

Talking Points



Q: What is WIN Wyoming?

A: WIN Wyoming, short for Wellness IN Wyoming, is a network of approximately 130 educators and health professionals who believe that to be healthy, people need to develop healthy, enjoyable habits instead of trying to achieve a specific body size, shape, or weight.

More specifically, WIN Wyoming members embrace this vision and mission:

- Vision: *People achieving enjoyable, healthy, and active lifestyles in environments that support health and respect body-size diversity.*
- Mission: *To educate people to respect body-size diversity and to enjoy the benefits of active living, pleasurable and healthful eating, and positive self-image.*

A set of 19 guiding principles expand on the four areas of the mission statement and also help unite the members.

WIN Wyoming has members in Wyoming, 18 other states (Alaska, Arizona, California, Colorado, Idaho, Illinois, Kansas, Massachusetts, Missouri, Montana, Nebraska, Nevada, North Carolina, Pennsylvania, Texas, Utah, Virginia, Washington State), the District of Columbia, Australia, England, and Iceland. These members represent over 60 departments, agencies, institutions and organizations. (The web site www.uwyo.edu/winwyoming includes the guiding principles and a list of the members.)

Q: How is WIN Wyoming organized and funded?

A: Logistically, WIN Wyoming is coordinated through University of Wyoming (UW) Cooperative Extension Service (CES), Department of Family of Consumer Sciences.

UW CES provided the seed grant in 1999 to organize and expand the network. WIN Wyoming also receives support from other public and private partners and welcomes collaborative efforts.

A 10-member multi-disciplinary, multi-agency advisory council helps guide WIN Wyoming.

Q: What does WIN Wyoming do?

A: Individual members try to promote the mission and principles in their work and daily lives.

As a whole, WIN Wyoming undertakes selected projects and activities relevant to its mission. For example, WIN Wyoming...

- Launched its web site in mid-1998, shortly after the state-wide compressed video think-tank of stakeholders around Wyoming (who had been organized within counties by local UW Extension Family and Consumer Science educators) identified the need for UW Extension to lead an effort “to address the concepts of being healthier at any age/weight/income, size acceptance, and vitality (physical/emotional vigor).” In 2007, the web site averaged over 17,500 visits/page views and nearly 3,700 visitors per month.
- Co-hosted or co-sponsored a number of conferences, member get-togethers, and exhibits. These include
 - Four national conferences, titled "Shaping a Healthy Future," held in Jackson in 2000, 2003, 2005, and 2008;
 - Member get-togethers in Casper in 1999, 2001, 2002, 2004, 2006, and 2007; and
 - "The Body Image Project," an exhibit of body casts by artist Larry Kirkwood at UW's American Heritage Center in February 2002.
- Sponsored a plenary session (“Search for the Real: Celebrating Diversity”) at the 2007 Society for Nutrition Education annual conference in Chicago.
- Undertakes other activities and educational efforts that further its mission and support its members. Accessible via the web site’s Projects and Resources page, these include...
 - *Small Victories*, a series of mini-lessons that promote positive food physical activity, and body-image attitudes and behaviors.
 - *Focus on Health, Not Weight*, a series of UW Extension bulletins. The two most recently released publications in this series are titled *The ABCs of Health-Focused Well-Being* and *Fresh Approaches: Ideas for enjoyable and healthy foods at social events and other gatherings*.
 - A fact sheet on the health and revenue issues related to soft drink machines in schools. This fact sheet was made available to members and to the Wyoming Dental Association, which sought to introduce legislation in Wyoming in 2002 and 2003 to limit soft drink machines in schools.
- Some members carry out activities that benefit or are available for use by other members. For example...
 - Every month from 1998 through 2006 (97 months), one member compiled thought bullets on different themes or from various sources. These bullets were sent to members and posted on the web site for use in programs or media work, or just as general inspiration or humor. The bullets are consistently among the most popular web site pages.
 - Another member organized a team that developed a healthy snack and fund-raising handout related to promoting healthy nutrition environments in schools; this is available on the website’s Projects and Resources page.

Q: What is the difference between WIN Wyoming and WIN the Rockies?

A: WIN Wyoming is a *network* or collaboration of educators and health professionals within and beyond Wyoming and the United States (see item #1 above). WIN the Rockies (Wellness IN the Rockies) was a research, intervention, and outreach *project* in Wyoming, Montana, and Idaho funded by USDA from 2000-04. WIN the Rockies sought to develop, implement, and

evaluate interventions that promote achieving good health instead of a specific body size, shape or weight. WIN Wyoming was the genesis for WIN the Rockies. The two are different, but they overlap and are mutually supportive.

Q: Where can I get more information?

A: About WIN Wyoming, Wyoming residents can contact the Family and Consumer Sciences Educator in the UW Extension office in their county or other WIN Wyoming members. Outside Wyoming, visit www.uwyo.edu/winwyoming, talk with members in other states, or contact Suzy Pelican at 307-766-5177 or pelican@uwyo.edu.

About WIN the Rockies, individuals can visit www.uwyo.edu/wintherockies or contact Suzy Pelican at 307-766-5177 or pelican@uwyo.edu.

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