

Social Media Toolkit

Title: Eating Disorder Awareness

For use during week 8 (2/24/20-3/01/20)

Launch Date: February 10, 2019

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit provides social media posting content related to eating disorder awareness. Platforms included are Facebook, Twitter, and Instagram.

February 24th to March 1st is Eating Disorder Awareness Week. Eating disorders are serious and sometimes fatal illnesses that cause severe disturbances to a person's eating behaviors. In the United States, at least 30 million people are struggling with an eating disorder. Eating disorders have the highest prevalence of death out of all mental illnesses (Eating Disorder Statistics, n.d.). Approximately, every 60 seconds, an individual dies as a direct result of an eating disorder (NAMI, 2019). Eating disorders come in many forms and can impact people of all ages, races, and genders. Types of eating disorders include anorexia nervosa, bulimia nervosa, binge eating disorder, and other specified eating or feeding disorders (OSFED), avoidant/restrictive food intake disorder (ARFID), and diabulimia (Eating Disorder Statistics, n.d.).

While eating disorders impact many individuals and families, over 70% will not seek treatment due to stigma, misconceptions, lack of education, and diagnosis and lack of access to care (ANAD, 2019). Males are often the most underdiagnosed; most health professionals believe is caused by stigma and the belief this disorder only affects women. However, with treatment, roughly 60% of those who have an eating disorder can make a full recovery. Without treatment, 20% of individuals suffering from anorexia nervosa will prematurely die from an eating disorder-related health complication, including suicide and heart problems (ANAD, 2019).

The toolkit provides information to post to social media on eating disorders. The goal is to bring awareness and to reduce the stigma associated with eating disorders. The items contained in this toolkit are basic information regarding eating disorders and the various components such as body shaming and the resources individuals can access.

Target audience/high-risk subsets

**Describe target audience*

**Describe high-risk or sub-populations, if appropriate*

All ages and genders can be affected by eating disorders. However, it is estimated that 0.5-3.7 percent of women suffer from anorexia nervosa at some point in their life (Eating Recovery, 2019). The onset of eating disorders, specifically anorexia nervosa, occurs around the time of puberty. According to the Center for Discovery Eating Disorder Treatment, 42% of 1st-3rd graders want to be thinner. While approximately 10% of college students suffer from a clinical eating disorder (Eating Recovery, 2019).

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

Provide accurate information: While there is a lot of information available on eating disorders, some are more reputable than others. The information in the toolkit is from the National Alliance on Mental Illness and the National Association of Anorexia Nervosa and Associated Disorders.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[National Institute of Mental Health](#)
[Center for Discovery of Eating Disorder Treatment](#)
[National Eating Disorder Association](#)

References

ANAD. (2019). Eating Disorder Statistics. Retrieved from: <https://anad.org/education-and-awareness/about-eating-disorders/eating-disorders-statistics/>

Center For Discovery Eating Disorder Treatment. (2019). Awareness Week 2019. Retrieved from: <https://centerfordiscovery.com/eating-disorder-awareness-week-2019/>

Eating Recovery. (2019). Eating Disorder Facts & Statistics. Retrieved from: <https://www.eatingrecoverycenter.com/conditions/eating-disorders/facts-statistics>

Mirror Mirror Eating Disorder Help. (n.d.). Eating Disorder Statistics. Retrieved from: <https://www.mirror-mirror.org/eating-disorders-statistics.htm>

National Alliance on Mental Illness (NAMI). (2019). Eating Disorders. Retrieved from: <https://www.nami.org/learn-more/mental-health-conditions/eating-disorders>

NEDA. (n.d.). Retrieved from <https://www.nationaleatingdisorders.org/>

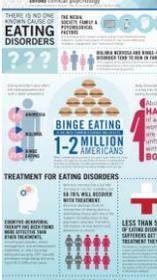
10 Steps to Positive Body Image. (2018, February 22). Retrieved from <https://www.nationaleatingdisorders.org/learn/general-information/ten-steps>.

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Christain George, MPH Student Kristen Soinski, MPH Student				
Estimated time used to create	5 hours				
Date submitted	12/5/2019				
DUE date & TARGET date for release (Monday)	February 10, 2020				
Approvals (Needs at least one reviewer per column—initial appropriate column)	Reviewer	Date	Format & language (grammar)	Social media content	Public health content
	Amy Lee, MD, MPH	2/5/20	AL		
	Osman Ulvi	2/9/20	OU	OU	OU
	Approvers Instructions				
	<ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 				
	Reviewer	Items for review			
	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.			
	Social media content	Layout, imaging, length of posts			
	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.			
Content recency	All messages in this toolkit were generated in November 2019 and contain up-to-date information prior to the launch date.				
Accuracy	Sources of all data are provided (all credible sources) YES or NO				
Social Media Platforms Included	Platform	Ideal number	In this toolkit		
	Facebook	5	5		
	Twitter	10	10		
	Instagram	5	5		
	Hashtags (for Twitter or Instagram)	10	10		
	Video (YouTube)	Optional	0		
	Print media (e.g. press release)	Optional	0		
	Other (list): Photos Blog post ideas	Optional	0		

FACEBOOK

Facebook 1	Over 30 million people suffer from an eating disorder in the United States. The number is estimated to be much higher due to stigma. Know the facts- learn more at https://www.nationaleatingdisorders.org/
Facebook 2	<p>“The harmful effects of bullying have received increased attention in recent years, starting an important national conversation. Weight shaming, which is linked to the development of eating disorders, needs to be a significant part of anti-bullying discussions, particularly in the context of the widespread anti-obesity messaging. Many who struggle with eating disorders cite bullying as one of the initial triggers, making it all the more important to teach our children - and each other - that bullying and weight shaming are never okay.”</p> <p>Check out the National Eating Disorder Association website to learn more about the harmful effects of bullying and weight shaming at https://www.nationaleatingdisorders.org/</p>
Facebook 3	Did you know that eating disorders are commonly associated with mental illness? One study found 97% of patients hospitalized with an eating disorder had at least one co-occurring mental health disorder.
Facebook 4	While only 1 in 200 adults meets the clinical diagnosis of anorexia, 1 in 20 people meet the criteria to be considered almost anorexic . The percentage is much higher for teen girls. Since eating disorders are among the deadliest of all mental disorders, our treatment community is urgently reaching out to improve awareness about the symptoms and warning signs of anorexia.
Facebook 5	<p>“Clean eating” has exploded in popularity, from a fixation on leafy greens to the normalization of juice-based diets. While there is nutritional value in such food items, labeling food as “clean” or “dirty” is unfair and still dieting. Remember that dieting is the most important predictor of developing an eating disorder. Trends like “clean eating” may lead to an unhealthy preoccupation to nutritional labels & ingredients-- conditions such as orthorexia or avoidant/restrictive food intake disorder (ARFID).</p> <p>You can call the National Eating Disorder Association confidential helpline if you or someone you know is suffering from an eating disorder at 1-800-931-2237</p>

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://blog.oup.com/2015/02/national-eating-disorder-awareness-week-infographic/		11/26/2019	Credit source: Oxford University
Facebook 2		https://www.nationaleatingdisorders.org/bullying-weight-shaming	Dangers of weight stigma	11/26/2019	Credit Source: NEDA
Facebook 3		https://www.magnolia-creek.com/eating-disorder-recovery-blog/eating-disorder-statistics/	Mental Health and Eating Disorders	11/26/2019	Credit Source: Magnolia Creek

<p>Facebook 4</p>	 <p>The infographic 'ALMOST ANOREXIC' features a central image of a person's torso. It lists statistics: 1 in 10 people have an eating disorder, 1 in 5 women have an eating disorder, and 1 in 10 people have an eating disorder. It also lists symptoms like binge eating, purging, and self-harm. At the bottom, it states 'EATING DISORDER MORTALITY RATES ARE AMONG THE HIGHEST OF ALL MENTAL ILLNESSES'.</p>	<p>https://www.crchealth.com/eating-disorder-programs/almost-anorexic-infographic/</p>	<p>Almost Anorexic: Too close to ignore</p>	<p>11/26/2019</p>	<p>Credit Source: CRC Health</p>
<p>Facebook 5</p>	 <p>The infographic 'EATING DISORDERS, DIETING & CLEAN EATING' shows that 8X more people diet than have an eating disorder, and 10X more people diet than have an eating disorder. It also lists symptoms like binge eating, purging, and self-harm. At the bottom, it states 'EATING DISORDER MORTALITY RATES ARE AMONG THE HIGHEST OF ALL MENTAL ILLNESSES'.</p>	<p>https://www.nationaleatingdisorders.org/dangers-dieting-clean-eating</p>	<p>Dieting and disorders related to teens</p>	<p>11/26/2019</p>	<p>Credit Source: NEDA</p>

[Great Infographics!](#)

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	February 24th to March 1st is #EatingDisorderAwarenessWeek
Tweet 2	You are not alone, over 30 million people suffer from an #eatingdisorder in the US
Tweet 3	Every 60 seconds, an individual dies as a direct result of an eating disorder
Tweet 4	Over 60% of people who seek treatment for eating disorders make a full recovery #recoveryispossible
Tweet 5	You can call the National Eating Disorder Association confidential helpline if you or someone you know is suffering from an eating disorder at 1-800-931-2237
Tweet 6	Eating disorders do not discriminate and anyone can have one. #StopBodyShaming
Tweet 7	Eating disorder recovery is possible. Go to https://www.nationaleatingdisorders.org for more recovery resources.
Tweet 8	Weight stigmas can trigger eating disorders. Each body is beautiful, and you should show yourself some love. #StopBodyShaming #ProRecovery
Tweet 9	Love your body! Here are 10 ways you can work towards a positive body image https://www.nationaleatingdisorders.org/learn/general-information/ten-steps . #LoveYourself
Tweet 10	We stand with all of those who are working through eating disorder recovery. #RecoveryIsPossible #RecoveryWarrior

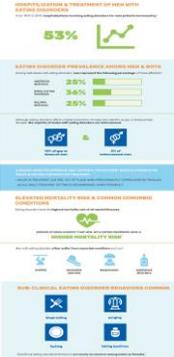
[Great!](#)

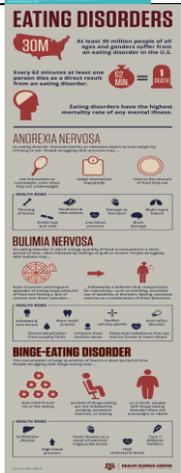
INSTAGRAM

Instagram best practices

- *Post 3-4 times during the week*
- *Use varying content (not only picture sharing but include videos and graphics)*
- *Use relevant hashtags so people can find your content*

Instagram 1	Athletes can be prone to eating disorders. Sports are a beneficial activity and overall improve health. When the pressure to win and focus on weight becomes too great it can cause disordered eating patterns. As a coach or trainer, educate your athletes on balance and healthy eating.
Instagram 2	Eating disorders do not discriminate; both men and women can suffer from one. NEDA reported that from 1999-2009, hospitalizations for males increased by 53%. Go to https://www.nationaleatingdisorders.org/men-eating-disorders for more information on men and eating disorders.
Instagram 3	You are more than just the number on the scale. One way to increase body positivity is to try to talk less about weight and food, and more about health and wellbeing. The Emily Program encourages individuals to understand that losing weight is not always a positive outcome. Try to acknowledge healthy behaviors, rather than just weight loss!
Instagram 4	Just because an eating disorder is not visible does not mean it does not exist. Eating disorders can impact anyone of any weight, age, gender, or race. If you or someone you know is suffering from an eating disorder, call 1-800-931-2273 .
Instagram 5	Food is fuel and helps us to survive and thrive. Check out this cookbook from the Eating Disorder Recovery Center https://www.eatingrecoverycenter.com/ERC/files/e5/e5a95402-a1e4-44ce-b0f0-537899de5558.pdf . We're definitely drooling over these recipes!

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.nationaleatingdisorders.org/athletes-eating-disorders	Athletes and Eating Disorders	11/29/19	Credit Source: NEDA
Instagram 2		https://www.nationaleatingdisorders.org/men-eating-disorders	Men and Eating Disorders	11/29/19	Credit Source: NEDA

<p>Instagram 3</p>		<p>https://www.dualdiagnosis.org/the-anatomy-of-an-eating-disorder-infographic/</p>	<p>The Anatomy of an Eating Disorder</p>	<p>11/29/19</p>	<p>Credit Source: Foundations Recovery</p>
<p>Instagram 4</p>		<p>https://vitalrecord.tamhsc.edu/infographic-understanding-eating-disorders/</p>	<p>Understanding Eating Disorders</p>	<p>11/29/19</p>	<p>Credit Source: Vital Record from Texas A&M University Health Science Center</p>
<p>Instagram 5</p>		<p>https://www.magnolia-creek.com/eating-disorder-recovery-blog/eating-disorder-statistics/</p>	<p>Mental Health & Eating Disorders</p>	<p>11/29/19</p>	<p>Credit Source: Magnolia Creek-Eating Disorder Treatment Center</p>

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#eatingdisorder
Hashtag 2	#eatingdisorderrecovery
Hashtag 3	#eatingdisorderawarenessweek
Hashtag 4	#loveyourself
Hashtag 5	#recoveryisworthit
Hashtag 6	#stopbodyshaming
Hashtag 7	#recoverywarrior
Hashtag 8	#recoveryispossible
Hashtag 9	#edwarrior
Hashtag 10	#prorecovery