



HAES® Services Marketing Guide

Marketing materials for HAES® professionals should at all times be consistent with the HAES® principles

HAES® Australia requirements for being listed as HAES® specialist

All materials and links must be consistent with HAES principles.

If bodies are depicted on your website or marketing materials, they must represent a range of shapes and sizes.

Free from potentially triggering content for people with a history of an eating disorder, ie no discussion of weight change, calorie amounts, body scrutiny etc . See <http://www.nationaleatingdisorders.org/guidelines-sharing-your-story-responsibly> for more tips.

Contain the disclaimers:

I declare that I do not derive any income from companies that offer weight loss programs, products, services or procedures.

and

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Include statements to the effect that weight loss services are not available at your practice.

Some examples:

I approach eating, body shape and weight concerns from a Health at Every Size® perspective.

I will not encourage and support you to lose weight. I will encourage and support you to increase health-enhancing behaviours, without focusing on the scale.

You may be seeking weight management services. Here at XYZ practice we offer help for people with eating concern and weight and/or body shape concern by supporting your desired healthy behaviours. Weight or body shape change is not a goal of treatment.

Helpful hints

Focus on encouraging of self-directed healthy behaviours and body respect.

Use empowering quotes from HAES® leaders (properly acknowledged) instead of testimonials.

Avoid promoting specific diets; instead promote variety and curiosity.

Use a broad definition of movement.

Substitute 'weight loss' and 'weight' for 'wellbeing'.

Think about how you would

market your practice if everybody was the same weight, or consider weight as a non-modifiable risk factor.

Use the term 'weight concern' instead of 'weight management' or 'weight loss'

It is important that readers are not able to misconstrue your messages to mean that weight loss is an intention of treatment.

Be generous with hyperlinks; include a section/links to where people can find out more about HAES, even if they don't choose to use your service right now.

Any questions?

We would be happy to lend a hand with advice to make your website and marketing materials as HAES-friendly as possible. If you have any suggestions for making this resource more helpful please let us know.

Please get in touch via www.HAESAustralia.com.au.

