

Join the
mouvement !

Sock it to eating disorders

April 11, 2024 | #sockittoeds

2024
information kit



Sock it to Eating Disorders

#sockittoeds

"Sock It to Eating Disorders" is a youth awareness movement. It opens up a discussion about eating disorders and highlights the services and professionals who help people with these mental illnesses, as well as their loved ones.

DID YOU KNOW?

Eating disorders have the highest mortality rate of all mental illnesses.

In Quebec, 300,000 people are likely to develop an eating disorder.

Did you know that a person can end up on a waiting list for over two years before receiving help for their eating disorder?



Use this kit to run the campaign in your community. It contains all the explanations and types of communication you need.

A highlight of the campaign is
Silly Sock Day, April 11, 2024.

HOW YOUR INVOLVEMENT HELPS

#SOCKITTOEDS | April 11, 2024



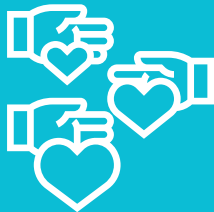
#SOCKITTOEDS aims to promote early detection and direct young people to appropriate support, such as ANEB's services, which are anonymous, confidential and free.



Participating is an active way of contributing to mental health, combating the stigma associated with eating disorders and creating a more inclusive and compassionate culture.



In the campaign, socks are not just a garment but a way to educate people about the diversity of bodies, experiences and challenges that can be encountered. This helps foster a culture where beauty and value are not defined by preconceived norms.



Tangible action to financially support ANEB's work in the fight against EDs. The money will go toward educational programs, awareness resources, support services and prevention activities.

Why are schools targeted in this campaign?



The Sock It to Eating Disorders campaign is aimed at schools because of the alarming prevalence of EDs among students. Schools play a crucial role in their development, both academically and socially.

The campaign aims to create a support network for students struggling with eating disorders, which reinforces the importance of a collective approach to this mental health challenge.

Students are particularly vulnerable to eating disorders because of...

- social pressure
- unrealistic beauty standards
- physical and emotional changes specific to this time of life
- an environment where these factors can be exacerbated by strong peer pressure and constant comparisons

An ideal place to promote mental health education

By incorporating awareness programs into the curriculum, schools can teach students about the warning signs and consequences of eating disorders, as well as the resources available. This helps create an educational culture that fosters mutual understanding and support.



Teachers and other school staff are on the front line in recognizing the signs of an eating disorder

By raising their awareness, SOCKITTOEDS aims to promote early detection and direct young people to appropriate support, such as ANEB's services, which are anonymous, confidential and free.





Step 1. Announce the campaign

Emails

Here we go !

Here are 3 emails to announce the Sock It to Eating Disorders campaign:

- email to school staff
- email to parents
- email to students

Note:

1. They are similar, but each is tailored to its target audience.
2. Each one can be modified as needed by whoever is in charge of the campaign at your school.

Click on the links below
to open the emails



Personnel

Parents

Students



Step 2.

Talk about it !

At school

Poster

[Poster](#)

Print several copies of this awareness poster and pin them up in classrooms and hallways.

Awareness-raising activities

[Activities](#)

Visit the ANEB website to explore eating disorder awareness activities.

On social networks

Image and message bank

[Download](#)

Download this bank of messages to share on social media. It specifies which social networks and hashtags to use.

Share messages from our spokesperson, Catherine Brunet (fr)

[Download \(fr\)](#)



Testimonials

"Given all the taboos and misconceptions around eating disorders, those who suffer from them can feel judged..."

- Emma

[More \(fr\)](#)

"I'm so tired of being scared, tired of counting calories. I can't take it anymore, I really want to heal..."

- Sabrina

Step 3. **Be creative**



During the campaign

VIRAL CHALLENGE

Take up the challenge! Have fun creating an original video to talk about eating disorders or unrealistic beauty standards.

TAKE IT FURTHER

Here's a list of suggested activities to raise ED awareness among young people and get them actively involved in the movement. These can be incorporated into a course or an extracurricular activity.

Silly sock day !



Sock It to Eating Disorders!

Silly Sock Day is a symbol of hope and healing, because it means we can work together to make a difference in the lives of those affected by eating disorders.

[Download](#)



Step 4. **Raise funds!**

Grassroots campaign



Get the #sockittoeds



Raise funds

Support ANEB so it can continue to offer free services such as help lines, chat rooms, text messaging, support groups and more.

- Create a school page and kick off your campaign with a few clicks.
- Choose "Collect campaign donations". Add a logo and photos, and personalize emails in minutes.
- Click on Instructions for help.

Support ANEB's mission

\$20 donation = 1 pair
\$60 donation = 5 pairs
\$100 donation = 10 pairs

#SOCKITTOEDS sock

- 70% cotton, 27% nylon and 3% elastane
- Created in Quebec by L'Aubainerie, made in China

Once you've completed your purchase, your socks will be mailed to you. Only available through the Sock It to Eating Disorders campaign| Get your ##SOCKITTOEDS socks

Thanks to our partner ♥

AUBAINERIE

DEPUIS ✦ 1944





Step 4. **Raise funds!**

cont'd

→ **Product sales**



Selling ANEB's #SOCKITTOEDS socks is a great way to raise money for the cause. Contact us to purchase a larger quantity and set up a kiosk to sell them.

Create your own products to sell to your friends, teachers, family, etc.

Set up your stand at breaks and over the lunch hour.

- Jewelry
- Edible products
- Garage sale

In collaboration with the school cafeteria, select a dish that will yield a donation of \$X for each serving purchased for the whole month of April or specifically on April 11.

Message to share at lunch:

Eat: a tiny three-letter word that evokes an ocean of contradictory emotions.

Eating should be a source of pleasure and discovery. Eating should be a time to feel good and thank our bodies. Eating should be a special moment spent getting to know friends and family or simply enjoying each other's company.

On April 11, offer a donation of \$X for each pair of silly socks worn.

Plaster your school walls, social networks and school portal with our QR code to invite donations from your community.

Poster

Organize a lunchtime activity where a professional athlete (volunteer) offers a lesson in a sport. Charge \$5 or \$10 per student. Fun, physical activity and fundraising, all in one !

→ **Dîner à la cafétéria au profit d'ANEB**

→ **Bas funky**

→ **Code QR**

→ **Activités sportives**

Prizes & Awards

contest

Category no.1

→ The school that shows the most enthusiasm during the campaign

Is your school full of energy? Are you ready to get involved in a cause that directly affects young people? See the fundraising section for ideas on mobilization and awareness activities, or create your own campaign. The school that shows the highest rate of participation and involvement will be rewarded!

(Through #SOCKITTOEDS fundraising campaign)



← Create your fundraising campaign HERE

Category no.2

→ The school that shows the most creativity and originality.

Stand out by creating the most original and enthusiastic campaign! Launch an original inter-class challenge, create an amazing work with funny socks—in short, give free rein to your imagination!

(Please send photos and details to k.sauveaneb@gmail.com.)

WIN

20 gift cards

from **Simons**,
each worth \$250

 **simons**

250\$



The contest ends April 30, 2024

Partners



Thanks to our partners for their commitment to the cause of eating disorders.

"Thanks to ANEB, I've always been able to get support. It's important for this resource to still be around 5, 10, 15, 20 years from now. I hope awareness will become a vaccine against eating disorders so that my family, colleagues, friends and their loved ones never need to develop antibodies."

- Catherine

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 **Desjardins**

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