



# Wellness IN the Rockies Primary Interventions



WIN the Rockies is a research, education and outreach project that has sought to address obesity innovatively and effectively.

People have responsibilities for their own health, but communities need to create environments that foster good health and provide healthy options.

Our mission is to assist 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

| Intervention   | Description   | Methodology   | Unique Features  |
|--|---|---|--|
| <p><b>A New You: Health for Every Body</b></p> <p>100% of follow-up survey respondents reported the program helped them adopt new practices.</p> | <p>Adult curriculum</p> <p>Designed to move people towards a health-centered versus weight-centered approach to living</p>                                      | <p>10 one-hour sessions for small groups (12-18)</p> <p>Flexible structure: sessions can be mixed, combined or taught independently</p> <p>Supplemental lesson and video focuses on the human body as an art form</p> <p>Encourages journaling, setting goals and tracking progress</p> | <p>Physical activity in each lesson</p> <p>Curriculum is complete with marketing tools, evaluations, handouts, scripts and slides</p> <p>OYOLs – On Your Own Learning activities introduce and reinforce concepts between sessions</p> <p>Follow-up newsletters and ideas for reunions provide options for continued contact</p> |
| <p><b>Cook Once: Eat for Two Weeks</b></p>   | <p>Family mealtime program</p> <p>Outline for preparing main dishes ahead to save time and money while improving nutrition, food safety, and meal enjoyment</p> | <p>Do-It-Yourself or class options</p> <p>Includes recipes and directions for purchasing supplies, preparing &amp; storing 2 weeks of main dishes</p> <p>Offers ideas and tools to make family mealtimes enjoyable</p>  | <p>WINNING Conversations cards (also in Spanish) comprise topics from WIN the Rockies' principles</p> <p>Low-cost and nutritious recipes were developed through the UW Cent\$ible Nutrition Program</p>  |
| <p><b>WIN Steps</b></p> <p>Community walking programs involved over 20% of adults and nearly every school in the demonstrator communities.</p>   | <p>Community walking promotion programs for youth and adults in a variety of settings using a pedometer</p>   | <p>Enroll through school, work, civic group, or community organization or agency</p> <p>Log sheets available for setting and tracking goals (also in Spanish)</p> <p>Pedometers provide instant and constant motivation</p>   | <p>Creates and encourage walk-friendly communities and environments</p> <p>Role modeling is a powerful motivation</p> <p>Feedback on weekly progress from an organized and enthusiastic walk coordinator provides additional support</p>   |



"I'm less concerned about having a 'perfect' body and more interested in being healthy."

-- A New You participant

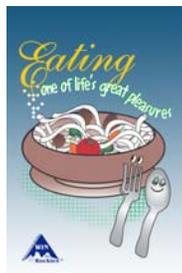


"I feel very, very good when I walk because it makes me happy."

-- 11 year-old, walks with her grandmother and her dog

| Intervention   | Description  | Methodology  | Unique Features   |
|--|--|--|---|
| <p>WIN Kids Lessons</p> <p>Kids took what they learned home and shared it with their parents.</p>  | <p>13 lessons for youth 10 to 13 years of age</p> <p>Address food and eating, physical activity, and respect for body-size diversity</p> | <p>Appropriate for classroom and non-classroom situations as a series or as stand-alone lessons</p> <p>Hands-on activities, independent work, group discussions and writing options offer a variety of learning techniques</p> | <p>Through WIN the Home &amp; WIN the Community activities kids are encouraged to share their knowledge</p> <p>Four lessons have videos produced in consultation with 12-year-old kids</p> <p>Health Education Standards identified</p> |
| <p>WIN Kids Fun Days</p> <p>Kids of all shapes, sizes and abilities can participate and learn.</p> | <p>Collection of 40 activities for youth 8 to 12 years of age</p>  | <p>Action-oriented, short activities for use in day camp, after school, or other youth settings</p> <p>Activities can be selected and combined to meet local needs</p>   | <p>Take-home slips reinforce concepts</p> <p>Designed to introduce concepts related to food, physical activity and body image</p>   |
| <p>WIN the Rockies Jeopardy</p>  | <p>Answer and question game for youth 10 to 13 years of age</p> <p>Electronic slides with hyperlinks</p>                                 | <p>Designed to introduce and/or reinforce the WIN Kids lessons</p> <p>Four rounds with double and final Jeopardy answers</p>   | <p>"My Choice" answers prompt kids to apply what they have learned</p> <p>A blank round is provided for customization</p>   |
| <p>Physician Forms</p>   | <p>Health prescription process for adult patients and their health care provider</p>   | <p>Patient completes short questionnaire, then consults with health professional to set health improvement goals</p>   | <p>Addresses food and eating, physical activity and body image</p> <p>Focuses on multiple health measures rather than weight</p>  |

Educational materials are available to download at [www.uwyo.edu/wintherockies](http://www.uwyo.edu/wintherockies).



### Media Campaigns

Messages promoting WIN the Rockies' concepts are shared through posters, postcards, billboards, print ads, fortune cookies, radio ads, grocery pads, winkers, and water bottles. A short informational video is available.

