

CollegeResponse[®] National Eating Disorders Screening Program[®]

PSA Contest Info and Guidelines

What is the National Eating Disorders Program (NEDSP)?

Held annually during National Eating Disorders Awareness Week, NEDSP educates and screens college students for eating disorders and connects those at-risk with local resources.

Many college students struggle with the way they look or how they feel about their bodies, with one out of three normal dieters progressing to pathological dieting. By recognizing the symptoms of eating disorders, and getting help, students can end their preoccupation with food and focus their efforts on developing healthy eating and exercise habits.

Goals of NEDSP PSA Contest:

- To increase understanding of eating disorders on college campuses.
- To raise awareness of the signs and symptoms of eating disorders.
- To help students assess their mental health.
- To refer those who need treatment.
- To enhance visibility and the use of treatment services on college campuses, in communities and in primary care settings.

Things You MUST DO:

- Submit contest entries between November 1, 2011 and February 3, 2012.
- Be at least 18. The PSA Contest is open to anyone at least 18 years old.
- Sign a **consent form**. All video participants (i.e., producers, editors, writers, actors, etc.) must sign the form.
- Secure written consent to use any music that is not original or in the public domain (*entries will be disqualified without proper consent*).
- Keep the video to approximately 30 seconds.
- Avoid graphic or explicit themes.
- Include the following language: **Take an anonymous eating disorder screening at www.CollegeResponse.org.**

Basics About Eating Disorders and College Students

The Massachusetts Eating Disorders Association cites the following statistics on college student eating disorders:

- 15% of women 17 to 24 have eating disorders
- 40% of female college students have eating disorders
- 91% of female college students have attempted to control their weight through dieting
- While recent information is not available, experts say the incidence of binge eating disorders among college students who are males is also increasing. According to one study on college student eating disorders, 5% to 20% of college females and 1% to 7% of college males have eating disorders (Johnson & Connors, *The Etiology and Treatment of Bulimia Nervosa*, 1987).
- Binge eating is the most common eating disorder among college students.

- Binge eating disorder, as the name implies, is characterized by uncontrollable, excessive eating, followed by feelings of shame and guilt. Binge eating is especially common among college students.
 - Unlike those with bulimia, college students with binge eating disorder typically do not purge their food. However, many college students who have bulimia also have binge-eating disorder.
 - Binge eating among college students typically results in individuals being overweight or obese. They feel like they have no control over their behavior, and eat in secret and when they are not hungry.
 - College students with binge eating disorder also feel shame and remorse over their behavior. They may hide food. Excessive amounts of food containers and wrappers are also evidence of binge eating among college students.
 - About one in five young women report that they have had binge eating symptoms, according to the National Institute of Mental Health. Men account for about 40% of cases of binge eating among college students
- "Drunkorexia" - a non-medical term for the combination of binge drinking and anorexic behavior.
 - Experts from the University of Missouri find that as many as one in six college women in the US skip meals to get drunk faster and "make room" for alcohol calories, with three times as many women reportedly engaging in what's dubbed "drunkorexia" than men.