

The Signature Studies

Key Messages Document

Purpose of this document

To ensure a consistent tone of messaging across all communications, in this document you will find ethics approved messaging you can use to assist with the creation of any additional promotional materials for the Signature Studies.

Who is this document for?

This document is for any communications professionals, including marketing and social media, or anyone who needs any additional messaging to promote the studies.

How to use this document

You can use this messaging to craft social media posts, newsletters, editorials, or use to help promote this study at conferences. This messaging has been approved our ethics committee, so please use the following when building out your communications and limit any additional editing.

The messaging is designed to be mixed and matched, allowing for flexibility depending on your needs.

Please use this messaging in conjunction with the information and referral toolkit, for any additional background information regarding the studies.

Contact us

If you have any questions please contact our communications team:

comms@insideoutinstitute.org.au or by contacting the trial leads

The Holistic Understanding Study

The Holistic Understanding Study in 1-2 sentences:

The Holistic Understanding is Australia's largest investigation into eating disorders ever performed. It provides a comprehensive psychological and biological assessment of a person's unique experience of an eating disorder.

Headlines:

1. We know that current treatments for eating disorders don't work for everyone.
2. We don't have all the answers when it comes to treating eating disorders.
3. There's so much more to understand about eating disorders.
4. Not one size fits all when it comes to eating disorders treatment.
5. Do you have an eating disorder?
6. Do you have, or suspect you may have an eating disorder?

Sublines:

7. We need 1000+ Australians living with an eating disorder to help us build a more complete picture of these illnesses, to help transform treatment and recovery.
8. The Holistic Understanding Study: Australia's largest investigation into eating disorders
9. Do you have an eating disorder? Help us find treatments that work.
10. Help us revolutionise future research into treatment and recovery of these illnesses.
11. Help us build a more complete picture of these illnesses, to help transform treatment and recovery.

Body copy messaging:

12. Researchers at The Australian Eating Disorders Research and Translation Centre (AEDRTC) are recruiting Australians living with an eating disorder for The Holistic Understanding Study
13. Researchers at The University of Sydney, La Trobe University, and Monash University are recruiting Australians living with an eating disorder for The Holistic Understanding Study.
14. This national study aims to build a more complete picture of all types of eating disorders, the results of which will help improve personalised treatment and ultimately save lives.

15. If you, or someone you know, currently has, or suspects they may have an eating disorder, join the Holistic Understanding Study to help us understand what influences the illness to improve treatment, and ultimately save lives.
16. The Holistic Understanding Study provides a comprehensive psychological and biological assessment of a person's unique experience of an eating disorder.
17. Our hope is the outcomes of this study will revolutionise future research into treatment and recovery of the illness.
18. If you currently have or suspect you have an eating disorder, we invite you to take part in a national study to help us build a more complete picture about these illnesses and find treatments that work.
19. Who can participate?
 - Australians aged 14 years and older
 - Currently have or suspect you may have an eating disorder
Participants will be compensated for their time.
20. Who can participate?
 - ✓ Australians who currently have, or suspect they have, an eating disorder
Participants will be compensated for their time

Sample copy — emails and newsletters

Subject: Now recruiting: Australia's largest investigation into eating disorders

Body:

We don't know enough about eating disorders, and we know that current treatments for eating disorders don't work for everyone.

Researchers at The University of Sydney, La Trobe University, and Monash University are recruiting Australians living with an eating disorder for The Holistic Understanding Study; providing a comprehensive psychological and biological assessment of a person's unique experience of an eating disorder.

This national study aims to build a more complete picture of all types of eating disorders, the results of which will help improve personalised treatment and ultimately save lives.

If you, or someone you know, currently has or suspects they may have an eating disorder, join the Holistic Understanding Study to help us build a more complete picture about these illnesses and find treatments that work.

Who can participate?

- ✓ Australians aged 14 years and older
- ✓ Currently have or suspect you may have an eating disorder

Participants will be compensated for their time.

To learn more or take part visit the Signature Studies website:
bit.ly/SignatureStudies

Sample copy — social media 1

Join The Holistic Understanding Study: Australia's largest investigation into eating disorders.

Current treatments don't work for everyone. Researchers at The University of Sydney, La Trobe University, and Monash University need 1000+ Australians living with an eating disorder to help build a more complete picture of these illnesses, to help transform treatment and recovery.

If you, or someone you know, currently has or suspects they may have an eating disorder, join the Holistic Understanding Study, and help us revolutionise future research into treatment and recovery of the illness.

Who can participate?

- ✓ People who currently have, or suspect they have, an eating disorder
- 🔗 Learn more or take part: bit.ly/SignatureStudies

Sample copy — social media 2

Do you have, or suspect you may have an eating disorder? Help us build a more complete picture of these illnesses, to help transform treatment and recovery.

Researchers at The University of Sydney, La Trobe University, and Monash University are recruiting Australians living with an eating disorder for The Holistic Understanding Study; providing a comprehensive psychological and biological assessment of a person's unique experience of an eating disorder.

We know that current treatments for eating disorders don't work for everyone and our hope is the outcomes of this study will revolutionise future research into treatment and recovery of these illnesses.

Who can participate?

✓ People who currently have, or suspect they may have, an eating disorder

🔗 Learn more or take part: bit.ly/SignatureStudies

Sample copy — social media 3

There's so much more to understand about eating disorders. We need 1000+ Australians living with an eating disorder to join The Holistic Understanding Study.

This national study aims to build a more complete picture of all types of eating disorders, the results of which will help improve personalised treatment and ultimately save lives.

If you, or someone you know, currently has, or suspects they may have an eating disorder, join, or refer someone to the Holistic Understanding Study today.

🔗 Learn more or take part: bit.ly/SignatureStudies

The For Me Trial

The For Me Trial in 1-2 sentences:

The For Me Trial is testing a new personalised & supportive treatment for young people living with anorexia, offering six-months of free treatment delivered by our highly experienced clinical team, designed around the needs of each participant.

This trial is for those who have been diagnosed with, or suspect they may have anorexia nervosa, including atypical (no weight criteria) with an onset of symptoms within the past 3 years.

Headlines:

1. The For Me Trial is offering free, personalised therapy for people with Anorexia Nervosa.
2. There is a demand for more personalised treatments for Anorexia Nervosa.
3. A new, personalised therapy for Anorexia Nervosa is now being trialled in Sydney.
4. Current treatments for Anorexia Nervosa don't work for everyone.
5. Free personalised treatment trial for Anorexia Nervosa.
6. Free personalised care for Anorexia Nervosa.
7. Anorexia Nervosa Clinical Trial
8. Free personalised therapy for young people with Anorexia Nervosa

Sublines:

9. If you are aged 14–25 and live within reach of Sydney, join this free trial now.
10. If you're aged 14–25, you may be eligible for a free treatment.
11. The For Me Trial is testing a more personalised approach to support recovery. Check your eligibility today.
12. Live near Sydney? Aged 14–25? See if you're eligible for free treatment.
13. Researchers are trialling a new highly supported treatment for people aged 14-25 within reach of Sydney.
14. Six-months of free, highly supported treatment delivered by our experienced clinical team.

Body copy messaging:

15. A new, personalised approach to therapy for people with Anorexia Nervosa has been developed by researchers from the University of Sydney, in co-production with lived experience expertise.
16. Researchers are looking for young Australians who have or suspect they may have anorexia nervosa (including atypical) to join a Sydney-based study looking at a new, personalised approach to therapy.
17. We know that the current treatments for Anorexia Nervosa don't work for everyone. That's why researchers from the University of Sydney have developed a new, personalised approach to therapy for young people.
18. Current treatments for Anorexia Nervosa don't work for everyone, and evidence shows the earlier a person finds effective treatment, the quicker they get better.
19. The For Me Trial is testing a highly supportive and personalised treatment plan that includes therapy, nutrition support, and skills training tailored to each person's needs, with input from their carers and clinicians.
20. Participants will receive a highly supportive and personalised treatment plan over six months that includes therapy, nutrition support, and skills training designed to meet each person's needs, with input from their clinicians, and carers (wherever appropriate).
21. The For Me Trial offers free treatment plans to suit the individual and their carers.
22. Co-produced with lived experience expertise, the For Me trial is testing a new approach to care.
23. This new personalised therapy has been co-produced with lived experience expertise with the aim to understand what works best for recovery and improve outcomes for those living with the illness.
24. Interested in participating? Those interested in joining For Me, including carers and family, are strongly encouraged to reach out to the clinical research team directly to discuss the trial, eligibility, and answer any questions you may have.
25. If you are aged between 14-25, and have been living with Anorexia Nervosa in the last 3 years, join this free trial now.
26. Who can participate?
 - People aged 14-25 years old
 - Diagnosed with or suspect they may have anorexia nervosa (incl. atypical)
 - Willing to travel to Sydney

27. Who can participate?

- ✓ Australians who currently have, or suspect they have, anorexia nervosa
- ✓ Onset of illness within the last three years
- ✓ Aged between 14-25 years old
- ✓ Willing to travel to Sydney

Sample copy — emails and newsletters

Subject: Free personalised therapy for young people with Anorexia Nervosa

Body:

We know that the current treatments for Anorexia Nervosa don't work for everyone. That's why researchers from the University of Sydney are looking for young Australians who have, or suspect they may have, anorexia nervosa (including atypical) to join a Sydney-based study looking at a new, personalised approach to therapy.

Participants will receive a highly supportive and personalised treatment plan over six months that includes therapy, nutrition support, and skills training designed to meet each person's needs, with input from their clinicians, and carers (wherever appropriate).

This new personalised therapy has been co-produced with lived experience expertise with the aim to understand what works best for recovery and improve outcomes for those living with the illness.

Interested in participating? Those interested in joining For Me, including carers and family, are strongly encouraged to reach out to the clinical research team directly to discuss the trial, eligibility, and answer any questions you may have.

Who can participate?

- ✓ People aged 14-25 years old
- ✓ Diagnosed with or suspect they may have anorexia nervosa (incl. atypical)
- ✓ Willing to travel to Sydney

To learn more or take part visit the website: bit.ly/SignatureStudies

Want to contact the clinical research team directly?

Book a call with clinician Steph Boulet [here>](#) or via the website

Or email stephanie.boulet@sydney.edu.au

Sample copy — social media 1

The For Me Trial is offering free, personalised therapy for people with Anorexia Nervosa.

We know that the current treatments for Anorexia Nervosa don't work for everyone. That's why researchers from the University of Sydney have developed a new, personalised approach to therapy for young people.

Participants will receive a highly supportive and personalised treatment plan over six months that includes therapy, nutrition support, and skills training designed to meet each person's needs, with input from their clinicians, and carers (wherever appropriate).

➡ If you're aged 14–25 and live within reach of Sydney, you may be eligible.

➡ Find out more: bit.ly/SignatureStudies

Sample copy — social media 2

Do you have, or suspect you may have anorexia nervosa? If you're aged 14–25, you may be eligible for a free treatment.

The For Me Trial is testing a free, highly supportive and personalised treatment plan that includes therapy, nutrition support, and skills training designed to meet each person's needs.

Who can participate?

- ✓ People aged 14-25 years old
- ✓ Diagnosed with or suspect they may have anorexia nervosa (incl. atypical)
- ✓ Willing to travel to Sydney

➡ See if you're eligible for free treatment

bit.ly/SignatureStudies

Sample copy — social media 3

Free personalised therapy for young people with Anorexia Nervosa.

Researchers are trialling a new highly supported treatment for people aged 14-25 within reach of Sydney, designed to suit each person's needs.

Interested in participating? Those interested in joining For Me, including carers and family, are strongly encouraged to reach out to the clinical research team directly to discuss the trial, eligibility, and answer any questions you may have.

Live near Sydney? Aged 14–25? See if you're eligible for free treatment.

👉 Contact a researcher now: bit.ly/SignatureStudies

The TailorED Trial

The TailorED Trial in 1-2 sentences:

The TailorED Trial is a treatment trial, offering up to six-months free, personalised treatment for people living with Bulimia Nervosa or Binge Eating Disorder, delivered by an experienced clinical team, and tailored to their needs.

Participants will receive four weeks of evidence-based (CBT) treatment, to determine if it is a fit for them. If it's not, they will either receive extended CBT, personalised psychotherapy, or a brain stimulation and training package (TMS).

Headlines:

1. Do you binge eat?
2. Do you binge on food?
3. Tailored treatment for binge eating.
4. Tailored treatment for Bulimia Nervosa and Binge Eating Disorder.
5. Free treatment for binge eating.
6. Free personalised treatment for Bulimia Nervosa and Binge Eating Disorder.
7. NOW RECRUITING: the first trial of a personalised treatment for Bulimia Nervosa and Binge Eating.
8. Join the TailorED Trial for free treatment for binge eating
9. An Australian-first study of a personalised approach to evidence-based treatment for Bulimia Nervosa and Binge Eating Disorder is now available.

Sublines:

10. You may be eligible for a free trial of new treatment
11. You may be eligible for a free trial of new personalised treatment
12. You may be eligible for free personalised treatment.
13. Researchers are looking for people living with binge eating to join their study offering a more personalised approach to eating disorder treatment.
14. Researchers are looking for people living with Binge Eating Disorder or Bulimia Nervosa to join a clinical trial, offering a more personalised approach to evidence-based treatment.

15. Receive up to six-months of free personalised treatment with our highly experienced clinicians.

Body copy messaging:

16. The TailorED Trial is a treatment trial, offering up to six-months free, personalised treatment for people living with Bulimia Nervosa or Binge Eating Disorder, delivered by an experienced clinical team, and tailored to your needs.
17. Researchers are testing a new personalised treatment approach for people living with Binge Eating Disorder or Bulimia Nervosa. Treatment sessions are mostly online, with some in-person visits at a research site in NSW or VIC.
18. Researchers from the University of Sydney, Monash University, and La Trobe University are looking for people to join the TailorED trial — a new personalised treatment approach for people living with Binge Eating Disorder or Bulimia Nervosa.
19. The current treatments for binge eating don't work for everyone. That's why researchers are testing a new personalised treatment approach for people living with Binge Eating Disorder and Bulimia Nervosa.
20. Treatment sessions are mostly online, with some in-person visits at a research site in NSW or VIC.
21. Participants will receive up to six-months free treatment with an experienced clinical team; four weeks of evidence-based treatment, then tailored therapy based on how the person is doing, such as extended CBT, personalised psychotherapy, or a brain stimulation and training package (TMS).
22. If you are aged between 16-60 and have been living with Binge Eating Disorder or Bulimia Nervosa, join this free trial now — no diagnosis required.
23. Who can participate?
 - People aged between 16-60 years old
 - People living with Binge Eating Disorder or Bulimia Nervosa — no diagnosis required.
24. Who can participate?
 - ✓ Australians aged between 16-60 years old
 - ✓ People living with Binge Eating Disorder or Bulimia Nervosa — no diagnosis required.

Sample copy — emails and newsletters

Subject: Free personalised therapy for people living with Binge Eating Disorder and Bulimia Nervosa

Body:

The current treatments for binge eating don't work for everyone. That's why researchers are testing a new personalised treatment approach for people living with Binge Eating Disorder and Bulimia Nervosa.

Participants will receive up to six-months free treatment with an experienced clinical team; four weeks of evidence-based treatment, then tailored therapy based on how the person is doing, such as extended CBT, personalised psychotherapy, or a brain stimulation and training package (TMS).

Treatment sessions are mostly online, with some in-person visits at a research site in NSW or VIC.

Who can participate?

- ✓ Australians aged between 16-60 years old
- ✓ People living with Binge Eating Disorder or Bulimia Nervosa — no diagnosis required.

To learn more or take part visit the website: bit.ly/SignatureStudies

Sample copy — social media 1

NOW RECRUITING: the first trial of a personalised treatment approach for Bulimia Nervosa and Binge Eating Disorder.

Researchers from the University of Sydney, Monash University, and La Trobe University are looking for people to join the TailorED trial for free personalised treatment for binge eating. No diagnosis required.

Participants will receive up to six-months free treatment with an experienced clinical team; four weeks of evidence-based treatment, then tailored therapy based on how the person is doing.

Interested in participating?

👉 If you're aged 16–60 and living with Binge Eating Disorder or Bulimia Nervosa, you may be eligible.

👉 Find out more: bit.ly/SignatureStudies

Sample copy — social media 2

Do you binge eat? You may be eligible for free personalised treatment.

Researchers are looking for people to join the TailorED trial — a clinical trial, offering up to six-months free, personalised treatment for people living with Bulimia Nervosa or Binge Eating Disorder, delivered by an experienced clinical team, and tailored to your needs.

Treatment sessions are mostly online, with some in-person visits at a research site in NSW or VIC.

Who can participate?

- ✓ People aged 16–60 years old
- ✓ Living with Bulimia Nervosa or Binge Eating Disorder — no diagnosis required

 See if you're eligible for free treatment

bit.ly/SignatureStudies

Sample copy — social media 3

Join the TailorED Trial for free treatment for Bulimia Nervosa and Binge Eating Disorder.

The current treatments for binge eating don't work for everyone. That's why researchers are testing a new personalised treatment approach for people living with Binge Eating Disorder and Bulimia Nervosa.

Treatment sessions are mostly online, with some in-person visits at a research site in NSW or VIC.

If you are aged between 16–60 and have been living with Bulimia Nervosa or Binge Eating Disorder, join this free trial now — no diagnosis required.

 Check your eligibility now: bit.ly/SignatureStudies

Clinical Trials Key Messaging

We recommend and request promotion of the two clinical trials as the main pathway into the studies.

From there we can make sure that everyone who is eligible for treatment receives it, and direct anyone who is not to the Holistic Understanding study, which has broader eligibility.

Key messages:

1. Free, personalised eating disorder treatment available
2. Free, personalised eating disorder treatment available — delivered by experienced clinicians and personalised to you, as part of Australia's largest study into eating disorders.
3. Two eating disorder treatment options. Both free. Both personalised to you.
4. Free, personalised eating disorder treatment for people living with an eating disorder
5. Free eating disorder treatment for those living with Anorexia Nervosa, Atypical Anorexia Nervosa, Bulimia Nervosa, and Binge Eating Disorder.
6. Are you a clinician supporting people living with an eating disorder? Free treatment options may be available to your patients.
7. Access up to six-months of free, personalised eating disorder treatment.

Body copy:

8. Researchers from the University of Sydney, Monash University, and La Trobe University are looking for people to join two clinical treatment trials, offering free personalised treatment for people living with an eating disorder.
9. Researchers from the University of Sydney, Monash University, and La Trobe University are looking for people to join two clinical trials: The For Me Trial and the TailorED trial. Both are offering free personalised treatment for people living with an eating disorder — no diagnosis required.
10. We know current treatments for eating disorders don't work for everyone. That's why researchers are trialling new personalised approaches to treatments for Anorexia Nervosa, Bulimia Nervosa, and Binge Eating Disorder.
11. (Short)
The For Me Trial: a free, six-month personalised and highly supported treatment program for young people living with the early stages of Anorexia Nervosa (incl Atypical), delivered by our highly experienced clinical team, designed around your needs.

The TailorED Trial: up to six-months of free, personalised treatment for people living with Bulimia Nervosa or Binge Eating Disorder, delivered by an experienced clinical team, and

tailored to your needs.

12. (Long)

The For Me Trial: testing a new personalised and supportive treatment for young people living with anorexia, offering six-months of free treatment delivered by our highly experienced clinical team, designed around the needs of each participant.

This trial is for those who have been diagnosed with, or suspect they may have anorexia nervosa, including atypical (no weight criteria) with an onset of symptoms within the past 3 years.

The TailorED Trial: a treatment trial, offering up to six-months free, personalised treatment for people living with Bulimia Nervosa or Binge Eating Disorder, delivered by an experienced clinical team, and tailored to their needs.

Participants will receive four weeks of evidence-based (CBT) treatment, to determine if it is a fit for them. If it's not, they will either receive extended CBT, personalised psychotherapy, or a brain stimulation and training package (TMS).

13. A formal diagnosis is not required to take part in these trials. The research team will assess your personal circumstances and help determine whether one of our studies is suitable for you.

14. If you are, or suspect you may be living with Anorexia Nervosa, Atypical Anorexia Nervosa, Bulimia Nervosa, and Binge Eating Disorder, you may be eligible for free treatment.

15. If you, someone you know, or you are a clinician supporting someone who has, or suspects they may have an eating disorder, contact one of the clinical researchers to find out more.

16. Sign up or refer someone to the clinical trials today.

Sample copy — emails and newsletters

Subject: Free, personalised eating disorder treatment for people living with an eating disorder

Body:

We know current treatments for eating disorders don't work for everyone. That's why researchers are trialling new personalised approaches to treatments for Anorexia Nervosa, Atypical Anorexia Nervosa, Bulimia Nervosa, and Binge Eating Disorder.

Researchers from the University of Sydney, Monash University, and La Trobe University are looking for people to join two clinical trials: The For Me Trial and the TailorED trial. Both are offering free personalised treatment for people living with an eating disorder — no diagnosis required.

The For Me Trial: testing a new personalised and supportive treatment for young people living with anorexia, offering six-months of free treatment delivered by our highly experienced clinical team, designed around the needs of each participant.

This trial is for those who have been diagnosed with, or suspect they may have anorexia nervosa, including atypical (no weight criteria) with an onset of symptoms within the past 3 years.

The TailorED Trial: a treatment trial, offering up to six-months free, personalised treatment for people living with Bulimia Nervosa or Binge Eating Disorder, delivered by an experienced clinical team, and tailored to their needs.

Participants will receive four weeks of evidence-based (CBT) treatment, to determine if it is a fit for them. If it's not, they will either receive extended CBT, personalised psychotherapy, or a brain stimulation and training package (TMS).

If you, someone you know, or you are a clinician supporting someone who has, or suspects they may have an eating disorder, visit the website to take part or contact the research team to find out more.

bit.ly/SignatureStudies

Sample copy — social media 1

Free eating disorder treatment for those living with Anorexia Nervosa, Atypical Anorexia Nervosa, Bulimia Nervosa, and Binge Eating Disorder.

Researchers from the University of Sydney, Monash University, and La Trobe University are looking for people to join two clinical treatment trials, offering free personalised treatment for people living with an eating disorder.

The For Me Trial: a free, six-month personalised and highly supported treatment program for young people living with the early stages of Anorexia Nervosa (incl Atypical), delivered by our highly experienced clinical team, designed around your needs.

The TailorED Trial: up to six-months of free, personalised treatment for people living with Bulimia Nervosa or Binge Eating Disorder, delivered by an experienced clinical team and tailored to your needs.

If you are, or suspect you may be living with Anorexia Nervosa, Atypical Anorexia Nervosa, Bulimia Nervosa, and Binge Eating Disorder, you may be eligible for free treatment.

👉 Check your eligibility today: bit.ly/SignatureStudies

Sample copy — social media 2

Free, personalised eating disorder treatment for people living with an eating disorder.

We know current treatments for eating disorders don't work for everyone. That's why researchers are trialling new personalised approaches to treatments for Anorexia Nervosa, Atypical Anorexia Nervosa, Bulimia Nervosa, and Binge Eating Disorder. No formal diagnosis required.

The For Me Trial: a free, six-month personalised and highly supported treatment program for young people living with the early stages of Anorexia Nervosa (incl Atypical), delivered by our highly experienced clinical team, designed around your needs.

The TailorED Trial: up to six-months of free, personalised treatment for people living with Bulimia Nervosa or Binge Eating Disorder, delivered by an experienced clinical team and tailored to your needs.

Interested in participating?

👉 Check your eligibility today: bit.ly/SignatureStudies

Sample copy — social media 3

Are you a clinician supporting people living with an eating disorder? Free treatment options may be available to your patients.

Researchers from the University of Sydney, Monash University, and La Trobe University are looking for people to join two clinical treatment trials, offering free personalised treatment for people living with an eating disorder.

The For Me Trial: testing a new personalised and supportive treatment for young people living with anorexia, offering six-months of free treatment delivered by our highly experienced clinical team, designed around the needs of each participant.

This trial is for those who have been diagnosed with, or suspect they may have anorexia nervosa, including atypical (no weight criteria) with an onset of symptoms within the past 3 years.

The TailorED Trial: a treatment trial, offering up to six-months free, personalised treatment for people living with Bulimia Nervosa or Binge Eating Disorder, delivered by an experienced clinical team, and tailored to their needs.

Participants will receive four weeks of evidence-based (CBT) treatment, to determine if it is a fit for them. If it's not, they will either receive extended CBT, personalised psychotherapy, or a brain stimulation and training package (TMS).

Refer a patient to free treatment today — no formal diagnosis required.

👉 Refer or contact the research team: bit.ly/SignatureStudies