



**Media Release**

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**For immediate release**

## **Eating Disorders Victoria Welcomes Minister Roxon's Initiative**

Eating Disorders Victoria (EDV), Victoria's foremost eating disorder charity, has today welcomed Minister Nicola Roxon's announcement that the Federal Government will be investing funds to help develop a national approach to eating disorders.

"The EDV applauds this initiative by the Federal Government. We have been advocating for state organisations to work collaboratively and form a national body to provide support to sufferers and their families and to raise community awareness of this very serious issue." said Kirsty Greenwood, Executive Officer of EDV.

"There is a great need for support and information about eating disorders in the community. Currently there are a number of organisations that are providing different services for people with eating disorders. This can be confusing for people who are seeking information or support. A National Eating Disorders Collaboration would provide an opportunity to bring together the expertise of these organisations which would benefit the community."

EDV was also pleased that the federal government's new Office for Youth has recently nominated positive body image in young people as a top priority and as well as examining the possibility of a national code of conduct for the media and fashion industries.

Ms Greenwood said the Victorian Government's code of conduct for these industries, which was introduced in April this year, has been well received.

"The prevailing view of beauty, particularly in Western culture, is heavily skewed towards an idealised shape and thinness which is unattainable for most men and women. This 'pursuit of the unattainable' has clear negative impacts on the mental health, self-esteem and well-being of many people, especially our younger generation."

"It is encouraging to see that the Federal Government recognises that eating disorders are a significant health issue in our community and negative body image is a real concern for young people. These latest announcements are definitely a step in the right direction," Ms Greenwood said.

## **About Eating Disorders Victoria**

The Eating Disorders Foundation of Victoria is Victoria's foremost eating disorder charity and the primary source of support, information, community education and advocacy for people with eating disorders and their families in Victoria.

Services are free and confidential and include the **Eating Disorders Helpline 1300 550 236**, on-line Chat Room and Message Board and confidential support groups.

***FOR MORE INFORMATION:***  *please phone EDV (03) 9885 6563 or Kirsty Greenwood – 0434 354 948*