

The National Eating Disorders Association (NEDA)



Jessica Nissen
PREL 230: Writing for Public Relations
NEDA Portfolio

Table of Contents

Who's My Client?.....	3
Planning Sheet.....	4
Press Release.....	6
Organizational Feature Story.....	8
Flyer.....	13
Transmedia News Package.....	14
Speech.....	17
Appeal Letter.....	20
Boilerplate.....	22

NEDA Who's My Client?



The client I have chosen to write on behalf of this semester is NEDA (National Eating Disorders Association). According to their website, NEDA is the largest nonprofit organization working to “support individuals and families affected by eating disorders,” and “serves as a catalyst for prevention, cures and access to quality care.” One of their representatives, whom I got in touch with, told me that NEDA has been around since 2001. One reason I chose NEDA as my client is because I’m most interested in applying my PR expertise in the fields of nonprofit and ministry in the future. I think NEDA is an outstanding and noble nonprofit! Aside from these reasons, I have also been personally effected by the organization. When I was trying to recover from my own eating disorder, NEDA was one of the best resources I could find. They provided me with helpful tools, hope, and so much information that was able to propel me towards health. Their mission, vision, and values are things I could absolutely support! I see and appreciate the heart behind their work and advocacy. I can even imagine myself working for them or another eating disorder organization some day. Hardly anything lights a bigger fire inside me than the idea of giving people hope or helping them recover from mental illnesses. I believe my passion coupled with my writing skills would make me a valuable writer for them. I have also been using Instagram, Facebook, and blogs to speak about eating disorder recovery for a few years. Thus, I have ideas of what kind of communication is effective in the eating disorder recovery community. By looking at their website, I don’t notice any problems with the way they write or present themselves. However, I would still love to work with them and for them!

NEDA Planning Sheet



Public Relations Situation: Fundraising, community-building events coming soon and happening nationwide.

Analysis of Key Publics:

1. Anyone, teen-aged or older, who currently has an eating disorder and is either seeking help or is actively in recovery; wants/needs:

- Hope for their future/belief that recovery is possible
- Fun ways to engage in the recovery process
- Inspiration and motivation to recover
- Opportunity to help prevent others from developing eating disorders
- Resources to aid their own recovery or someone else's recovery
- Community/knowing they are not alone
- Love
- Safety

2. Family members and friends of people who are at high risk of developing an eating disorder or currently have an eating disorder; wants/needs:

- Hope and reassurance for the future of their loved ones who suffer with an eating disorder
- Ability to protect their loved ones
- Education about eating disorder prevention and resources for care
- Encouragement and community
- Opportunity to help prevent eating disorders from ailing others
- To see their loved ones with eating disorders engage in healthy activities that promote recovery

3. People who have fully recovered from an eating disorder, and family members and friends of people who have had an eating disorder in the past; wants/needs:

- Opportunity to give to a cause that is now meaningful to them
- Opportunity to help people who have eating disorders
- Ability to help prevent eating disorders from ailing others
- Encouragement regarding the future of eating disorders, statistics, and the amount of care available
- Community

News Pitch: The National Eating Disorders Association (NEDA) currently hosts the largest eating disorders awareness events in the nation. NEDA facilitates inspirational, community-

building, fundraising walks. These walks are happening now and coming up soon, all over the country.

Benefit Statement: NEDA walks can provide hope, inspiration, fun, safe and supportive community, and resources to all members of the key publics. Additionally, they give all people a chance to participate in an inspirational and practical effort to fight against eating disorders.

Tone of Message: This press release should reflect the goals of NEDA and their walks. The tone should be inviting, warm, passionate, and convey significance.

Intended Outcomes:

- To increase awareness and understanding of NEDA walks.
- To encourage and inspire people to register for NEDA walks.
- To increase awareness of NEDA's mission, efforts, and values.

Action Statement: Provide readers with the web page they can go to, in order to register for NEDA walks. Provide readers with the organization's main webpage, where they can go to learn more general information about NEDA. Provide email address where readers can go to ask further questions about NEDA walks.

Readability Range: We will aim for an approximately 8th grade reading level and avoid using words that average teenagers would not be familiar with.



National Eating Disorders Association Hosting Fundraising Walks

NEW YORK (Oct. 3, 2018) — The National Eating Disorders Association (NEDA) is continuing to host fundraising events, called NEDA Walks, in over 90 cities nationwide. NEDA Walks aim not only to raise funds for eating disorder treatment, prevention, and research, but also to build community and support people affected by eating disorders. While NEDA Walks have been taking place since 2009, NEDA is continuing to add more to their schedule and expand their map. NEDA wants to invite interested parties to participate in a walk happening in a city near them.

Every dollar raised at these Walks is put towards resources to aid people affected by eating disorders. NEDA will continue to invest in eating disorder education, prevention, and support, as well as advocacy and research initiatives.

A representative of NEDA said that the Walks are intended to be, “inspirational, community-building events,” “a celebration of hope and strength,” and a “safe and supportive space where no one will feel alone in their battle.” Attendees can socialize with folks in similar circumstances and participate in a short walk meant to symbolize unity in the fight against eating disorders.

Participants will be able to do “body-positive activities,” and “hear from motivational guest speakers,” said a representative of NEDA. Ally L., a past NEDA Walk participant, said, “I was amazed at the community of hope and support I witnessed. Each NEDA walk leaves me inspired to keep pushing forward and fighting for what I believe in.”

NEDA walks are currently scheduled from now through May 18, 2019. To participate in a NEDA Walk, interested parties can register through NEDA’s webpage: <https://nedawalk.org/register>. More details about NEDA are available at their main website: <https://www.nationaleatingdisorders.org>. For further inquiries, information can be requested by contacting the administrative office at: info@NationalEatingDisorders.org.

The National Eating Disorders Association (NEDA) is the largest nonprofit organization dedicated to supporting individuals and families affected by eating disorders. NEDA serves as a catalyst for prevention, cures and access to quality care. Through their programs and services, NEDA raises awareness, builds communities of support and recovery, funds research and puts life-saving resources into the hands of those in need.

###

Contact Information:

Jessica Nissen

Public Relations Specialist

503-990-3731

jessica.j.nissen@biola.edu



NEDA Fights to Protect People from Dangerous Media Messages and Eating Disorders

When Iskra Lawrence was 12-years old, she was bullied for her curvy figure. She began to blame her body for all the negative things that happened in her life. “I entered a deep, dark place with my body image. I remember looking in the mirror and thinking that 90 percent of my body was wrong. It was a very damaging mindset,” she told an interviewer. Advertisements and mass media also contributed to her insecurity. She felt that media had taught her that a women had to be thin in order to be beautiful. For years she suffered with obsessive body dysmorphia and weight loss methods. “I tried extreme dieting. I was doing crazy exercises where I was passing out in gyms. I would fall asleep in school, and I felt agitated,” she said. These negative thoughts about her self and extreme behaviors turned into years of mental illness — she developed an eating disorder.

Her problems heightened when she entered the modeling industry. Iskra explained that she was “body shamed and objectified.” She was dropped by one modeling agency, being told that she was too big. “It was tricky, because I was somewhere between straight and plus size,” she said. She became ashamed of the natural curves of body, which media and society made her believe were “flaws.” Eventually, though, an experience with a photo editor changed her life. The editor altered an image of her so much that she couldn’t recognize herself. She realized that all along, the media had been showing her heavily edited and “perfected” images of models.

“Growing up, if we hadn’t been shown perfected images, we wouldn’t feel the need to be perfected.”

Tired of striving and trying to conform to someone else’s definition of perfection, Iskra finally decided that she wanted to be her true self. She heard of plus-size modeling and began working for a brand that would not alter images of her or pressure her to change her body. “I wanted to be the model that I wanted to see. I just wanted to be me and to showcase a different type of model.” Her life transformed, as she also began to accept and care for her body. With the progress in Iskra’s health and career, she then wanted to help others. She wanted to inspire people to become resilient to media’s messages and to love and care for their bodies. Wishing to spread hope to those who are struggling with eating disorders (EDs) and negative body image, Iskra looked for an organization who helps people with those issues.

The National Eating Disorders Association (NEDA) has been proud to have Iskra on its team of body-positive advocates. Since 2015, she has been on the NEDA ambassador team, working to fight against the many factors that can lead to EDs. Explaining why she joined NEDA, she recently told an interviewer, “I’m in the media, and I’m very visible. So, how could I not donate my time to a company or brand — or, in fact, NEDA — who directly goes and helps people who are struggling with those ‘perfected’ images and body issues?” While Iskra’s story of modeling is unique, many others outside of the modeling industry commonly suffer from EDs. National surveys estimate that 20 million women and 10 million men in America will have an ED at some point in their lives. NEDA was created to try to fight against this epidemic. NEDA envisions a world without these illnesses.

Since 2001, NEDA has been the largest nonprofit organization dedicated to supporting individuals and families affected by EDs. Based in New York City, NEDA was officially founded after the Eating Disorder Awareness & Prevention (EDAP) joined forces with the American Anorexia Bulimia Association (AABA). This was a merger of the two largest and oldest eating disorder prevention and advocacy organizations in the world. Some of the experts who ran these organizations – psychologists, scientific advisors, researchers, and dietitians – had found that EDs were not being properly recognized, diagnosed, understood, treated, or prevented. In addition, insurance coverage for EDs was poor. Thus, EDs were straining individuals emotionally, physically, and financially. The pioneers of NEDA made it their mission to change the poor circumstances related to EDs. They wanted to create awareness, education, legislative change, and practical resources. These goals have remained in tact for the past 17 years.

NEDA's visions have become more of a reality as the years go by. With the hard work and support that so many people have contributed to the organization, tremendous progress has been made each year. In 2009, NEDA held its first fundraising event, now more widely recognized as NEDA Walks. In 2010, its program, The Body Project, was launched with the help of researchers at Stanford University, the University of Texas at Austin, and Oregon Research Institute. The Body Project has been backed by two decades of research, and it educates women on how to understand and interact with the media. In 2012, support groups originally developed by a disbanded organization called Reaching Out Against Eating Disorders (ROAED). NEDA was able to adopt these groups and officially call them NEDA Support Groups. These are just a few of NEDA's first, big programs.

NEDA's leaders have been encouraged to see what can be accomplished through creative collaborations and partnerships and with the support of passionate individuals and philanthropists. They've been able to continually put funds towards ED research, which is vital to ensure the quality of their work. Additionally, in 2017 they launched a new and improved helpline, which provides crisis support, resources, and treatment options for those who are struggling. NEDA's website also has multiple services. The screening tool allows individuals to take an assessment to identify if it's time to seek professional help. A variety of research-based, educational content has been added to the website, including toolkits, a YouTube channel, and printable materials. NEDA also hosts online forums that give people a safe space to talk to others in similar circumstances. Over the past few years, the NEDA Walk and Body Project programs have been more widely expanded, throughout the nation. Campaigns, such as Eating Disorder Awareness Week, have also been successful in spreading awareness.

Looking at NEDA's past, as well as more recent successes, gives NEDA's leaders and supporters hope for the future. In 2016, NEDA's CEO, Claire Mysko, appeared on Spectrum News to discuss legislation to improve insurance coverage for EDs. In 2017, NEDA led a successful advocacy campaign to improve insurance coverage for EDs. It also partnered with the Eating Disorder Coalition on two federal lobby days and hosted six state lobby days. Along with this legislative action, it became excited about a recent partnerships with a digital health community called The Mighty. Similarly, it partnered with Gürze Salucore, a publishing company that has specialized in ED publications and education since 1980. Further, with over \$1 million dollars raised at the 2018 NEDA Gala, it is evident that NEDA will be able to continue the fight against eating disorders!

Of course, none of NEDA's work would be possible without the support of its advocates. "Joining NEDA was the best decision I ever made," said Iskra Lawrence. Iskra has truly been a powerful change-maker, as she advocates for mental and physical wellness, authenticity, self-love, and positivity. Since becoming an ambassador, Iskra has spoken at NEDA walks, created uplifting Instagram content, and facilitated Body Project workshops. "I wish the Body Project would have been around when I was younger. This is just what I needed then," she explained. She has also presented a TED Talk about body image, come up with unique campaigns, and started a body-positive fitness program. If that wasn't impressive enough, she has even spoken to Congress about EDs. Iskra has been invaluable to NEDA's work.

Iskra's story is a testimony of what recovery from an eating disorders can look like. NEDA believes that total transformation is possible. It dreams of a world without eating disorders and won't stop fighting until that vision becomes reality. For more information on any of NEDA's resources, visit <https://www.nationaleatingdisorders.org>.

WALK WITH US TOWARD HOPE & RECOVERY

REGISTER

#NEDAWalk



NEDA WALKS TOGETHER WE WILL BEAT EATING DISORDERS

- Inspirational, community-building events
- Taking place in more than 90 cities nationwide
- Raise money to fund education, prevention, support, and advocacy and research initiatives
- Participate in body-positive activities
- Hear from motivational speakers



Register for a walk
near you at
nedawalk.org





National Eating Disorders Association (NEDA)

NEDA Hosting Fundraising Events Nationwide

Basic News

The National Eating Disorders Association (NEDA) is expanding its fundraising event program, now hosting events in over 90 cities nationwide. NEDA invites interested parties to participate in a walk happening in a city near them.

- NEDA Walks are fundraising events.
- The NEDA Walks program is expanding, and more times and cities are being added to the schedule and current map.
- NEDA Walks are currently scheduled from now through May 18, 2019.

Additional Info

NEDA is the largest nonprofit organization dedicated to supporting individuals and families affected by eating disorders. NEDA Walks aim not only to raise funds for eating disorder treatment, prevention, and research, but also to build community and to support people affected by eating disorders. While NEDA Walks have been taking place since 2009, NEDA is continuing to add more to their schedule and expand their map.

NEDA plans fundraising events for those who have been affected by eating disorders in any capacity. People of all ages, genders, walks of life, or stages of recovery are welcome.

A representative of NEDA said that the Walks are intended to be, “inspirational, community-building events,” “a celebration of hope and strength,” and a “safe and supportive space where no one will feel alone in their battle.”

Narrative

National Eating Disorders Association Hosting Fundraising Walks

NEDA wants to invite interested parties to participate in a walk happening in a city near them. Every dollar raised at these Walks is put towards resources to aid people affected by eating

disorders. NEDA will continue to invest in eating disorder education, prevention, and support, as well as advocacy and research initiatives.

NEDA Walk attendees can socialize with folks in similar circumstances and participate in a short walk meant to symbolize unity in the fight against eating disorders. Participants will also be able to do “body-positive activities,” and “hear from motivational guest speakers,” said a representative of NEDA.

Ally L., a past NEDA Walk participant, said, “I was amazed at the community of hope and support I witnessed. Each NEDA walk leaves me inspired to keep pushing forward and fighting for what I believe in.”

NEDA walks are currently scheduled from now through May 18, 2019. To participate in a NEDA Walk, interested parties can register through NEDA’s webpage: <https://nedawalk.org/register>. More details about NEDA are available at their main website: <https://www.nationaleatingdisorders.org>. For further inquiries, information can be requested by contacting the administrative office at: info@NationalEatingDisorders.org.

The National Eating Disorders Association (NEDA) is the largest nonprofit organization dedicated to supporting individuals and families affected by eating disorders. NEDA serves as a catalyst for prevention, cures and access to quality care. Through their programs and services, NEDA raises awareness, builds communities of support and recovery, funds research and puts life-saving resources into the hands of those in need.

- NEDA wants to invite interested parties to participate in a walk happening in a city near them.
- Funds raised are put towards eating disorder education, prevention, support, advocacy, and research initiatives.
- NEDA Walk are meant to be supportive, inspirational, community-building events.
- NEDA Walks include: a walk, socializing, motivational speakers, and “body-positive” activities.
- Interested parties can register through NEDA’s webpage: <https://nedawalk.org/register>

Graphics

(A photo of a group of people, who appear to be happy, at a NEDA walk. They’re wearing NEDA t-shirts and holding up signs that say phrases about recovery and hope.)

(A photo of famous NEDA ambassador, Iskra Lawrence, wearing a NEDA shirt and talking on a stage at a NEDA Walk.)

(A colorful graphic of the United States map. It’s green and blue – the colors of NEDA. It has a dot on every city where a NEDA Walk is happening)

Videos

(“NEDA Walks Video - 2015.” A video from a previous NEDA Walk. It shows footage and b-roll of the event with positive music and voice narration, explaining the impact that the walk had on attendees.)

(“NEDA Walks - Register Today!” A video that conveys the seriousness of negative body image on young people. It shows clips of an interview with a young girl, asking how she feels when she looks at a Barbie. An older girl also speaks about being dissatisfied with her body at a younger age. It turns to a more hopeful tone and encourages viewers to register for a NEDA Walk.)

(“ABC PSA NYC NEDA Walk.” A clip from actual news footage. An ABC-TV news reporter reports on a previous NEDA Walk.)

Audio

(A link to audio of NEDA ambassador and Aerie model, Iskra Lawrence, first saying, “This is Iskra,” and then explaining why she thinks NEDA Walks are fun and impactful.)

(A link to a radio announcement, advertising NEDA Walks.)

(A link to a brief, recorded interview of NEDA Walk attendees talking about their experience at the event.)

Miscellaneous

Video Links

https://www.youtube.com/watch?v=JI_R1hWZHu0&t=41s

<https://www.youtube.com/watch?v=2CluBP2JkU&t=54s>

<https://www.youtube.com/watch?v=C-kUCsfkJTU>

Contact Information:

Jessica Nissen

Public Relations Specialist

503-990-3731

jessica.j.nissen@biola.edu

NEDA Speech



Occasion: The opening speech at the 2019 annual NEDA gala dinner.

Purpose: To welcome and inspire constituents, supporters, and potential financial donors. To argue for the importance of NEDA's work and the severity of eating disorders.

Desired Outcome: Attendees feel welcomed and inspired. They feel like part of the NEDA community, and they have considered donating funds to NEDA.

Good evening everyone, my name is Iskra Lawrence. On behalf of everyone at NEDA, I want to welcome you to this year's annual NEDA gala. I'm so happy to see how many people have come to support the incredible mission and life-changing work that NEDA does. Your presence here is truly valuable, because it signifies that you're joining us in the fight against eating disorders.

I'm so honored to kick off this special night by sharing about the importance of NEDA's efforts. Throughout the night, you'll hear more from others about the impacts that we've been making, and about the plans and visions for the future of NEDA's work. But right now I want to assure you that this fight against eating disorders is a worthy fight to be a part of. I want you to know that no matter how big or small, your contributions to this organization have the power to save lives.

Before I dive in, I should introduce myself for those of you who don't know me. For the past three years, I've been on NEDA's ambassador team. As an ambassador, I work with NEDA

to advocate for mental and physical wellness, to encourage body acceptance, to promote diversity in the media, and to combat diet culture.

Using my one, single voice, I try to help others who are struggling in their relationships with their bodies. I know from experience that struggling with body image can turn into a serious eating disorder, and that's why I try to spread body positivity, as well as the hope of recovery.

Being a part of this work is very important to me, because I myself struggled with poor body image and an eating disorder for many years. Thankfully, I was able to recover; and now NEDA has made my struggle into something positive, by allowing me to use my story to help others. But I'll never forget how terrible it was to suffer with an eating disorder.

The mental illness really took over my life and stole my happiness. I'm so passionate about preventing others from going through what I went through. But it breaks my heart to know that I'm only one out of the *30 million* Americans who will suffer from an eating disorder at some point in their lives. And that's only in America.

Eating disorders are not just a fad, a vanity issue, or a diet gone wrong. They're a serious public health issue, affecting millions of people. Men, women, adults, teenagers — and now children as young as seven — they can all be affected by this epidemic. But NEDA does important work in order to prevent and treat these illnesses. NEDA provides vital resources for people who are at a loss of what to do or where to go. For millions of people, NEDA is a voice of hope.

We are encouraged by the progress we've seen recently, but we want you to be a part of the life-changing work that's to come. By donating funds tonight, you will enable NEDA to keep offering all of the resources that millions of people rely on every day.

Like I mentioned earlier, I'm just one person, trying to help others. And teaming up with NEDA has allowed me to take part in something that I know is life-changing for so many. And that is such a rewarding feeling! So, you may be just one person; but I promise that your individual support in the NEDA community will positively impact millions of lives. And I don't think there's anything better than that.

Again, we thank you for being here, and we're excited to see what we can accomplish in the years to come!



Dear [Member of external public/Those who receive NEDA's emails],

I hope this letter finds you well. Whether you're struggling with an eating disorder or know someone else who is, be assured and encouraged that NEDA is taking every action it can to help those affected by eating disorders.

The whole NEDA community – NEDA staff and supporters like you – has been able to accomplish a significant amount of work through advocacy, support, research, and prevention efforts. However, there's still so much work to be done! **NEDA needs your help in order to keep fighting against eating disorders.**

Will you please consider making a donation to NEDA? Your generosity allows us to give hope and life-saving resources to families who are affected by eating disorders.

Though significant progress has certainly been made, there are still millions of people suffering with or battling one of these life-threatening illness. Sadly, 30 million Americans will struggle with an eating disorder at some point in their lives. If we work together, though, we can offer them healing and hope.

As the leading nonprofit in the field of eating disorders, NEDA does work that makes life-changing impacts on people. In fact, my own life was greatly influenced by NEDA.

I was once stuck in a five-year battle with anorexia. The disorder took over my life, and my health quickly diminished. I felt hopeless and stuck, and my family was scared for my life, too. Even my friends were impacted by my disorder, as I withdrew from them. I remember feeling very alone in my fight. I didn't think anyone could help me or relate to what I was going through. When I learned about NEDA, though, I found the hope I needed.

NEDA's website had so many resources that were not only helpful for me, but also for my family. The blogs, videos, research articles, social media and brochures helped me make sense of what I was living with and gave me a vision of how to move toward recovery.

Attending a NEDA walk with my parents also gave us all a feeling of comfort, when we saw that we were not alone in our fight. We felt supported, understood, and incredibly inspired! At the NEDA walk, I realized that I was not alone in my battle. The more I learned from NEDA, the more hopeful and motivated I became.

NEDA empowered me to continue with recovery. But their resources and events wouldn't have been available to me without the generous donations of NEDA supporters. By donating funds, you can offer hope to individuals and families with stories like mine.

Even after I found motivation to recover, the recovery process was not easy. Therapy and medical bills took a toll on my family. Unfortunately, eating disorders are putting financial burdens on millions of other families, too. NEDA tries to aid this problem by working to prevent eating disorders from developing. NEDA also works hard to improve insurance coverage for eating disorders.

Your involvement and donations to NEDA can lighten the burdens of so many people.

I want to encourage you by sharing the progress that NEDA's community has been able to accomplish recently. With the help and involvement we received from supporters, we were able to achieve so much in 2017! Here are some of the highlights:

- 49% more people were reached through our helpline
- We led a successful advocacy campaign in Illinois to improve insurance coverage for eating disorders
- 134,769 people completed our online screenings
- Over 18,000 people attended NEDA walks

This kind of progress makes me so excited for what we can do in the future! NEDA will be using future funds to expand our geographic reach, improve our resources, promote research, and better serve marginalized communities. But we need your help in order to keep our mission going.

Your donation will help saves lives and create a world where all those affected by eating disorders can access the support and treatment they deserve.

Thank you for your support,

Jessica Nissen
Public Relations Specialist





The National Eating Disorders Association (NEDA) is the largest nonprofit organization dedicated to supporting individuals and families affected by eating disorders. NEDA serves as a catalyst for prevention, cures and access to quality care. Through their programs and services, NEDA raises awareness, builds communities of support and recovery, funds research and puts life-saving resources into the hands of those in need. For more information, visit www.nationaleatingdisorders.org.