



CEDRIC CENTRE
for counselling inc.

About Michelle Morand: Eating Disorder and Stress Eating Specialist and Founder and Director of the CEDRIC Centre



MICHELLE MORAND, M.A., Registered Clinical Counsellor since 2003
AUTHOR, SPEAKER, EDUCATOR

Watch a video on Michelle's own path to recovery and hear her define eating disorders and explain the root causes of them at:

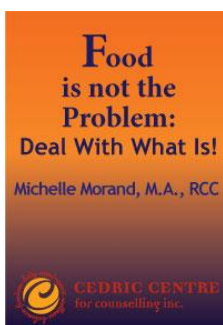
<http://www.cedriccentre.com/michelle-morand-on-overcoming-issues-with-food>

CEDRIC Centre founder Michelle Morand is a recovered compulsive eater and counsellor with over 17 years of experience in the field of recovery from eating disorders such as compulsive eating, anorexia, bulimia, and binge eating disorder, as well as causal factors such as depression, **anxiety and trauma**.

Morand left home at the age of 15 to flee an abusive father. **Already a master at using food to cope with stress**, she became obsessed with body image and entered into the spiral of non-stop yo-yo dieting. She experimented with drugs, experienced several bouts of depression with thoughts of suicide. She was convinced she was a bad person and was responsible for everyone else's pain. Anxiety mounted daily as her internal "Drill Sergeant" reinforced the negative self-talk that drove her to overeat. On the outside, she appeared happy. On the inside, she felt she would fall apart at any moment. **Food gave her emotional comfort and something else to focus on when the "real world" seemed too much.**

Luckily, she found her way to recovery in her early twenties with the help of a counsellor. *"I remember that life-changing telephone conversation as if it happened yesterday,"* she says. Within the first session, she learned her **childhood abuse experience was the key to her body image obsession, low self-esteem, and using food to cope**. Now she counsels people of all ages on the same journey to recovery she made. *"I used food to cope. It could just as easily have been alcohol, shopping, gambling, drugs or sexual addiction,"* she says.

Morand exudes a professional and supportive, caring nature. Besides counseling people onsite, she also assists people from all over the world by phone, skype, email and through our Online Program. Both men and women of all ages have reaped the rewards of her expertise. Ever passionate about her work, Morand says, **"A person's health and quality of life suffers greatly when they use food as a coping strategy,"** adding *"at the CEDRIC Centre, we know that food is not the problem. Until you identify and heal the underlying concerns that are triggering you to use food to cope, you will continue to depend on it to be your safe haven."*



Author of **'Food is not the Problem: Deal With What Is'**, Morand is a skilled educator and lecturer and frequently appears at live health shows, on radio and TV, and in print media. Michelle is the editor for **Insights Into Clinical Counselling (IICC)** and won the *BC Association for Clinical Counsellors 2009 Communications Award* which recognizes a member or an individual/organization from the media field who has provided regular, continuing or special assistance in promoting counselling and/or mental health issues in the community. She is responsible for receiving and critically reviewing articles of interest to mental health professionals. Michelle also served as an active and effective member of the Region 2 Council and as a Delegate Council Representative.

The Prevalence of Eating Disorders - Fact Sheet - Quick Overview

- ! People at any age can experience an eating disorder.
- ! Typical eating disorder onset occurs in those ages 14 to 25, yet children as young as 10 can exhibit symptoms.
- ! 10% of college-aged women suffer from eating disorders.
- ! 70% of women are dieting and 40% are continually gaining and losing weight.
- ! 95% of people who diet gain the weight back within 1 to 5 years.
- ! The North American diet industry is worth \$40 to \$100 million per year.
- ! 8% of women suffer from either anorexia nervosa or bulimia nervosa.
- ! 1% of men suffer from eating disorders.
- ! Eating disorders have the highest mortality rate of any psychological disease.
- ! Most people with severe eating disorders don't receive adequate care.

Some Basic Statistics on Eating Disorders and Dieting

Most efforts to control weight through calorie restriction result in only very short-term weight loss, and, often ultimately lead to *weight gain*.

- **Dieting for weight loss is often associated with weight gain**, due to increased incidence of binge-eating
Field, A. E., Austin, S. B., Taylor, C. B., Malpeis, S., Rosner, B., Rockett, H. R., Gillman, M. W. & Colditz, G. A. (2003). Relation between dieting and weight change among preadolescents and adolescents. Pediatrics, 112(4), 900-906,
Stice, Cameron, R. P., Killen, J. D., Hayward, C. & Taylor, C. B. (1999). Naturalistic weight-reduction efforts prospectively predict growth in relative weight and onset of obesity among female adolescents. Journal of Consulting and Clinical Psychology, 67, 967-974.
- **Adolescent girls who diet are at 324% greater risk for obesity than those who do not diet.** (*Stice et al., '99*).
- In a study published in 2003 in the journal *Pediatrics*, researchers at Harvard Medical School found that **adolescents who dieted put on more weight than those who did not diet over a three year period.**
- A review of 10 of the nation's most popular weight-loss programs found that except for Weight Watchers, none of them offer proof that they actually work at helping people shed pounds and keep them off.
- Only Weight Watchers had strong documentation that it worked — with *one* study showing that participants lost around 5 percent (about 10 pounds) of their initial weight in six months and kept off about half of it two years later. *Diet Plan Success Tough to Weigh, Christine Lagorio for CBS News, January 3, 2005*

Thus, at the same time that there are more diet centres and diet books than ever before in the history of humanity, the incidence of eating disorders and dieting are on the rise.

- **80% of 10 year old girls have tried dieting at least once.**
- **Over 90% of all eating disorders, whether overeating, restricting or purging being with a diet.**
- **1 in 3 women have been on more than 10 diets in their lives;**
- **The average woman can stick to a diet for only 2 weeks at a time;**

Only 9% of women never diet! (No wonder women think it is normal to focus on food and restriction!). *Statistics from Women's Health Magazine, January/February 2010 Issue, WomensHealthMag.com*

CEDRIC Centre Information Sheet

URL: www.cedriccentre.com

CEDRIC stands for **Community Eating Disorder and Related Issues Counselling**

Target Audience: Late teens, university students through to women in their 50's.

Company Headquarters: Vancouver, BC, (with counsellors in in Victoria, Kelowna and Whistler as well).
1449 West 38th Avenue, Vancouver, BC V6M1R4 Canada

Phone: 866-383-0797 (toll free) or call our Victoria office at: 250-383-0797

Email: Administration/Communication Coordinator – Janice Mennie: info@cedriccentre.com

Founded: 1999

Founder and Director: Michelle Morand, M.A., RCC, mmorand@cedriccentre.com

Our Mission: Michelle and her team teach clients how to have a healthy relationship with food and how to maintain a natural weight for their body, for life, without dieting and exercise regimes. We know that people can't be happy and secure in their life if they are stuck focussing on what they eat and weigh. We help individuals who are frustrated with the amount of time they spend thinking about what they are eating or how much they weigh whether they are compulsive or emotional eaters, binge, or restrict through chronic dieting, bulimia or anorexia.

We teach people tools to help them eat when they are hungry and stop when they are full. We support men and women to in their goal to achieve an easy and effortless relationship with food and to completely heal the underlying triggers that have led them to use food to cope. Diets can't work for people who use food to cope, and that's why only 2% of people who lose weight on a diet ever keep it off for any length of time. Our purpose is to teach people how to live without the need for food (or drugs, or alcohol) gain a healthy relationship with food, themselves and others and in so doing, come to a natural weight for their bodies.

CEDRIC Tools and Resources: See page below.

Our Services and Resources

The CEDRIC Centre's comprehensive [Online program](#) helps people from a distance, from the privacy of their own home, which is very often welcome as some clients have difficulty in 'coming out' regarding their eating disorders, especially when bulimia is involved. We get calls all the time from people who just can't seem to find the specific counselling they need in their area, especially in remote areas. The program is also affordable at \$44.00 a month. We use 'Moodle' which is the same software used by many universities to disseminate materials and interact with students.

Our online tools and resources include:

- [Two live one hour teleclasses](#) with Michelle each month. Emailed Daily Centering Exercises - short quotes and messages to keep our members focused
- [Exclusive forums](#) where members share comments, questions and support
- [Downloadable resources](#), include:
- [Michelle's ebook 'Food Is Not The Problem – Deal With What Is'](#)
- Dozens of archived teleclasses, for members to access at their leisure
- [CD's](#) entitled '[Compassion Is The Key](#)', '[Natural Eating](#)' and '[Healthy Relationships](#)'
- [DVD's](#) – over eight hours of instructional videos
- [Workbooks](#) entitled '[Natural Eating](#)' and '[Core Beliefs](#)' ...
- Key hand-outs, lessons and assignments, breathing exercises and more.

All of the above downloadable resources are also available as hard copies (except the DVD's) and are sold individually or as bundles.

We also offer [3-day Transformative Weekend Workshops](#) are very effective in providing the education and teaching the tools to achieve a healthy relationship with food and body image, and the workshops end up helping on many other levels in the process. Please see the following video: [Michelle introducing the 3-day Intensive Workshop and participant feedback](#) and see [written feedback on the workshops](#) to find out how glad people are that they attended the workshops. Participants learn how to deal with stressors in their life in a healthier way, to lose that 'all or nothing' thinking, uncover the underlying reason why they do what they do, address self-esteem issues, setting boundaries, developing healthier relationships, meeting their needs and so much more that will leave them empowered on many levels.

'[Food Is Not The Problem – Deal With What Is](#)' is the name of Michelle Morand ground-breaking book that helps people [uncover](#) the underlying reasons why people you struggle with food, why they haven't been successful in getting a solid, long lasting grip on the problem, and most importantly, what they can do about it.

[Free Weekly Newsletter](#): Michelle also writes the featured articles for our newsletter. Subscribers receive new tools, exercises and a variety of helpful articles that deal with relationships, reasonable goal setting, self-esteem, all or nothing thinking, the diet mentality, natural eating and so much more. If you are interested in articles for your publication, contact info@cedriccentre.com and we will be glad to see what we can do for you. There are several years' worth of articles in our [archived articles](#) section for anyone to read, such as Michelle's recent [The Origins of Your Diet Mentality](#) or [The Logic of Binging](#) and worth reading to get a better understanding of eating disorders. We also offer free [Podcasts](#), a [Blog](#) and our site is full of articles to help people on many levels.

The CEDRIC Team

Credentials: All our counsellors have master's degrees and have been trained in The CEDRIC Method to help clients attain a healthy relationship with food, body image and more. We provide counselling one on one, and via phone, skype and email.

- Michelle Morand, M.A., RCC has a Bachelor's degree in Psychology and a Master's degree in Counselling and works out of Vancouver.
- <http://www.cedriccentre.com/about-founder>
- Dawn Cox, M. Ed., RCC has a Master's degree in Counselling Psychology and works out of Victoria. [\(see more at: http://www.cedriccentre.com/about-dawn-cox\)](http://www.cedriccentre.com/about-dawn-cox)
- Sarah Atkinson, MA., RCC., R-DMT has a Master's degree in Somatic Psychology, is a registered Dance/Movement Therapist and works out of Whistler.
- [\(see more at: http://www.cedriccentre.com/sarah-atkinson\)](http://www.cedriccentre.com/sarah-atkinson)
- Genevra Cavanaugh, RSW, M.A., has a Bachelor's degree in Social Work and Master's degree in Counselling and works out of Kelowna.
- [\(see more at: http://www.cedriccentre.com/about-genevra-cavanaugh\)](http://www.cedriccentre.com/about-genevra-cavanaugh)



Michelle Morand



Dawn Cox



Sarah Atkinson



Genevra Cavanaugh