

EmbodyBC Launches 2026 Provincial Eating Disorders Awareness Campaign: “Health Doesn’t Have a Look”

North Vancouver, BC, February 2026 – EmbodyBC, with the National Eating Disorders Information Centre (NEDIC) and partners across BC and Canada, is proud to share the theme for the 2026 National Eating Disorders Awareness Week (EDAW) and **Provincial Eating Disorders Awareness Week (PEDAW): “Health Doesn’t Have a Look.”** This campaign reminds us that you can’t tell how healthy someone is by their body shape or size and promotes an inclusive and compassionate understanding of wellbeing.

Eating disorders affect people of **all ages, genders, and body types**, and are far more common than most realize. Millions of Canadians are impacted across the continuum from disordered eating to diagnosable eating disorders. These illnesses can be serious and even life threatening if not identified and treated promptly. When we judge health by looks, people feel shame and wait longer to reach out for help. This year’s campaign aims to help everyone to feel seen and supported.

Campaign Highlights

- **Video Release: ‘Lavender’s Story: What Helped me Heal’**- a video to help parents and caregivers understand the different ways disordered eating presents and how to ‘start the conversation’.
- **Poster Campaign: ‘Health is more than...’** - posters for schools, clinics, and community spaces to help start the conversations and indicate your space is safe and welcoming.
- **Social Media Toolkit:** Conversation starters and stoppers to interrupt harmful body and food talk, and resources that compare weight centric and weight inclusive care approaches – all supporting early recognition and help seeking.
- **New Resource: *Navigating Food Centred Events with Care and Compassion*** - a practical guide and infographic to make gatherings more welcoming for everyone.
- In collaboration with **Family Smart**, a webinar and live panel event series for families: **A Conversation About Eating Disorders** (February 4, 19, and 26, 6:30–8:00 pm).
 - The February 4 event will also host **Looking Glass Foundation for Eating Disorders and the Size Inclusive Training Academy**. Visit our website for registration, www.embodybc.com.

Carmen Kaufmann, Senior Manager of the EmbodyBC program emphasizes that “when families, schools, community workers, and primary care providers identify concerns early, individuals can access support much sooner.” She further notes, “early identification not only improves recovery outcomes but can also prevent the need for more intensive levels of care by addressing issues before they escalate.”

How to Get Involved

- **Download and share** campaign materials from our Events page www.embodybc.com
- **Post about the campaign** on your social and organizational channels
- **Host your own community awareness event** using our [Trusted resources to help prevent eating disorders](#)
- **Submit local events** to [NEDIC | events](#) page so more people can see it.

Together, let's remind everyone - Health Doesn't Have a Look.

About EmbodyBC - a provincial program of **Family Services of the North Shore**.

EmbodyBC offers prevention, education, screening, and support to help parents, caregivers, and professionals spot concerns early and help before a crisis occurs.

About Family Services of the North Shore - a non-profit, community-based agency. For over 60 years, the Agency has been committed to making deep and lasting impact across the entire North Shore, from Deep Cove to Bowen Island and every point in between. With a team of 50 staff and over 600 volunteers, we help more than 10,000 people annually to address issues of trauma, child abuse, gender-based violence, eating disorders, suicide, bullying, isolation, grief, and poverty. The Agency provides families and individuals with counselling, support, education, and volunteer engagement opportunities to help them reach their full potential throughout their lifespan, from birth to end of life, whenever they need us most.

Media Contacts:

Jill Johnston

Director of Communications, Family Services of the North Shore

Phone: (778) 870-6951

Email: johnston@familyservices.bc.ca

Website: www.familyservices.bc.ca

Carmen Kaufmann, MSW, RSW (she/her)

Senior Program Manager, EmbodyBC

Phone: 778-686-6738

Email: c Kaufmann@familyservices.bc.ca

Website: www.embodybc.com