WIN the Rockies is a four-year health improvement project involving the University of Idaho, Montana State University and the University of Wyoming and their:

- Extension Services
- WWAMI Medical Education Programs
- Area Health Education Centers (WY & MT)

along with other state organizations and community groups.

WIN the Rockies defines good health as physical, mental, social and spiritual well-being.

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Mission Statement

Wellness IN the Rockies assists communities in educating people to:

- value health
- respect body-size differences
- enjoy the benefits of self-acceptance
- enjoy physically active living
- enjoy healthful and pleasurable eating
Guiding Principles of Wellness IN the Rockies

People have responsibilities for their own health; communities can create environments that foster good health and provide healthy options.

Principles of Body-Size Differences and Size-Acceptance
- accept and value every body, whatever size or shape
- help people feel good about their bodies and about who they are
- recognize that people of all sizes and shapes can reduce their risk of poor health by adopting a healthy lifestyle
- challenge your own size-prejudice beliefs

Principles of Positive Self-Acceptance
- value yourself regardless of your size or shape
- identify your strengths and abilities and build on your assets
- be critical of messages that focus on unrealistic body images as symbols of success and happiness

Principles of Physically Active Living
- enjoy physical activity every day
- participate in activities for the joy of feeling your body move
- make physical activity fun

Principles of Healthful and Pleasurable Eating
- take pleasure in eating
- take control - eat when hungry and stop when satisfied
- follow the Food Guide Pyramid
- honor the gift of food

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The Guiding Principles of WIN the Rockies were adapted from WIN Wyoming (state-wide collaboration coordinated through the University of Wyoming Cooperative Extension Service), Vitality (Canada’s national health promotion program), and Tenets of Size Acceptance (Joanne Ikeda, University of California, Berkeley).