

2023/24 ANNUAL REPORT



June 2024

Prepared by
**Lauren
Berlinguette**

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AGM**

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People of EDSNA 2023/2024

Programming at a Glance

Client and caregiver feedback is the single biggest influence on future EDSNA programming.

This is what we heard in 2023/2024.

Registrants in programming & workshop (2023: 208)

240

Waived participant fees (2023: \$2,775)

\$2,600

Weeks of client programming 2023: 106

144

Age range of group participants 2023: 19–73

18–73 years

Support group facilitators 2023: 10

8

Unique groups and workshops (including three new groups and formats)

10

what was helpful

Programming was accessible, low cost, and low barrier. Participants also appreciated the variety of program types, speaking to their unique lived experience, and the 'take what you like' approach to skillbuilding.

Finding support and connection, as well as practical tools and coping strategies, were the motivation to enrol for both clients and caregivers alike.

what was not

Most cited personal reasons as barriers to participation-- fear of 'taking up too much space', imposter syndrome, or triggering someone else, were mentioned often.

The challenging nature of the subject matter was also tough for some participants.

create flexible schedules

Participants, especially caregivers in support groups or carers enrolling someone else, said scheduling needed to match their or their client's needs; this included day that groups were offered and time of day (especially during dinner time).

make the group your own

Participants had many ideas for future EDSNA programming-- neurodivergence; exercise addiction; (re)forming your identity; trauma; addiction; gender diversity; grief; managing resistance; 'letting go'; and understanding 'success' were among the ideas suggested for future discussion.

Age Range Breakdown

Support groups serve folx from all age groups
Note: not all forms ask about age, nor do all participants respond to the question when asked.

18-25	15
25-35	37
35-49	33
50+	17



Challenges & Moving Forward



Challenge: Registration for some groups

Attendance for certain groups, including those for caregivers and the BIPOC community, has been a longstanding issue.

MOVING FORWARD: Changes are being made to the development of support group offerings to better meet client and caregiver needs through the whole support group process. Plans include:

- Consultation with Lived Experience individuals, EDSNA facilitators, and other support organizations
- Review of available research
- Increased proactive outreach to past participants, family- and caregiver-support agencies
- Piloting new groups, workshops, and resources
- Creating more asynchronous psycho-educational and support options

Challenge: Facilitator scheduling

EDSNA lost two facilitators this year, one temporarily and one permanently; this impacts both operations and other facilitators. Hiring and training a single new facilitator can take upwards of three months.

MOVING FORWARD: Operations is in the process of onboarding a new facilitator, who will be ready to lead programming in Fall 2024; the facilitator on temporary leave is anticipated to also return in Fall 2024.

All facilitators will also take part in a Facilitator Summit to share wins, challenges, information, and ideas. Operations will also be discussing how marketing and program evolution will proceed for 2024.

Outreach & Awareness

Eating Disorders Awareness Week 2024: Breaking Barriers, Facilitating Futures

At the national level, EDAW 2023 centered around the theme “Eating Disorders: Breaking Barriers, Facilitating Futures,” bringing attention to under-recognized barriers that people face when accessing care for their eating disorder, which contribute to ongoing cycles of shame and struggle.

Community Involvement

EDSNA engaged with the eating disorder and broader mental health community by:

- providing educational presentations
- supporting new research
- being involved in action tables supporting programming and awareness efforts.

Traditional Media Spotlights

Radio, tv, and newspaper interviews help EDSNA connect with individuals who may not already be aware of services provided; they may also encourage those initial steps to connect with EDSNA via other means of communication

Landmarks lit

10 (incl. 4 new)

Participants in social media giveaway

72

Declarations & proclamations

4 & 1

Presentations provided

17

Research projects supported

12

TV Appearances

5

Radio Interviews

3

Newspaper Articles (published only)

3

Social Media

Shadow bans on social media platforms and staff turnover resulted in a smaller increase in social media follower count over the year. Engagement of posts did not appear to change, but there was less content produced over the course of the year.

Notes about platforms:

- Instagram saw a substantial increase in subscriber count during EDAW 2024. More on EDAW 2023 in Section 2.3.
- Decreased use of X (formerly Twitter) over many years has resulted in a slight decrease in follower count

A soft update to brand guidelines also started this year, and will continue into next year.



→	Instagram 2023: 1,847	1,999
→	Facebook 2023: 1,540	1,649
→	Newsletter 2023: 1,598	1,608
→	X (Twitter) 2023: 1,117	913
→	TikTok 2023: 59	84

Website Performance

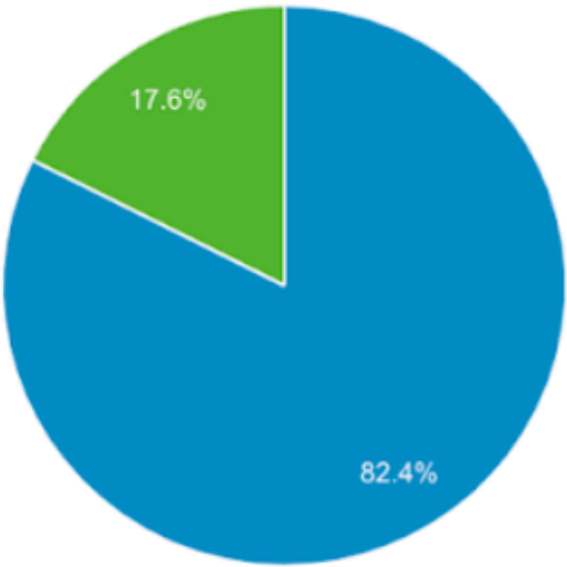
It has already been a year since the launch of the new EDSNA website

User count is still lower than that of the previous website; this year, however, it was tentatively concluded that a number of variables could be contributing to the decreased number of users reported. Reasons beyond genuinely fewer users could include, but aren't limited to:

- Inaccurate baseline measurement of website users
- Filtering of web search results
- How web users are tracked
- Reduced ability to track users due to changes in legislation (eg. users may 'opt out' of being tracked by web tracking cookies)

User data has been consistent throughout the year, supporting current metrics as the new baseline for website engagement.

■ New Visitor ■ Returning Visitor



→ Users // New Users	10,011 // 9,802
→ Avg. Session Duration	2m 09s
→ How did users find the website?	Organic search
→ Most used referral source	Instagram Linktree
→ Most accessed webpage	1.Home 2.Support 3.Treatment

Plans for 2024/2025

Here are some of the projects that Operations plans to pursue in 2024-2025!



Facilitator Summit

EDSNA facilitators have not met as a group since 2021! The summit will be an opportunity to share updated program info, policy, and sharing feedback from clients.

More Ways to Connect

A mid-month newsletter is being developed to share programming; proactive outreach work will be streamlined with new materials; EDSNA is going back out into the community to meet new groups and make new connections.

Support On Demand

Caregiver psychoeducational content is being recorded for on-demand viewing. With information available anytime in a presentation-style format, it is hoped that caregivers will find materials accessible if attending a support group is not an option.. or as a starting point before attending groups in the future!

Eating Disorders in Fitness Project: Phase One

With the success of the grant amendment, EDSNA will conduct an assessment to ascertain the needs of the fitness community when supporting those with disordered eating. Subsequent phases and funding will be based on these outcomes.

Building Capacity in Rural & Remote Communities

Travel within Alberta to support capacity building will be part of 2024/2025, but ongoing information sharing and connection will be prioritized. Meeting leaders within communities across the province will help build ongoing support even after EDSNA leaves.

PEOPLE OF EDSNA 2023/2024

Alphabetical order

Board of Directors

Amanda Huxley	President
Anna Wu	Outgoing Treasurer
Courtney Rippin-Kaufman	Vice-President
David Wedge	Secretary
Joe Custodio	Incoming Treasurer
John Woulfe	Director
Katie Chamberlain	Director
Moyra McAllister	Director
*JP Tsang	Accounting Contractor

Operations

Alisha Coyston	Program Director
Angie Mellen	Interim Executive Director
Laura James	Director of Awareness & Outreach
Lauren Berlinguette	Executive Director
Ryan Turner	Program Coordinator

Volunteers

Hannah Brown	Social Media Assistant
Jessica Nelson	Volunteer Coordinator
Rachel Papulkas	Newsletter Coordinator

Support Group Facilitators

Allison Easton	ED2RD, BED
Carol Fredrek	ED40+
Chantelle Jensen	PAL, ED
Kalin Huberman	ED PRD, ED2RD
Katie Poirier	ED PRD
Mo Bamuwagun	ED BIPOC, ED
Rachel Tu	Yoga & Journalling
Sara Kreklewich	ED
Selene Yan	BED

**THANK YOU
FOR A GREAT
YEAR-- YOU
ARE ALL
AMAZING!**

*Yes, technically not a Board member

