



Participation Principles

World Eating Disorders Action Day June 2, 2016

#WeDoAct2016

World Eating Disorders Action Day (#WeDoAct) is a grassroots movement designed for and by people affected by an eating disorder, their families and the medical and health professionals who support them. Uniting activists across the globe, the aim is to expand global awareness of eating disorders as genetically linked, treatable illnesses that can affect anyone. The inaugural #WorldEatingDisordersDay, a predominately virtual event, will take place on June 2, 2016, with many countries carrying out local “Live” activities.

The MISSION of World Eating Disorders Action Day is to advance recognition of eating disorders as serious, treatable illnesses. The VISION of World Eating Disorders Action Day is to unite eating disorder activists, professionals, and people whose lives are affected, to promote worldwide knowledge of eating disorders and recognition of the need for comprehensive treatment.

Already more than 200 organisations from 40 countries and 100s of activists have indicated willingness to work together on a social media platform and hundreds of activists from more than 40 countries are engaged. A Steering Committee comprised of leadership from 15 global organisations with diverse representation is providing strategic guidance. The larger activist community is engaged in every step of developing messaging, materials and outreach.

The KEY ACTIVITIES of World Eating Disorders Action Day include:

- A push to engage organisations and activists around the world on social media, with particular attention to underserved groups and geographies;
- A LIVE LAUNCH on May 5, 2016, at the Academy for Eating Disorders International Conference on Eating Disorders in San Francisco, USA;
- Use of Facebook, Twitter and other social media to share information about #WeDoAct and key messages leading up to and on June 2, 2016;
- A virtual effort called THUNDERCLAP to ensure hashtags #WeDoAct #WorldEatingDisorderDay and others go ‘VIRAL’ on June 2, 2016;
- Outreach to professional, medical, education associations, policy makers and health authorities;
- Local advocacy events around the globe including possible building lights, press conferences, etc.; and
- Presentation of a “Platform for Action” to governments and policy makers.

WHAT YOUR PARTICIPATION MEANS:

1. Ensure correct information about eating disorders is shared through social media and other source;

2. Share and employ the NINE Truths (<http://www.aedweb.org/index.php/10-news/171-9-truths-about-eating-disorders>);
3. Advocate for evidence based treatment and services for eating disorders globally;
4. Support principles of diversity and inclusivity and spread the message that eating disorders do not discriminate;
5. Ensure that underserved populations and marginalized groups are included and uplifted in advocacy efforts;
6. Help develop and support an ambitious Global Platform for Action to change how eating disorders are addressed at country level and advocate assertively for the adoption by World Health Organisation and national authorities.

EASY WAYS to play a part:

- FOLLOW @WorldEDday on Twitter; LIKE the World Eating Disorders Action Day Facebook Page; SIGN UP on www.WORLDEATINGDISORDERSDAY.org
- RETWEET @WorldEdDay Twitter posts, #WeDoAct hashtag on June 2, 2016.
- SHARE WorldEDDay posts, Press Releases and key documents via your own channels;
- PARTICIPATE in the THUNDERCLAP event to be launched at ICED 2016 in May. THUNDERCLAP will ensure that World Eating Disorders Day will have maximum viral coverage for 24 hours on June 2, 2016;
- TALK ABOUT EATING DISORDERS with friends, family, colleagues

OPTIONAL

Develop your own country/local plan for publicizing World Eating Disorders Action Day via virtual and live events such as:

- Outreach to media, celebrities, universities/training institutions, professional associations, eating disorder non profits, policy makers, political leaders in your country, etc. using Talking Points/Press Release from #WeDoAct
- Art Installations; Music Fests; Press Conferences; Presentations using the #WeDoAct logos, materials and messaging
- Your own local advocacy for change

WHAT ELSE?

We ask that you commit to the principles described in this document and that your use of the World Eating Disorders Day logos and materials imply acceptance. We will feature your organization in the List of Participants available on the website and social media and offer you space to share your thoughts on the blog.

THANK YOU! World Eating Disorders Action Day Steering Committee