WIN the Rockies has a winning philosophy:
We believe that while people have responsibility for their own health, communities must be willing to create environments that foster good health and provide healthy options.

WIN the Rockies has a winning mission:
We want to assist communities in educating people to value health, respect body-size differences, enjoy the benefits of self-acceptance, enjoy physically active living, and enjoy healthful and pleasurable eating.

WIN the Rockies has a winning goal:
Ultimately, we want to reverse the rising tide of obesity.

WIN the Rockies has a winning combination:
We promote community-based research, intervention, and outreach projects.

“I’m sixty years old and I’m still in pretty good shape. People say ‘I can’t believe that you’re sixty,’ so I think being active . . . keeps your body and your mind young.”
Male, early 60s

University of Wyoming
College of Health Sciences – Division of Medical Education and Public Health
College of Agriculture – Cooperative Extension Service

University of Idaho
College of Agricultural and Life Sciences – University Extension
WWAMI Medical Education

Montana State University Extension
WWAMI Medical Education
Area Health Education Center

US. Department of Agriculture – Initiative for Future Agriculture and Food Systems Competitive Grants Program—Award #0004499
WIN the Rockies has winning interventions:

- WIN Kids lessons for 10-13 year olds
- “A New You: Health for Every Body” curriculum for adults
- Mass media campaigns
- Train-the-trainer workshops
- Community walking programs
- Educational videos
- Competitive community grant programs
- Physicians’ healthy lifestyle prescription tool

WIN the Rockies has winning research:
Research components assess people’s attitudes and experiences with physical activity, eating, and body image

- Community cross-sectional surveys
- Community portraits
- Student assessments
- Adult assessments
- Narratives including interviews and focus group discussions

“I have this pattern going on that’s awful: Realize [my poor eating habits] . . . go do something about it . . . it’s getting better . . . go back to the old habits. I do that over and over and just keep playing the tape. Dieting isn’t the most important thing in the world, and I hate that it’s such a priority to me.”

Female, early 30s

“I’m at peace with [my weight]. I don’t own a scale, I don’t need numbers to tell me that my body weight’s okay. . . . I think that when I let go of worrying about what everybody else thought, that’s when I realized, ‘I’m an okay person, I don’t have to be skinny.’ I’m healthy and . . . I’m at peace with that. It’s not a fight with food.”

Female, late 40s

For more information about WIN the Rockies’ winning formula, please call (307) 766-4908 or visit our Web site at http://www.uwyo.edu/wintherockies