

# Eating Disorders Awareness Week 2023

## Communications toolkit

February 2023

### About the week

February 27-March 5 is Eating Disorder Awareness week.

Eating disorders are devastating mental illnesses that affect 1 in 50 people in the UK. Recovery is possible but spotting early warning signs, which may or may not be linked to a person's weight or appearance, can be crucial.

To mark the week, the [Transforming Mental Health](#) team at Transformation Partners in Health and Care (TPHC) has planned a week of activities to raise awareness around the symptoms and conditions of eating disorders.

We are sharing training and resources for healthcare and other professionals to recognise early symptoms, as well as support for the loved ones supporting children, young people, and adults with eating disorders.

This year, we are also supporting the aim to bust the toxic stereotypes that prevent men from speaking up. Around 1 in 4 people affected by eating disorders are men – yet many struggle to ask for help (and are often met with disbelief when they do).

We're here to **#HelpMenGetHelp**. So, we'll be using EDAW '23 to shine a light on the different experiences men face – and how we, as a community, can create a safe space for men to turn to for support towards recovery.

Visit TPHC's [EDAW 2023 webpage](#) which will be updated each day with new resources.

### ***Eating disorders key information***

- An eating disorder is a mental health condition where you use the control of food to cope with feelings and other situations.
- Around [1.25 million people in the UK](#) suffer from these illnesses, many in secret.
- Unhealthy eating behaviours may include eating too much or too little or worrying about your weight or body shape.
- **Anyone** can get an eating disorder, but teenagers between 13 and 17 are mostly affected.

- The most common eating disorders are:
  - [anorexia nervosa](#) – trying to control your weight by not eating enough food, exercising too much, or doing both
  - [bulimia](#) – losing control over how much you eat and then taking drastic action to not put on weight
  - [binge eating disorder \(BED\)](#) – eating large portions of food until you feel uncomfortably full
  - Other specified feeding or eating disorder (OSFED) – a person may have an OSFED if their symptoms do not exactly fit the expected symptoms for any specific eating disorders. OSFED is the most common eating disorder. You can [find out more about OSFED on the Beat website](#).
  - Avoidant/restrictive food intake disorder (ARFID) – ARFID is when someone avoids certain foods, limits how much they eat or does both.
- With treatment, most people can recover from an eating disorder.

### ***Supporting Eating Disorders Awareness Week 2023 in London***

This communications toolkit includes key information, social media assets to use on your own channels and links to further information, training material and guidance on eating disorders.

Content has been contributed by GPs, partner organisations and TPHC's teams, including blog and podcast content produced by the Transforming Mental Health programme's Lived Experience Practitioners (LXPs), and young experts group, to highlight the patient voice and experiences of diagnosis, symptoms, physical and mental conditions, and recovery journey, from a range of eating disorders.

Over the course of the week, we are encouraging partners to share our assets and resources across your networks to help raise awareness and understanding around the complexities of eating disorders.

### ***Get involved!***

Please share this communications toolkit across your networks. You can also share your support on social media with our campaign assets.



Remember to tag us when sharing posts on social media:


**Instagram:** [@tphc22](#)      **Facebook:** [@HealthyLDN](#)      **Twitter:** [@\\_TPHC](#)

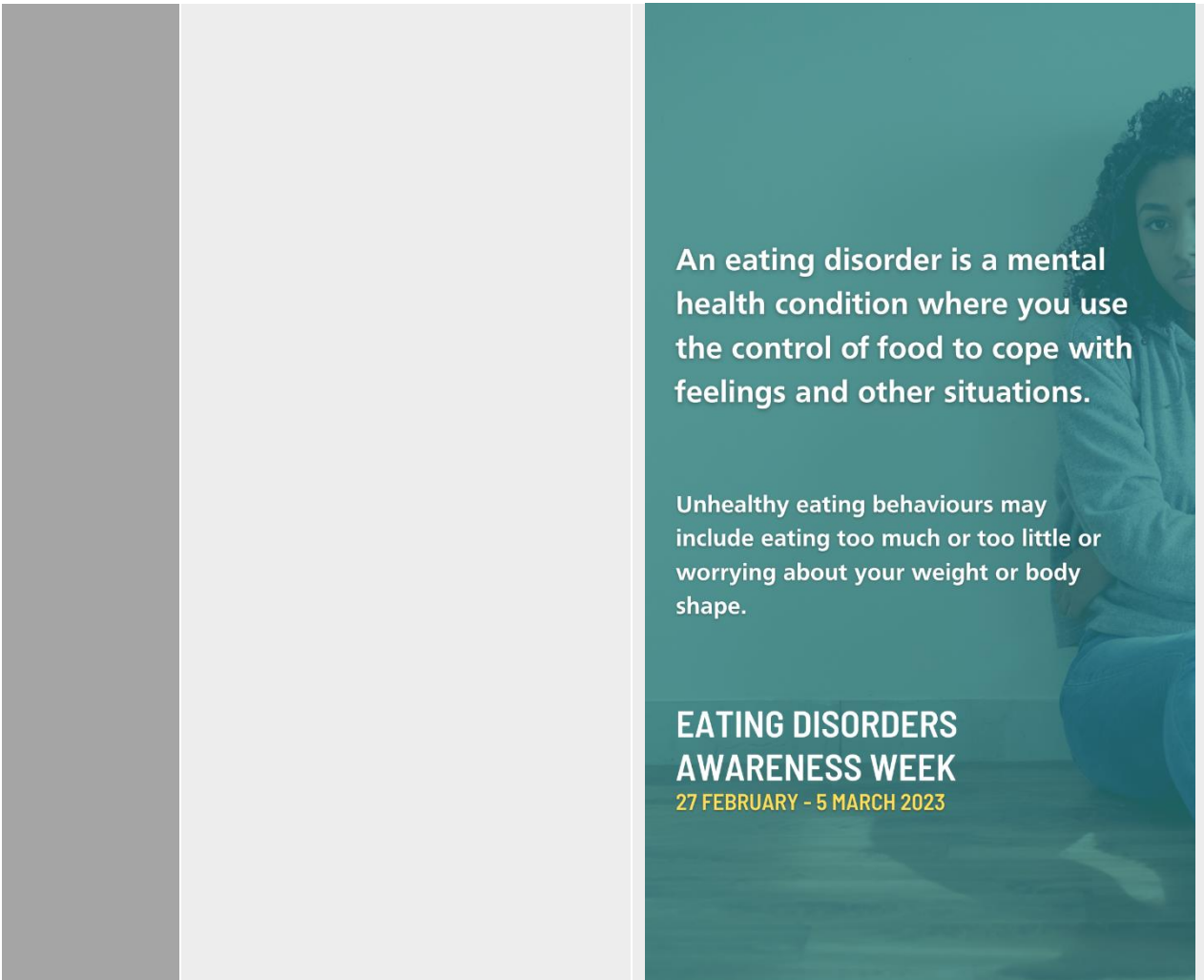
**LinkedIn:** [@Transformation Partners in Health and Care](#)      **TikTok:** [@\\_tphc](#)

### ***Social media assets and suggested messaging***

**To download high quality images and videos:** Ctrl + click on 'download here' below for each respective image.

<p><b>Twitter</b></p>	<p>People with an #eatingdisorder aren't easily identifiable. People in ALL bodies have eating disorders, including anorexia and bulimia.</p> <p>Find resources including podcasts and advice to help a loved one with an eating disorder at <a href="http://bit.ly/3IK4OwT">http://bit.ly/3IK4OwT</a></p> <p>#EDAW2023 @_TPHC @beatED</p>	<p><a href="#">Download here</a></p> 
<p><b>Facebook/ LinkedIn</b></p>	<p>People with an #eatingdisorder aren't easily identifiable by extremely low body weight. People in ALL bodies have eating disorders, including anorexia and bulimia</p> <p>Find resources including podcasts, blogs and advice to help a loved one with an eating disorder at <a href="http://bit.ly/3IK4OwT">http://bit.ly/3IK4OwT</a></p> <p>#EDAW2023 @_TPHC @beatED</p>	<p><a href="#">Download here</a></p> 
<p><b>Instagram</b></p>	<p>People with an #eatingdisorder aren't easily identifiable by extremely low body weight. People in ALL bodies have eating disorders, including anorexia and bulimia.</p> <p>Find resources including podcasts, blogs and how to get help on our website. Click the link on our bio to see our</p>	<p><a href="#">Download here</a></p>


	<p>Eating Disorders Awareness Week resources.</p> <p>#EDAW2023</p> <p>@tphc22 @beatedsupport</p>	
<p><b>Instagram Story</b></p>	<p><i>Include the below link to the EDAW landing page with resources on following story post</i></p> <p><a href="http://bit.ly/3lK4OwT">http://bit.ly/3lK4OwT</a></p> <p>also tag - @tphc22 and/or @beatedsupport</p>	<p><a href="#">Download here</a></p>



An eating disorder is a mental health condition where you use the control of food to cope with feelings and other situations.

Unhealthy eating behaviours may include eating too much or too little or worrying about your weight or body shape.

**EATING DISORDERS  
AWARENESS WEEK**  
27 FEBRUARY - 5 MARCH 2023

Eating Disorders secret		
Twitter	<p>You might not know who could be living with an #eatingdisorder in silence.</p> <p>Find resources including podcasts, blogs and advice to help a loved one with an eating disorder at <a href="http://bit.ly/3K4OwT">http://bit.ly/3K4OwT</a></p> <p>#EDAW2023</p> <p>@_TPHC @beatED</p>	<p><a href="#">Download here</a></p>  <p>Around 1.25 million people in the UK live with eating disorders. Many in secret.</p> <p>EATING DISORDERS AWARENESS WEEK 27 FEBRUARY - 5 MARCH 2023</p>

<p><b>Facebook/ LinkedIn</b></p>	<p>You might not know who could be living with an #eatingdisorder in silence.</p> <p>Find resources including podcasts, blogs and advice to help a loved one with an eating disorder at <a href="http://bit.ly/3lK4OwT">http://bit.ly/3lK4OwT</a></p> <p>@_TPHC @beatED</p>	<p><a href="#">Download here</a></p>  <p>Around 1.25 million people in the UK live with eating disorders.</p> <p>Many in secret.</p> <p>EATING DISORDERS AWARENESS WEEK 27 FEBRUARY - 5 MARCH 2023</p>
<p><b>Instagram</b></p>	<p>You might not know who could be living with an #eatingdisorder in silence.</p> <p>Find resources including podcasts, blogs and how to get help on our website. Click the link on our bio to see our Eating Disorders Awareness Week resources.</p> <p>#EDAW2023</p> <p>@tphc22 @beatED</p>	<p><a href="#">Download here</a></p>  <p>Around 1.25 million people in the UK live with eating disorders.</p> <p>Many in secret.</p> <p>EATING DISORDERS AWARENESS WEEK 27 FEBRUARY - 5 MARCH 2023</p>
<p><b>Instagram Story</b></p>	<p><i>Include the below link to the EDAW landing page with resources on following story post</i></p> <p><a href="http://bit.ly/3lK4OwT">http://bit.ly/3lK4OwT</a></p>	<p><a href="#">Download here</a></p>

also tag - @tphc22 and/or @beatedsupport

Around 1.25 million people in the UK live with eating disorders.

Many in secret.

**EATING DISORDERS AWARENESS WEEK**

27 FEBRUARY - 5 MARCH 2023

### Eating Disorders –Men

Twitter

Did you know that up to a quarter of people with an #eatingdisorder are men? But many men are still undiagnosed. It can happen to anyone.

Find resources including podcasts, blogs and how to get help at <http://bit.ly/3IK4OwT>

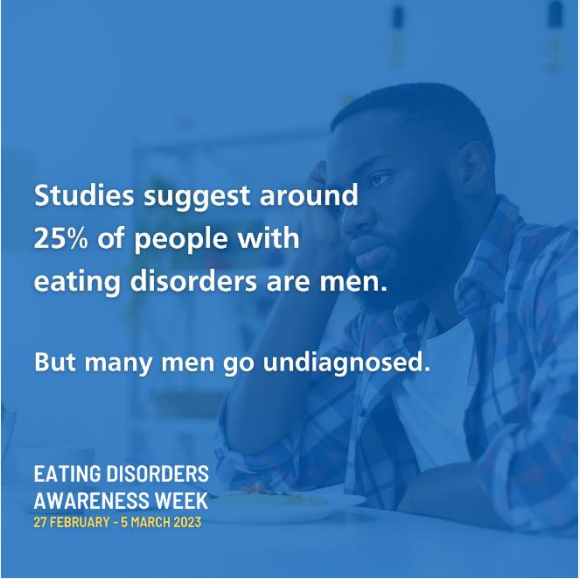
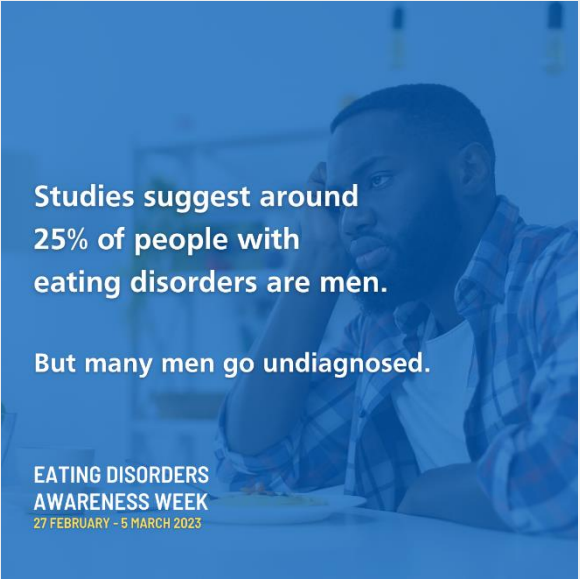
[Download here](#)

Studies suggest around 25% of people with eating disorders are men.

But many men go undiagnosed.

**EATING DISORDERS AWARENESS WEEK**  
27 FEBRUARY - 5 MARCH 2023



	#EDAW2023	
	@_TPHC @beatED	
Facebook/ LinkedIn	<p>Did you know that up to a quarter of people with an #eatingdisorder are men? But many men are still undiagnosed. It can happen to anyone</p> <p>Find resources including podcasts, blogs and how to get help at <a href="http://bit.ly/3IK4OwT">http://bit.ly/3IK4OwT</a></p> <p>#EDAW2023</p>	<p><a href="#">Download here</a></p>  <p>Studies suggest around 25% of people with eating disorders are men.</p> <p>But many men go undiagnosed.</p> <p>EATING DISORDERS AWARENESS WEEK 27 FEBRUARY - 5 MARCH 2023</p>
Instagram	<p>Did you know that up to a quarter of people with an #eatingdisorder are men? But many men are still undiagnosed. It can happen to anyone.</p> <p>Find resources including podcasts, blogs and how to get help on our website. Click the link on our bio to see our Eating Disorders Awareness Week resources.</p> <p>#EDAW2023</p> <p>@Tphc22 @beatedsupport</p>	<p><a href="#">Download here</a></p>  <p>Studies suggest around 25% of people with eating disorders are men.</p> <p>But many men go undiagnosed.</p> <p>EATING DISORDERS AWARENESS WEEK 27 FEBRUARY - 5 MARCH 2023</p>
	Include the below link to the EDAW landing page with	<a href="#">Download here</a>



*resources on following story post*

<http://bit.ly/3IK4OwT>

also tag - @tphc22 and/or @beatedsupport



**Help and support**

**Twitter**

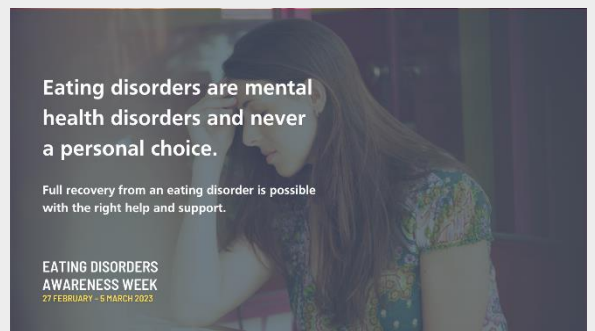
If you're struggling with an [#eatingdisorder](#), reach out. Help is available for a road to recovery.



Find resources including podcasts, blogs and how to get help at <http://bit.ly/3IK4OwT>

#EDAW2023


@\_TPHC @beatED

[Download here](#)



<p>Facebook/ LinkedIn</p>	<p>If you're struggling with an <a href="#">#eatingdisorder</a>, reach out. Help is available for a road to recovery</p> <p>Find resources including podcasts, blogs and how to get help at <a href="http://bit.ly/3IK4OwT">http://bit.ly/3IK4OwT</a> or <a href="#">Beat</a></p> <p>#EDAW2023</p>	<p><a href="#">Download here</a></p>  <p><b>Eating disorders are mental health disorders and never a personal choice.</b></p> <p>Full recovery from an eating disorder is possible with the right help and support.</p> <p><b>EATING DISORDERS AWARENESS WEEK</b> 27 FEBRUARY - 5 MARCH 2023</p>
<p>Instagram</p>	<p>If you're struggling with an <a href="#">#eatingdisorder</a>, reach out. Help is available for a road to recovery.</p> <p>Find resources including podcasts, blogs and how to get help on our website. Click the link on our bio to see our Eating Disorders Awareness Week resources.</p> <p>#EDAW2023</p> <p>@tphc22 @beatedsupport</p>	<p><a href="#">Download here</a></p>  <p><b>Eating disorders are mental health disorders and never a personal choice.</b></p> <p>Full recovery from an eating disorder is possible with the right help and support.</p> <p><b>EATING DISORDERS AWARENESS WEEK</b> 27 FEBRUARY - 5 MARCH 2023</p>
<p>Instagram Stories</p>	<p><i>Include the below link to the EDAW landing page with resources on following story post</i></p> <p><a href="http://bit.ly/3IK4OwT">http://bit.ly/3IK4OwT</a></p>	<p><a href="#">Download here</a></p>

also tag - @tphc22 and/or  
@beatedsupport



Eating disorders are mental  
health disorders and never  
a personal choice.

Full recovery from an eating  
disorder is possible with the  
right help and support.

**EATING DISORDERS  
AWARENESS WEEK**

27 FEBRUARY - 5 MARCH 2023

## **Resources**

### **General information on eating disorders:**

- [Beat Eating Disorders](#)
- [NHS information on eating disorders](#)
- [TPHC Eating Disorders Awareness Week 2023 webpage](#)
- [New TPHC guidance on Disordered Eating and management approaches](#)

### **Resources on eating disorders for children and young people and their families:**

- [Good Thinking advice page advice for young people on managing eating disorders](#)
- [Good Thinking advice for parents and carers supporting children and young people with eating disorders](#)

- In this [video](#), Hope Virgo discusses eating disorders and reaching out for support, produced in partnership with [Thrive LDN](#) and MIND West London
- In this [video](#), Dave, a stand-up comic and Beat volunteer shares his experiences around diagnosis, support and recovery journey

### **Resources for healthcare professionals:**

- [New TPHC guidance on Disordered Eating and management approaches](#)
- Free [online mental health training module on eating disorders](#) for acute paediatric professionals, developed by Healthy London Partnership, in collaboration with Health Education England, the [Paediatric Clinical Care in Practice \(PCCP\)](#)
- Eating disorder training for medical students and foundation doctors: [HEE elfh Hub \(e-lfh.org.uk\)](#)

### **For other professionals supporting children and young people:**

- [Guidelines for VCSE professionals on referring CYP with eating disorders](#)
- [Guidelines for primary care professionals](#)
- [Guidelines for education professionals](#)
- [Beat training and events](#)