



Second Annual UNC Eating Disorders Conference A Success

The UNC Eating Disorders Program held its second annual Eating Disorders Conference on November 16, 2006 at the Friday Center in Chapel Hill, NC. Over 100 individuals attended this event including physicians, psychologists, social workers, dietitians, coaches & athletic trainers, guidance counselors, other allied health professionals, friends, and family members.

Topics focused on understanding evidence-based treatments for eating disorders—or those treatments that have been shown through scientific studies to be effective. Members of the UNC Eating Disorders team demonstrated how we employ evidence-based interventions and also, if the science doesn't exist, how we do the science to develop new evidence based treatments. Other topics throughout the day included involving



the family in treatment—which included a moving panel by family members of people who had suffered from eating disorders, using cognitive-behavioral therapy, and medical management. Jennifer McLamb, LCSW (pictured left), a counselor

and survivor of both anorexia nervosa and cancer gave a poignant account of her struggle to overcome an eating disorder.

The conference was a huge success! In part this is because we take your feedback seriously. In fact, we tailored our speakers to what the registrants told us they wanted to hear (e.g., words from a recovered patient, information on childhood overweight). So, what did the registrants say this year and how will we improve things in 2007?

Some of the comments that we received this year include:

- “Good education was provided, excellent enhancement to my knowledge base and I will pass this on to my patients.”
- “What I learned in this conference will help me put together a plan for a patient in a methodical and evidence based manner.”
- “Enjoyed handouts, live resources provided for information to share with clients. Overall, very informative and interesting -- great job!”
- “I feel that I will have an increased awareness of healthy eating/healthy weight and implications of childhood obesity.”
- “Amazing - Go National.”
- “Excellent conference! One of the best that I've ever attended.”

Based on the requests from the participants, we hope to include the following topics for the 3rd Annual Conference to be held next November, 2007. *Continued on page 4*

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Director's Corner: *My Experience at Fashion Week in New York*



This year, in response to the deaths of several South American models from anorexia nervosa, I assisted the Academy for Eating Disorders in developing guidelines for the fashion industry. For those of you

who don't know, the fashion industry is a completely unregulated industry where young (sometimes very young) girls work who are often far from home, without supervision, without health insurance, and surrounded by pressures to be thin in order to succeed. We had several calls with the Council of Fashion Designers of America (CFDA), urging them to take action and offering the services of the AED to assist with developing healthier working conditions for models.

The CFDA had their own ideas and soon thereafter released their Health Initiative, which was a very limited set of recommendations. They included items such as no more smoking back stage (so all of the models were smoking outside of the tents in the freezing conditions), catering healthier foods (although nothing was being eaten anyhow), and reducing alcohol consumption (remember many of the models are 14-15 years old!). The only meaningful recommendation was no longer allowing models younger than 16 to work the catwalk. Plus those under 18 could no longer work past midnight (although this does mean your 14 year old could work until 11:55pm!). We contacted and spoke with CFDA representatives, which unfortunately, did not lead to any adjustment of their guidelines. However, we were invited to attend the official presentation of their initiative in New York during Fashion Week.

The panel on Health and Beauty, hosted by the CFDA took place on Monday Feb 5th from 8-9 am. About 200 were in attendance, but the environment was very controlled—with many media either not invited or shut out. Members of the panel each spoke (Dr. Susan Ice, Joy Bauer, RD, and David Kirsch) as well as Diane von Furstenberg, president of the CFDA, and Nian Fisch the creative director of KCD, a New York-based public relations firm for the CFDA who is leading the panel, and model Natalia Vodianova from Russia who developed anorexia nervosa after she moved from Russia to Paris to model. In the audience were Dr. Bulik (Past President of the Academy and current Vice-President of the Eating Disorders Coalition, Ms. Kitty Westin (President of the Eating Disorders Coalition), Dr. Eric van Furth (President of the Academy for Eating Disorders), Ms. Lynn Grefe (CEO of the National Eating Disorders Association), and Ms. Stephanie Crayton (UNC Hospitals Public Affairs). Also in the audience were Anna Wintour (Editor, Vogue) and designer Donna Karan.

The clear message from the CFDA was that they will only support educational programs about eating disorders for the industry—but no further details were available. Ms. von Furstenberg said that the CFDA would provide “recommendations, but there would be no enforcement.” Nian Fisch commented that any regulations would be “like asking Rubens to paint smaller women,” and emphasized that using thin models is the designers’ aesthetic choice. At the same time she admitted that some of the very very thin models were pulled from the runway this week! One wonders if they were referred for treatment or just sent away without a job.

Considerable misinformation was also provided by their panel. Dr. Susan Ice of the Renfrew Center stated that someone could be “perfectly healthy” at a BMI of 14. This equates to an individual who is 5’9” weighing 96 pounds, which equates to 65% of ideal body

Director's Corner: *continued*

weight, and is categorized as emaciated. It is also below the body weight level at which point inpatient treatment is recommended for anorexia nervosa (75%). In the same breath, they revealed that the model who spoke had anorexia nervosa and at her low weight was 5'9" and 109 pounds! Ms. Bauer, the dietician, focused on how to "optimize the amount of calories models can burn" and teaching models how to "eat for debloating." Mr. Kirsch let us know that two of his sisters had eating disorders and that he has been privileged to work with the most beautiful women in the world in his fitness center—and that they all had healthy appetites. These were the words of wisdom from the panel of "experts" chosen by the CFDA. Of note, they all spent considerable time advertising their centers, books, products, and services.

After the panel, for the first time ever, the three leading eating disorders organizations—The Academy for Eating Disorders, the National Eating Disorders Association, and the Eating Disorders Coalition issued their first joint press release expressing their disappointment in the response of the CFDA to this serious problem. The organizations called unanimously for yearly physicals, including a comprehensive assessment of eating disorders, which the CFDA refused. When asked why they would not consider yearly physicals, Ms. von Furstenberg said it was not their role to do so. The designers say the agents are responsible, the agents say the families are responsible. No one was taking any responsibility for the health and well being of the models. When we offered to take responsibility—they turned us down.

Although we did not have complete success, it's only just beginning. We **did** succeed in raising awareness of the problem with unprecedented media coverage about eating disorders. We **will** continue to focus on the fashion industry problems on the city, state, and national level working

towards appropriate regulation of the industry to protect the health and well-being of models. Having the three organizations work together is the best way I can imagine to bring about positive change.



Cindy Bulik, Lynn Grefe, Kitty Westin, Eric van Furth



Council of Fashion Designers of America Panel



Natalia Vodianova speaks of her experience with anorexia nervosa after moving from Russia to Paris to model.

Board Member Profile

Rita Robbins with her daughter Jennifer McLamb



Ms. Rita Robbins is an active and valued member of the UNC Eating Disorders Board of Visitors. She received a BSHE from UNC-Greensboro as a Ford Career Scholar and an MBA from the University of Texas at Austin. She has started two companies, first in commercial real estate and then her present company Rita Robbins Properties and Investments.

Ms. Robbins has four children. Her daughter Jennifer McLamb, pictured with Ms. Robbins, suffered an extended life threatening battle with anorexia and bulimia. After recovery Ms. McLamb completed college and graduate school (MSW) and is now a board-certified clinical counselor, practicing in Goldsboro, North Carolina.

Due to the lack of resources available in North Carolina for treatment of eating disorders, Ms. Robbins launched a fund-raising effort to recruit an eating disorders specialist to the State. With a strong hard working Board and other key persons, Ms. Robbins brought about the establishment of the William and Jeanne Jordan Distinguished Professor of Eating Disorders Endowed Chair. Dr. Cynthia Bulik was hired as Director and the UNC Eating Disorders Program was established in October, 2003.

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- Expanded information on pediatric overeating & obesity in terms of diagnosis & treatment.
- Tailored information for coaches and trainers.
- More nutrition therapy topics.
- Spirituality

We will take these requests on board as we begin our planning for 2007. Thank you for your excellent feedback and for helping us make the conference what you need to improve your work with eating disorders.

**STAY TUNED FOR THE DATE OF THE
3RD ANNUAL UNC EATING
DISORDERS CONFERENCE TO BE
HELD IN NOVEMBER 2007!!**



Jennifer Shapiro, Katie Flanagan, Victoria Petrilli, and Kim Brownley



Lauri Langham presenting

Faculty Profile

Robert Bashford, MD



Robert Bashford, MD, Professor of Psychiatry in the School of Medicine at UNC is a man of many roles. Like many remarkable professors in the department, Bashford balances teaching medical students, residents, and fellows in psychiatry

with clinical, consulting and inpatient work. Moreover, he also boasts a busy private clinical practice within the department, and regular, national speaking engagements. Yet Dr. Bashford carves a unique role through his dual appointment in Psychiatry and Obstetrics and Gynecology.

A unique multidisciplinary combination, Dr. Bashford's dual appointment is reflective of his distinctive career trajectory: a transition from a successful OB-GYN practice to a re-specialization in child and adolescent Psychiatry in 1987. "I'd always wanted to be a psychiatrist, and thought it would be my specialty in med school," explains Dr. Bashford. "But I got interested in the procedures of obstetrics, and turned to OB-GYN. I'm lucky to be able to have done both."

Dr. Bashford's eclectic training has uniquely positioned him to fulfill a special educational role in teaching medical students. "One of the most rewarding aspects of what I do is being the face of psychiatry for 2nd year medical students---particularly the ones who will not be going into the field," notes Bashford. In having an acute understanding of potential psychological training deficits in general medical education, Bashford takes pride in his role in filling this gap.

Further cross-disciplinary contribution to improving medical care is evidenced by Dr. Bashford's speaking schedule. "I enjoy traveling to speak to different OB-GYN of psychiatry in recognizing psychiatric symptoms and making

appropriate referrals. "I really did not understand diagnosis and setting up a [treatment] plan for those women who had eating disorders," he candidly explains. "And I know that I saw plenty of women who had these problems." Now Bashford is poised and active in using his distinctive training to prevent such under-recognition by primary care physicians.

Dr. Bashford has also made a significant contribution to child psychiatry through his work with the Babies Hospital Foundation in Wilmington, North Carolina. Dr. Bashford has coordinated the use of resources from the foundation to serve its mission at UNC: "To directly impact on child psychiatry and children's wellbeing." Support facilitated by Bashford has gone to support the education of UNC fellows in child psychiatry, and with our generous thanks, the UNC Eating Disorders Conference. States Dr. Bulik "Dr. Bashford is a great ambassador for our program. Most importantly, with his help, unlike many other medical schools, we make sure that every second year medical student has an early introduction to eating disorders."

Beyond his considerable contributions within the field, Robert Bashford is a lifetime North Carolinian (from Raleigh), a serious runner ("every day for 30 years"), and the proud co-owner of a "handsome, fairly smart" dog. Moreover, Bashford is an avid baseball fan---so much so that he often uses baseball analogies in his teaching "which are often lost on the audience," he laughs. While his undergraduate education at NC State has borne an allegiance to the school's teams, Tar Heel readers can be assured that he adamantly "loves UNC Medical School and Chapel Hill," and feels that his allegiances can decidedly "live together!"

Clinical Profile

Cindy Krumholz, RN



Cindy Krumholz graduated from the Vance-Granville Community College Nursing Program in 2000 with a degree as a registered nurse. Cindy had two areas of interest, psychiatric

nursing and operating room nursing. She began her career as an operating room nurse at Rex Healthcare. In wanting to pursue her other interest in psychiatric nursing, she applied to UNC. There was one position available in psychiatric nursing at that time in the newly opened Eating Disorders Unit.

In Cindy's position on the Eating Disorders Unit she is one of several nurses who works in shifts to maintain the operation of the unit and to provide specialized patient care.

Cindy stated that when she was an operating room nurse she didn't have the opportunity to develop relationships with patients. As an RN on the Eating Disorders Unit where the length of stay is much longer, she has the chance to spend more time and get to know the patients.

Cindy had very little knowledge of eating disorders prior to coming to UNC. She stated that in nursing school her textbook contained little information on eating disorders and said, "Reading a textbook is different from actual experience."

Cindy's passion for eating disorders awareness is apparent. She stated, "Since coming to work here it is disheartening to see that eating disorders aren't recognized as the true disease that they are—especially the struggles with insurance companies. We encourage patients, who are able, and their families to be advocates for themselves." In discussing how eating disorders awareness is growing she mentioned that the team had developed tremendously and that they are learning from the patients.

At the end of the day, no matter how discouraged she may feel or how challenging the events of the day may have been, she reminds herself that she is making a difference and teaching patients the skills to recover.

Dr. Bulik reflects, "Cindy has been with us from the very beginning. She helped us with growing pains and has been an integral part of the development of this program. Her caring and compassionate manner make her a valuable and central member of the treatment team."

Dr. Nichole Grier adds, "Cindy is extremely conscientious and works hard. She recognizes the importance of consistency in how we approach our patients. She really cares about the patients and believes in the work we are doing. She also has a fun sense of humor and a real interest in learning, qualities which make working with her that much more rewarding."

Cindy's hobbies are writing poetry and gardening. She is a North Carolina native who resides in Northern Durham with her husband, 14 year old daughter, and the family's pet, a black lab named "Pepsi."

***National Nurses Appreciation Week
May 6-12, 2007***

What Does Our Symbol Mean?



The Koru is an important symbol to the Maori in New Zealand. It is the name given to the newborn, unfurling fern frond and symbolizes new life, growth, strength, and peace. The koru represents renewal and hope for the future. We chose the koru to represent our hope for the future for all who participate in our program.

News and Events

Dr. Andréa Pinheiro Completes Thesis



Dr. Andréa Poyastro Pinheiro, Visiting Scholar from Brazil reports that she successfully defended her Ph.D. Thesis in Brazil based on work she did while at UNC working with Dr. Cynthia Bulik and Dr. Patrick Sullivan. Her thesis, entitled “Genetic investigation in psychiatry: phenotypic refinement and endophenotypes - implications for nosology and genetic analyses” was selected as one of the 12 best neuroscience theses in Brazil and will be presented at the 3rd Brazilian Congress on Brain, Emotions and Behavior. Congratulations to Andréa and we hope to see you back here soon!

Katie Flanagan Awarded Clinician Scholarship



Katie Flanagan, LCSW was awarded a Clinician Scholarship to attend the International Conference on Eating Disorders in Baltimore, MD in May 2007.

Visit our website:
www.unceatingdisorders.org

New Arrivals



Peyton Buebel was born to Dr. Maria La Via on November 9, 2006.

“TWINS”

Benjamin (in blue) and Michaela (in pink) Valentine were born to Dr. Maureen Dymek-Valentine on January 4, 2007.



SAVE THE DATES

Eating Disorders Coalition Lobby Day
May 1, 2007
Washington, DC
www.eatingdisorderscoalition.org

AED International Conference on Eating Disorders
ED: Complexity, Progress, and New Directions
May 2-5, 2007
Baltimore Marriott Waterfront
Baltimore, Maryland
www.aedweb.org

Eating Disorders Research Society 13th Annual Meeting
October 25-27, 2007
Pittsburgh, Pennsylvania
www.edresearchsociety.org