: Tree of Life Donation](#)

STRATEGIC VISIONING DAY - February 12, 2011 Eating Disorder Foundation of Newfoundland and Labrador

The Board of the Eating Disorder Foundation of Newfoundland and Labrador, in recognition of the organization's four years in existence, determined that a strategic visioning day would be helpful in advancing the work of the Foundation. The Board invited several guests to attend and were delighted to have Sister Elizabeth Davis, RSM volunteer to be the facilitator. The visioning day was held at the Bungalow in Bowring Park on 12 February 2011.

The participants who had been involved with the Foundation since the beginning spoke about their reasons for supporting the establishment of the organization. Those who joined the Foundation after the initial start up spoke about why they were attracted to the work of the Foundation.

Part of the success of the Foundation has been its connections with other organizations who share the same vision and goals. Guests of the session included EDFNL staff and Board of Directors and representatives from the Foundations close partners:

- Renata Elizabeth Withers Centre for Hope
- Parents of Hope
- Body Image Network
- Eating Disorder Interprofessional Community Capacity Building Project Team
- Eastern School District

Noted in the outcome of the session was the fact that the Foundation has achieved an enormous amount of success in four short years of operation. It is important to continue this positive momentum by reaching out to the entire province to develop more programs and services.

Sister Elizabeth concluded the session by using the image of the inukshuk, a symbol of leadership which focuses on giving direction, knowing the realities, being able to identify the essence of the message and

recognizing the power and the strength of knowing one's vulnerabilities as individuals and organizations. Thanking the Foundation for the fine work it is doing on behalf of the people of Newfoundland and Labrador, she gave this [Irish blessing](#).

The Eating Disorder Foundation of NL would like to thank Sister Elizabeth for being a wonderful facilitator and guiding us through our day.

HOPE ALWAYS WALK - August 28, 2011

The Eating Disorder Foundation of NL will be hosting its **3rd Annual Provincial HOPE ALWAYS Walk** on **Sunday August 28, 2011 at Bowring Park**. Registration will take place at the Bungalow from 12:30 to 1:45 PM, with the Walk starting at 2:00 PM.

We are currently looking for volunteers to help organize the HOPE ALWAYS Walk in communities throughout the province. If you are interested in organizing the Walk in your community please contact us at info@edfnl.ca or 709-722-0500.

If you would like to register as a HOPE ALWAYS Walker please [contact us](#)

If you are interested in making an online donation to the HOPE ALWAYS walk please visit our giving page [here](#). You can also make a donation at our office, by mail, or by visiting us at the HOPE ALWAYS Walk.

UPDATE: Eating Disorders Interprofessional Community Capacity Building Project

The Eating Disorder Interprofessional Community Capacity Building (EDICCB) Project Team who developed the eating disorder continuing education and support program is comprised of professionals from Eastern Health, Memorial University and Centre for Nursing Studies who have expertise in working with clients and families affected by eating disorders. Represented on the team are psychologists, a nurse practitioner, an adolescent medicine pediatrician, a psychiatrist, nurse educators, dietitians, social workers and Occupational Therapists. The team consulted widely in developing the material including with national experts in the field and locally with a family physician, a physiotherapist, consumers and family members.

The EDICCB Project Team has developed a program comprised of a two day workshop supplemented by an Eating Disorder Education Toolkit for service providers. With the goal of improving services, this program is designed to increase professionals' knowledge and confidence in treating these disorders as well as increase interaction amongst professionals within the regions. The Toolkit package includes a binder with copies of slide handouts, short illustrative videos and reference materials including packaged treatment programs for clients and families, covering the entire continuum of client care in this area including prevention, identification, intervention, referral and follow-up.

The EDICCB Team has been very busy over the past several months offering the EDICCB workshop across the province in all four health regions. Our final workshop is scheduled for St. Anthony in early

April. Our goal of reaching health and education professionals across the province will then have been realized. Participants came from far and wide, with support from their managers to attend workshops held in St. John's, Clarenville, Gander, Corner Brook, Labrador City and St. Anthony. When we complete the St Anthony workshop we will have provided the two day workshop and access to a multi-media Eating Disorder Toolkit to more than 350 professionals in this province.

We have also been extremely fortunate to have the tremendous support from the Eating Disorder Foundation of Newfoundland and Labrador, which has enabled us to provide Public Information sessions given by parents who have experienced living with a child suffering from an eating disorder in most locations. The sharing of these parents' personal experiences has been very positively received by those who attend and it is a powerful reminder of the importance of services for both those suffering with these disorders and their families.

We have developed a strong evaluation component for this project. The preliminary evaluation results from the first four workshops (St. John's, Clarenville, Gander and Corner Brook) are extremely encouraging and reinforce the findings of the pilot conducted in Corner Brook during the fall, 2008. The feedback elicited from the 219 participants who completed the survey at the end of the two day workshop revealed a very high level of recognition of the value of the workshop and the expertise of the presenters.

Specifically, 98.1% of those who attended the workshop either "agreed" or "strongly agreed" that the workshop enhanced understanding of interprofessional teamwork in the area of eating disorders and 91.3% "agreed" or "strongly agreed" that the workshop was relevant and useful. Notably, 99.6% of participants "agreed" or "strongly agreed" that the presenters were well prepared and informed and 98.6% "agreed" or "strongly agreed" that the workshop was a meaningful learning experience.

The next step for the EDICCB Team is to do more detailed analyses of the impact of the project and we will be following up in each region at six months and again at one year post-workshop to determine if there have been any changes in practice for the professionals in the regions. At the one year point we also hope to talk to clients and families and we will be asking the professionals who participated in the workshop to let their clients and families know about our follow-up so they can contact us if they are interested in giving us their point of view. We are looking forward to hearing from as many clients and families as possible.

Dr. Olga Heath
Chair - EDICCB

Families Supporting Families Information Session

Families Supporting Families *Information Sharing Session*

For Parents, Partners and loved ones supporting persons with Eating Disorders

(small group of 10-12 persons)

Objectives of Session

- Responding to the needs of families
- Parents sharing stories

- **Information Sharing/Available Resources**

- **Next step to more formal treatment and support services**

Facilitators

**Nancy White; Healthcare Professional and Parents of HOPE
Cathy Skinner; Parent, Parents of HOPE and Board Member**

To Register for our next session
please contact Tina at 722-0500 or email info@edfnl.ca

Thank you

I hope you enjoyed our new interactive issue of the Butterflyer and thank you for taking the time to read our important messages. If you have thoughts about what you would like to see in our next issue please let us know. I invite you to share this issue of the Butterflyer to all your friends and family. Have a safe and happy spring!

Sincerely,
Ellen Foley
Executive Director
Eating Disorder Foundation of Newfoundland and Labrador