



# Healthy Within

## FOUNDATION

*My body is beautiful and I will love and nurture it.*

*Our mission is to promote healthy body images and prevent eating disorders through education, advocacy, training and treatment.*

[www.healthywithin.com/foundation.htm](http://www.healthywithin.com/foundation.htm)

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# Healthy Within

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## Greetings from the President!

**H**ealthy Within Foundation is launching into a new era with the creation of it's first ever newsletter! This newsletter is the brainchild of Jeanine Pontes, Healthy Within's most loyal and dedicated worker.



**Divya Kakaiya**  
**Ph.D., CEES, President**

She has already inspired an incredible team to help her with her project.

Our newsletter will have lots of current, upbeat information as well as what we have in store for future Foundation events.

HW Foundation was formed in 2002 when I was "convinced" by Ariane Condrick to start a Foundation. She and her parents are very active in the Child Abuse Foundation and gave me the initial push and guidance that I could do it. Little does Ariane know that she was igniting a huge fire in me that was not going to burn out too soon!! Thank you Ariane!!!! Even though Ariane is very committed in other areas of her life currently, she lives with us in spirit and her

vision moves on.

Many of you may not be aware that we are the **ONLY** foundation in San Diego dedicated exclusively to the prevention of eating disorders. We have been **the** exclusive agency that people call on when they want to conduct prevention events and talks. Many of the eating disorder therapists and nutritionists in San Diego refer people to our Foundation.

Eating disorders affect 5 to 10 million people in the United States. When compared to Alzheimer's disease the numbers will shock you. Only 4 million people are affected by Alzheimer's. Despite the higher prevalence rates of eating disorders, there is inadequate research funding for eating disorders. The National Institute for Health funded \$59,721,000 for Alzheimer's research compared to a paltry \$14,673,000 for eating disorders. That is 75% less research funding. Research dollars spent on eating disorders average \$3 per affected individual, compared to \$107 per affected individual with schizophrenia (from NEDA website). And, we all know that eating disorders

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## **President's message** **continued from page 1**

have the highest mortality rates of any psychiatric disorder. Do we not need to get angry about this?

A very good portion of this research money for eating disorders has gone to Dr. Walter Kaye who is a prominent researcher in our field, and his primary area of study is the genetics of eating disorders. Dr. Kaye was at U. of Pittsburgh for decades and now we are the luckiest city alive since he officially has been recruited by UCSD, and will be living here in San Diego!!! He will eventually open a hospital-based program for the treatment of eating disorders. He is also very fortunate since he will have the research expertise of UCSD at his fingertips.

At the September 2005 NEDA conference ([www.nationaleatingdisorders.org](http://www.nationaleatingdisorders.org)), held in Denver, Dr. Kaye very clearly stated that he now has enough evidence to say that 50-80% of eating disorders are genetically based. Within the genetic factors, we are really looking at the temperament type of the person, and we have very clear evidence that if we look at the histories of girls and boys with eating disorders there was a clear anxiety disorder when they were 7 to around 11. This is very exciting for us in the prevention field because it helps us target the "child" who is very predisposed to developing

and eating disorder, and we can directly educate teachers and parents regarding what could trigger a severe eating disorder in their child.

On a more practical note, HW Foundation, as a non-profit agency, has been able to do a tremendous amount in the short life we have had. We have been running the middle school "Girl Talk" program for 3 years now, and all our volunteers feel the impact we have made on the lives of at least 280 girls!!! If you go to our website and click on the Foundation button, you will see how comprehensive this program is. Kimmie Rice, who has been with us for over three years now, is the Trainer and Director of the middle school programs and is an incredibly inspiring, dedicated and motivated young person!!!

We have had two main fund-raisers. The first one was organized by Megan Jones, with the help of all the volunteers, and the second one was organized by Kristin Quartuccio, again with the help of all the volunteers. As a new Foundation I can definitely say we are in all sorts of growing pain stages, and we all have the true spirit of volunteerism where we accept every failure as a challenge to learn from!!

For the year 2006, we are planning to have more events at Eating Disorder Awareness Week, which is the last week in February, as opposed to having a big main fund-raiser. We will

have a mini fund-raiser in April that will be a house concert (details to follow). These prevention events will be at college and high school campuses. Our volunteer committee is in the height of planning as we speak.

HW Foundation is very ambitious and we want to make an impact on the girls and boys of San Diego, and we can only do this with your support and encouragement. If you have been a part of any of our events and have felt moved by anything you have seen us do, please send us a note and we would love to include that in our next newsletter. I personally know that the Artists who donated to the Auction in May 2005 are all very committed to our cause and want to donate again!!!

I want to thank all of you for your support, encouragement and passion as we embark on this journey together!! Please keep us in mind for all your non-profit donations!! Your contributions will be 100% tax deductible.

**Divya Kakaiya, Ph.D, CEDS,**  
**President, Healthy Within Foundation**  
**Clinical Director, Healthy Within, Inc.**

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## girl talk

by Kimmie Rice, B.S.

As we ALL know, middle school is a very difficult time. Our bodies change at different rates; We get braces and glasses and training bras for the first time; We roll our eyes at the dreaded word *puberty*; We get butterflies in our stomachs around boys and begin to develop true friendships and rivalries with girls; Everything in our lives and ourselves is changing and it is a *critical* time to develop strong life skills. Our Healthy Within Foundation volunteers developed the Girl Talk program to promote healthy body image, high self-esteem, and assertiveness skills with local middle school

girls. Girl Talk is a safe place where girls can come to talk, to share, and to be heard. Last year we held the 10-week program in the fall and the winter at a local middle school with outstanding results! The girls reported to feel happier, healthier, and more confident because of Girl Talk. We follow up with the parents by sending weekly emails discussing each week's topic to incorporate open communication with their daughters. The girls and their parents alike raved about Girl Talk! They love talking, role-playing, and playing games. Weekly topics include assertiveness, cliques/gossip/popularity, media influences, self-esteem, healthy living, body image, genetics, stress management, and perfectionism.

We will be implementing Girl Talk again this fall and hope to expand the program to more schools in the future. For more information or to learn how to get Girl Talk in your school, please visit our website at [www.healthywithin.com/foundation.htm](http://www.healthywithin.com/foundation.htm).

## Disturbing New Show on FX Network *Starved* is Cancelled

by Patty Schroeder, M.A.

The now defunct program was intended to be a comedy about four friends in their 30's who have eating disorders. Though the potential was there to educate and provide recovery resources and support to those struggling with an eating disorder, the show instead chose to make fun of and glorify these dangerous disorders. The program depicted, in detail, specific eating disorder behaviors being acted out and the result was very triggering TV. The characters would often attend a "support group", but receive nothing but further motivation to stick to their disorders and

avoid recovery. This show not only painted a very hopeless picture of recovery from an eating disorder, but also made light of the harmful things these characters do to engage in their eating disorders, perpetuating the harmful notion that an eating disorder is a "choice", not a disorder. Healthy Within Foundation (along with other eating disorder professional organizations) took an active stance in helping to get this show cancelled. We participated in a large-scale letter-writing campaign to show the FX network that the American public would be negatively affected by their

irresponsible programming. Even though the program has already been pulled, we want to be sure that the network heads understand that we will not tolerate such careless and harmful media. We can make a difference if we all take an active role – let's show the TV industry that there is a huge market for TV that promotes healthy body image and force them to take responsibility.

Please also visit the NEDA website for further information and to read other passionate letters against *Starved*:

<http://www.nationaleatingdisorders.org>

## Healthy Within Foundation's New Club!

by Brooke Osborne, B.S.

Jocelyn Freitas, Healthy Within Foundation's youngest volunteer, is actively working at starting a new club on her high school campus to raise awareness about media impact on young girls. The club is going to meet weekly to discuss these issues as well as plan activities to combat negative

media messages and promote healthy living. The club will be hosting various activities in the Foundation's Eating Disorder Awareness Week, as well as planning several activist campaigns on and off campus. We're very proud of Jocelyn and very excited for this new club!

## Taking it to the Next Level: Girl Talk's Nordstrom Project

by Calix Vu-Bui with  
Chanda Huour

In the spirit of assertiveness, the middle school girls of our Girl Talk program took on Nordstrom in a project exposing the truth about mannequins. These effigies should be realistic representations of the various body types that exist, but instead fail miserably to capture the diversity of size, ethnicity, and shape of Nordstrom customers, which includes our middle school girls. The girls were ambitious in preparing for the meeting with the North County Fair store manager.

One of our girls went as far as creating and distributing a survey about how mannequins make shoppers feel in her neighborhood. When the meeting took place, not only was the store manager present, but the regional manager of Nordstrom and the manager of the visual team at North County were in attendance as well. Once everyone was gathered

in the conference room, the girls presented compelling evidence to the managers about Nordstrom's mannequin's lack of diversity and accuracy, which launched an interactive dialogue. Although Nordstrom's managers noted that their stores currently have a variety of mannequins, comprised of children mannequins, colored mannequins, and pregnant mannequins, the girls were very quick to point out that these mannequins were hardly representative of their diverse shoppers. In fact, the girls expressed that the ethnically diverse mannequins appeared to be Caucasian mannequins simply painted a different color, showing none of the physical features unique to Asians, African Americans, and Latino(s). The girls also discovered that the more true-to-size mannequins were displayed with more discretion than the thinner ones, often placed toward the back of a section of clothes or in a corner with little foot traffic. One

of the most striking comments the girls eloquently conveyed was that headless mannequins translate into the objectification of women because a woman's spirit and thoughts, her essence, exists in her head. The managers praised the girls for their initiative and professional demeanor.

This meeting was even more exciting because every six years Nordstrom buys new mannequins, and this meeting took place right at a time when they are considering input for what modifications to make to the new stock they will purchase for the next six years. We, as volunteers for the Healthy Within Foundation, could not be prouder of the girls of Girl Talk for taking their first courageous leap into activism by using the knowledge from our program to initiate change in the community. We encourage conscientious consumerism, and hopefully we'll see a change in those mannequins soon enough!

## The Truth Behind Terri Shiavo

by Briana Hinga

During the past year, no one could have escaped the grueling debate regarding the removal of Terri Shiavo's gastric feeding tube. While it seemed everyone was an expert on whether or not Terri should live, few knew the history behind Terri's coma. In 1990, Terri's well kept secret, her battle with Bulimia Nervosa, brought her potassium level low enough to cause heart failure and lead to brain damage.

While Bulimia can cause death, as in Terri's case, the eating disorder often thrives unnoticed. Individuals with Bulimia can lose fertility, rob their bodies of the calories and nutrition their organs need to function, and suffer from heart failure before anyone detects the danger. While Terri's doctor paid a \$1 million medical malpractice settlement for failing to diagnose the disorder, no one paid a greater price than Terri as she lay in a vegetative state for 15 years and then died in March. While painstaking efforts can conceal symptoms of Bulimia, the destructive consequences are inescapable.

For questions or concerns, please refer to the Healthy Within Foundation website at [www.healthywithin.com/foundation.htm](http://www.healthywithin.com/foundation.htm)



Back Row, from left: Iris Lu, Chanda Huour, Chrissy Tustison, Kimmie Rice, Brooke Osborne, Divya Kakaiya, Roshni Kakaiya, Aleksandra Marinovic, Marisol Olguin, Devon Beck, Calix Vu-Bui, Leah Bruno. Front left: Melissa Evidente, Kristin Quartuccio, Nicolette Koepke, Danielle Newman. Not shown: Danielle Beck-Ellsworth, Aditi Bhasin, Jen Creedon, Kelley O'Patry, Jeanine Pontes, Patty Schroeder, Rachel Wood

## Healthy Within Foundation Fundraiser Event

by Kristin Quartuccio, B.A.

On May 7, 2005, the Healthy Within Foundation hosted its Second Annual Benefit Dinner at the Hyatt Regency Aventura in La Jolla. The Healthy Within Foundation volunteers spent months planning for this major fundraising event, which included dinner, a silent auction, and featured speakers throughout the evening.

In the months prior to the main event, the dedicated Foundation volunteers spent their time going out into the community to spread the word and to seek donations for the cause. They succeeded in securing donations of artwork from over 30 artists and donations for gift baskets with everything from spa gift certificates to tickets to the San Diego Zoo, among

countless other generous donations!

The dedicated efforts of the Foundation volunteers and the generosity of local businesses and our faithful supporters led to the most successful fundraiser the Healthy Within Foundation has achieved to date! We raised over \$21,000 (not deducting expenses), which will be put towards eating disorder prevention efforts in local communities.

The Healthy Within Foundation volunteers would like to thank everyone who contributed to the success of this event. Your support continues to foster our efforts in putting on more eating disorder prevention programs in our San Diego schools. We look forward to seeing you at our next event!



# Healthy Within FOUNDATION

**Please consider a donation to Healthy Within Foundation.**

**YES! Enclosed is my gift:** \_\_\_\_\_

( ) \$30 ( ) \$50 ( ) \$100 ( ) other

Please make your checks payable to "Healthy Within Foundation." Healthy Within Foundation is a 501(c)3 non-profit organization. Your donation is tax-deductible to the extent the law allows and is credited to Healthy Within Foundation. After receiving your donation you will be sent a tax-deductible receipt.

**Healthy Within Foundation**  
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**Note: Our foundation website will be moving soon. Look for our new address in future issues of this newsletter or in a link from a present website.**

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