

A national conversation for eating disorders



the butterfly foundation
Supporting Australians with Eating Disorders

Brief

Primary Communication was contracted by The Butterfly Foundation as part of the National Eating Disorders Collaboration project for the Australian Government to develop and deliver all communication and public relations materials, consultancy and advice in 2009.

Strategy

- In consultation with the National Eating Disorders Collaboration Steering Committee Primary researched and developed the Communication and Promotions strategy for the NEDC Framework document
- Managed the key message project: developed evidence based key messages to recommend to the Australian Government for use in mass communication campaigns, managed all consultation and feedback from the NEDC members and steering committee
- Developed and implemented a national media relations program in support of the National Eating Disorders Collaboration workshop
- Provide advice and consultation on government and stakeholder relations to The Butterfly Foundation and the National Director of the NEDC

Results

- Primary delivered the Communication and Promotions strategy to The Butterfly Foundation
- Conducted a national media relations program in support of the NEDC workshop
- Consulted to the steering committee on key communication, messaging, strategic communication management and campaign advice
- Positioned The Butterfly Foundation as a strong leader for the eating disorder sector with media, government and members of the NEDC through media and communication results
- The Butterfly Foundation will deliver the national eating disorders program for the Australian Government over the next three years with the support of Primary Communication

