

Mindful Eating Day 2018

Tool Kit for Professionals

Three ways to participate:

1. Sign up for our webinar presentations on January 25, 2018 - Free and open to all!
<https://www.thecenterformindfuleating.org/event-2748281>
2. Join the conversation in our Mindful Eating Day 2018 Facebook Group
<https://www.facebook.com/groups/226310117901071/>
3. Host your own local Mindful Eating Day event - we're offering this tool kit to support your efforts

Thank you for your interest in hosting a local event for Mindful Eating Day, Thursday, January 25, 2018. We encourage all sorts of local events from a free talk, to a shared meal, to a full-day program to teach the principles and practices of mindful eating. We are happy to support you in spreading the message of mindful eating, to help people find peace in their relationship to food and eating.

In this news release tool kit, you will find the following information:

1. Identifying Points of Confusion regarding Mindful Eating
2. The two key Mindful Eating Day messages
3. Our Mindful Eating Day logo
4. Graphical images to support the key messages
5. Suggested ways to promote your event on social media
6. Five tips for writing a news release
7. Let us know that you are hosting an event

This year our theme is compassionate self-care to promote health and wellbeing. We'd like to invite you, your clients and anyone interested in learning more to:

1. Identify points of confusion regarding mindful eating
2. Share and spread our two key mindful eating day messages:

- “Mindful Eating because compassionate self-care is essential”
- “Mindful Eating because consistent self-care promotes health and wellbeing”

1. What is Mindful Eating, and what is it not? Points of confusion

With these two Mindful Eating Day messages, we want to affirm what Mindful Eating is and what it is not. You may have seen how sometimes mindful eating gets co-opted by the diet industry, promoting it as a tool that can be used to manage our bodies and weight.

Mindful Eating Day (and month!) is an opportunity to spread a different message, that of self-care and self-compassion.

Here are some of the points where the message sometimes gets confused:

- Mindful Eating is NOT A DIET.
- It is not a tool or approach to control our bodies or appearance.
- When we eat mindfully, we don't judge or moralize about food, food choices, or our bodies.
- Mindful Eating does not promote a "right or wrong" way to eat.
- Mindful Eating does not advocate for specific foods - for instance, lower calorie, lower fat, higher protein, higher fiber, etc.
- Mindful Eating does not advocate for a specific pattern/style of eating – “clean eating”, vegetarian, keto, organic, etc.
- When Mindful Eating is applied to food portions, is it done by advocating present-moment awareness and checking in with a person's current experience, desires, and physical states of hunger/fullness.

Mindful Eating is:

- An opportunity to connect with present-moment awareness – pause, check-in, notice, evaluate, rate.
- Autonomy for any food, regardless of what type of food that is.
- Choice and flexibility – before, during, and after a food choice is made.
- Promoting and acknowledging that all eating experiences are unique to the individual, situation, moment.
- Self-care
- Self-kindness
- Non-judgment surrounding food and eating choices.
- Applying the qualities of mindfulness, such as compassion and kindness, to Mindful Eating means we do NOT pathologize, stigmatize, or shame individuals in larger bodies, nor do we pathologize, idealize, shame, or compare individuals in smaller bodies.
- Mindful Eating promotes size acceptance.
- With Mindful Eating, we have an opportunity to recognize and celebrate the natural diversity of bodies and the conviction that they are all worthy of compassionate self-care.

Learn more about the views of The Center for Mindful Eating on weight and healthy eating. Principles of Mindful Eating: <https://www.thecenterformindfuleating.org/Principles-Mindful-Eating>

Weight Concerns Statement: <https://www.thecenterformindfuleating.org/Weight-concerns>

Healthy Eating Statement: <https://www.thecenterformindfuleating.org/Healthy-Eating>

2. The two key Mindful Eating Day 2018 messages

- a. Compassionate self-care is essential.
 - i. You may wish to explain that self-care is not indulgent or selfish.
- b. Consistent self-care promotes health and wellbeing
 - i. You may wish to explain the practices of self-care
 - ii. You may wish to discuss how to create a practice of self-care

3. 2018 Mindful Eating Day logo

Available in the Mindful Eating Day Gallery [add link]

4. Graphical images - We will provide you a selection of graphical images to support these key messages that you may use in your promotions both in print and on the web. These are available on the TCME website in our Mindful Eating Day Gallery [add link]

5. Suggested ways to promote your event on social media

- Create social media posts using these graphical images. Link your event both to your website and to the TCME website listing (if you are a member).
- Invite your clients to participate in the Mindful Eating Day 2018 group on Facebook: <https://www.facebook.com/groups/226310117901071/> Daily group posts will begin on January 1 and run through January 31, 2018, offering your clients a way to connect with inspirational messaging, personal reflections, exercises, and links to additional resources. You can also use the Mindful Eating Day group to post about your live Mindful Eating Day event in your local community.

- Send a news release about your event to local media outlets, including print and web-based organizations.
- Share your event with schools, places of worship, gyms, and health agencies.
- Identify your circle of influence and personally invite leaders to your event. For example, if you are a *health teacher* at a local middle school, personally invite your principal, superintendent, and other teachers as well as students, family, and friends to the event. If you are a *diabetes educator* at an area clinic, personally invite the professionals that refer clients to your service, in addition to clients, their family and friends.

Do you use Twitter? Consider these suggested tweets, tagging [@MindfulTCME](#) - add the hashtag #MindfulEatingDay

- Compassionate self-care is essential
- Drop the guilt! Compassionate self-care is essential
- Join me in practicing compassionate self-care
- Learn how to practice compassionate self-care
- Experience compassionate self-care
- Enjoy greater resilience – practice compassionate self-care
- Consistent self-care promotes health and wellbeing
- Drop the diet mentality! Consistent self-care promotes health and wellbeing
- Learn to practice self-care for health and wellbeing
- Let me coach you toward consistent self-care for health and wellbeing
- Never diet - create the practice of consistent self-care for health and wellbeing
- Non-diet, weight-neutral, Mindful Eating for for health and wellbeing

6. Five tips when writing a news release:

- **TIP #1: Use the news release as a sales tool.** The idea is to communicate a message to customers and prospects, through the vehicle of a print or online article, or radio or television show, hopefully adding the authority and credibility of the news outlet to the message.
- **TIP #2: Have a newsworthy story.** To get your message communicated through a news outlet, you need to convince the reporter/editor that your message (or the story surrounding it) is newsworthy. So it's got to appeal to the readership of the publication.
- **TIP #3: Write it like a reporter would write it.** If your news release looks and feels like a real article, reporters will often just file it as a story with minimal editing. Therefore, it's up to you to make sure that your release looks and feels like a real article. No biz blab!
- **TIP#4: Provide some good quotes.** Provide quotes that are memorable and personal, that bring real-life stories to your messages, if possible.

- **TIP #5: Contact your top outlets personally.** In addition to sending a news release, personally contact the reporters that you really want to cover the story. Send them something personal. You might even want to rewrite the news release to fit their beat.¹

7. Let us know that you are hosting an event!

If you are a member of The Center for Mindful Eating, we will be happy to list your local Mindful Eating Day event on our website and social media networks. If you are not a TCME member, we will list your event on our Facebook and Twitter social media networks only, and not on our website. Learn more about becoming a member here: <https://www.thecenterformindfuleating.org/join-us>

Please complete this form by January 1, 2018 to include your event in our website and social media networks: <https://www.surveymonkey.com/r/MEDay2018Local>

To have your event promoted, you'll need the following information:

- The name of the event
- The date, time, place, audience, and cost
- URL
- Any promotional image of the event

Remember to review and update your TCME member directory listing! This is a useful way for people to learn more about what you can offer in the development of mindful eating skills and practices. If you need assistance updating your account, please contact us at info@tcme.org

¹ <http://www.cbsnews.com/news/how-to-write-a-press-release-with-examples/>