

# National Eating Disorders Awareness Week Partners

## ABOUT NED AWARENESS WEEK

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.

NEDAwareness Week 2017 will take place from February 26<sup>th</sup> through March 4<sup>th</sup>. With the support of partners like you, we can make sure that help is available and recovery is possible for everyone.

## 2017 THEME: IT'S TIME TO TALK ABOUT IT

With this year's theme – *It's Time to Talk About It* – NEDA is opening up the conversation about eating disorders as a growing public health priority that affects all kinds of people, regardless of age, gender identity, ethnicity, sexuality, or background.

By starting conversations, busting myths, sharing the online screening tool, and framing eating disorders in a more holistic way, we can reach new audiences by sharing resources and diverse stories of recovery.

## THE ROLE OF NED AWARENESS WEEK PARTNERS

NEDAwareness Week is a collective effort of volunteers, including eating disorder professionals, health care providers, students, educators, social workers, organizations, and individuals committed to raising awareness of eating disorders. Partners are asked to support NEDAwareness Week by sharing resources with their communities and engaging in the #NEDAwareness social media campaign. Partner organizations are also welcome to get creative with their participation by hosting their own events and activities.

In 2016, more than 180 organizations signed on as official NEDAwareness Week partners and reached over 200 million. With your help, our ability to reach more communities in 2017 can be even greater.

## HOW DO PARTNERS PARTICIPATE?

Partners can get involved in many different ways, but we encourage everyone to highlight the need for early intervention by sharing the [online eating disorders screening tool](#) with their networks. To sign up, please fill out the [Partner Form](#).

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

- Encourage others to take or share the online screening tool:  
<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.
- Publish a blog or news article about eating disorders.
- 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.
- Host an awareness or fundraising event!
- Post the official NEDAwareness Week poster in your school, office, place of worship, or local community space.
- Share videos, infographics, factsheets, 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:

- Obesity
- Substance Abuse
- Trauma & PTSD
- Bullying & Weight Shaming
- Body Image
- Co-occurring Conditions (Depression, Anxiety, and More)
- Clean Eating & Dieting
- Athletes & Exercise
- Pregnancy
- Social Media & Media Literacy

For more information, you can find everything you'll need to participate at [www.nedawareness.org](http://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 your participation is greatly appreciated!

## CAMPAIGN LINKS

**NEDAwareness Website:** [www.NEDAwareness.org](http://www.NEDAwareness.org)

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

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

**Partner Materials:** [www.nedawareness.org/get-involved/](http://www.nedawareness.org/get-involved/)

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

**Facebook:** <https://www.facebook.com/NationalEatingDisordersAssociation>

**Tumblr:** <http://nedafeedinghope.tumblr.com/>

**Instagram:** <http://www.instagram.com/NEDASTaff>

**Pinterest:** <https://www.pinterest.com/nedastaff/>

**Campaign Hashtag:** #NEDAwareness