

# National Eating Disorders Awareness Week 2017 – *Recovery Heroes* Campaign

## Campaign Overview

Recovery from an eating disorder doesn't happen in a vacuum – friends, family members, treatment professionals, activists, and inspirational figures all play important roles. The *Recovery Heroes* campaign is an opportunity to celebrate all of the people who make recovery possible. In this campaign, which is a joint venture between the National Eating Disorders Association (NEDA) and Project Heal with support from Recovery Spark, we will hold a *Recovery Heroes* contest and produce two videos to support the campaign. The campaign is part of National Eating Disorders Awareness Week (#NEDAwareness) and will take place from early January through NEDAwareness Week (February 26-March 4, 2017) and potentially beyond.

## Goals

- Put the spotlight on the importance of support systems in eating disorders recovery
- Engage NEDA & Project Heal constituents and other members of the eating disorders community in social media contest
- Highlight the diversity of the many people affected by eating disorders
- Gain visibility through strategic celebrity and media partnerships

## Campaign Elements

1. ***Recovery Heroes* social media contest.** To begin early January, the social media contest will involve reaching out to our networks to ask users to nominate their *Recovery Heroes* via an online form and “selfie video” explaining how their hero supported them in recovery and why that person deserves to be chosen as one of the five winners. Users will submit nominations in one of the following categories:
  - Family Member
  - Friend
  - Social Media Inspiration
  - Treatment Provider
  - Activist
2. ***Recovery Heroes* “selfie video.”** Produced by Recovery Spark, the selfie video will be a rough cut of a collection of the video submissions we receive early in the campaign. This video will serve to highlight the diverse faces of recovery and encourage more people to nominate their own heroes. This will be released in early February.
3. ***Recovery Heroes* “evergreen” video.** Also produced by Recovery Spark, this video will feature a diverse range of NEDA and Project Heal constituents, as well as influences and celebrities. These people will be talking about their personal heroes or experience supporting someone in recovery and will serve to emphasize the importance of having a strong support system on the road to recovery. This video will be released during NEDAwareness Week as a lead up to the announcement of the *Recovery Heroes* winners.

4. **Recovery Heroes Media Partnership.** NEDA & Project Heal will both work to secure a strategic media partner that will showcase the *Recovery Heroes* campaign on their website and social media outlets. The media partner also has the opportunity to expand their involvement by working with a corporate sponsor to host a *Recovery Heroes* event to honor the winners.

## Logistics

- NEDA will contract with our designer for *Recovery Heroes* campaign elements, including shareable graphics and other website materials. All *Recovery Heroes* campaign collateral will be cobranded and Project Heal and NEDA will both have the opportunity to review all materials for approval.
- In their submissions, participants will be asked to provide the following:
  - Name, contact information, name of nominee, brief statement about nominee, video (no longer than 2 min.) explaining who their nominee is and how that person supported them on the road to recovery, still photograph of nominee for publicity purposes if chosen as a winner, release allowing NEDA and Project Heal to use their video, image and statement.
- The social media contest submission form will be hosted on NEDA's CRM, but data will be shared with Project Heal. Video and photograph submissions will be collected via Dropbox, also to be shared with Project Heal.
- NEDA and Project Heal will review all submissions and make recommendations of short list finalists for the panel to review no later than February 10<sup>th</sup>.
- Winners of the contest will be chosen and notified no later than February 15<sup>th</sup> by a panel that will include representatives from NEDA, Project Heal, and Recovery Spark.
- NEDA and Project Heal will tag each other and reinforce that this is a joint project in all social media, press and outreach efforts.
- NEDA and Project Heal will coordinate on press release announcing winners and media outreach beginning February 15<sup>th</sup>.