



WIN the Rockies: An Integrated and Innovative Approach

Changing Physical Activity, Body Image, and Food Choice Behaviors throughout a Community

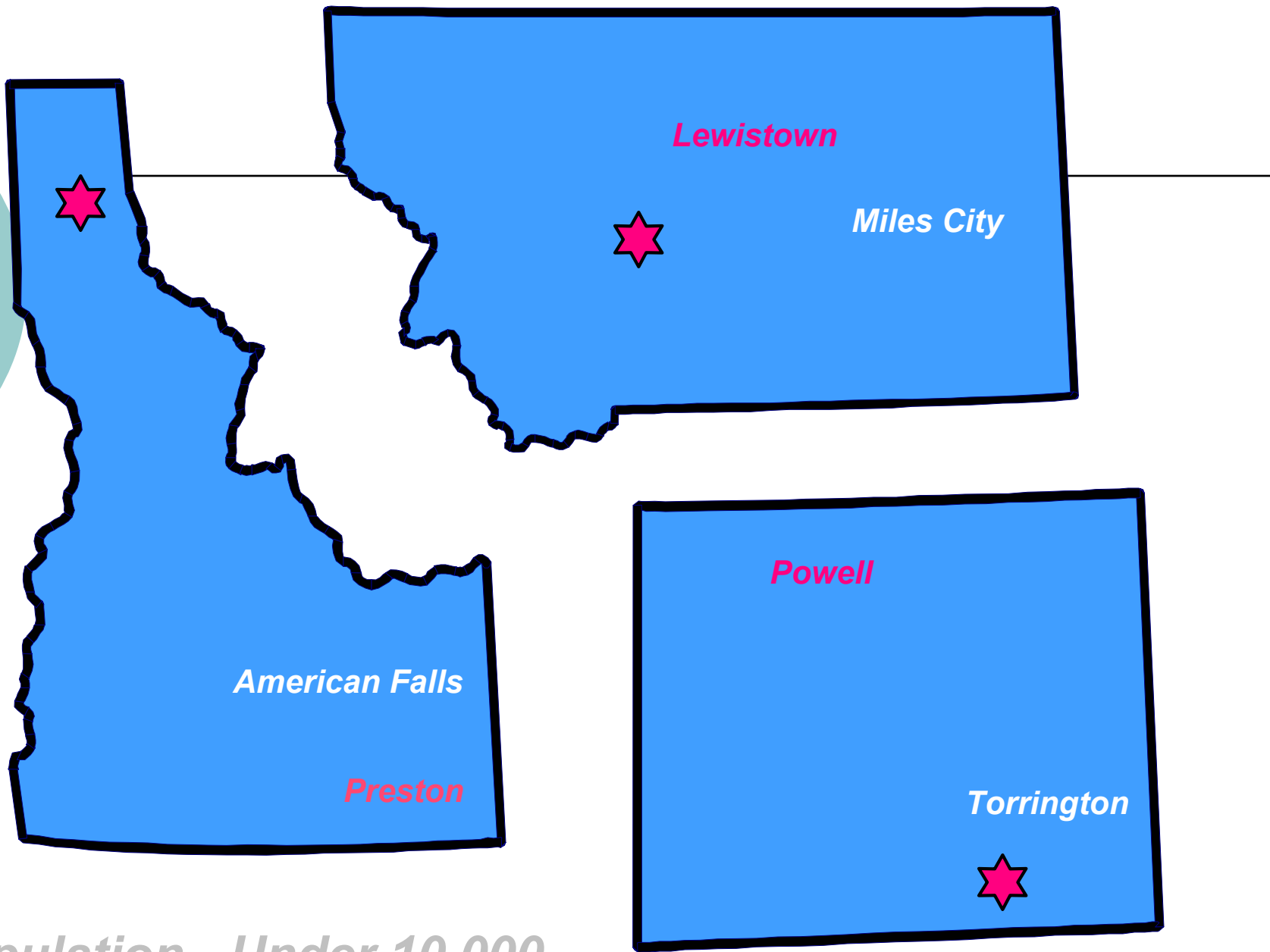
Wellness IN the Rockies

Findings



**IFAFS Award # 0004499
Competitive Grant Program
USDA**

Initiative for Future Agriculture and Food Systems



Population - Under 10,000

Health

many sizes, many shapes



PHYSICAL ACTIVITY

your way every day



Eating

one of life's great pleasures



Fruits & Veggies

the original fast foods!





Intervention

Research



Wellness in the Rockies

Summary of Findings

- Cross-Sectional
- School Cohort
- Adult Cohort
- Narrative Research
- Community Portrait
- Educational Interventions





Determinants of Body Mass Index

- Individuals with a higher BMI were much more likely to:
 - Drink sweetened beverages such as soft drinks
 - Order super-sized portions
 - Eat while doing other activities such as watching TV



Determinants of Body Mass Index

- Individuals with higher BMI were more likely to:
 - Report a lower frequency of participation in physical activity
 - Perceive themselves as not getting as much exercise as needed



Gender Differences

- Compared to men, women reported:
 - Higher intakes of fruits & vegetables, except potatoes
 - Higher intakes of high-fiber cereals
 - Ordering super-sized portions less frequently
 - More frequently eating foods at dinner that were prepared at home



Gender Differences

- Compared to men, women reported:
 - Lower intakes of sweetened beverages such as soft drinks
 - Lower intakes of milk



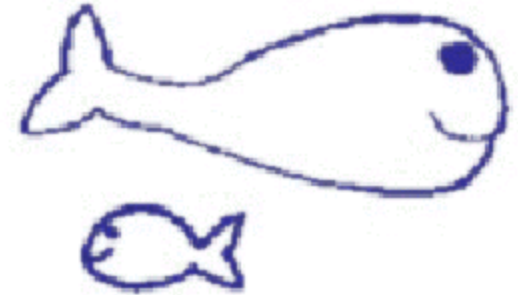
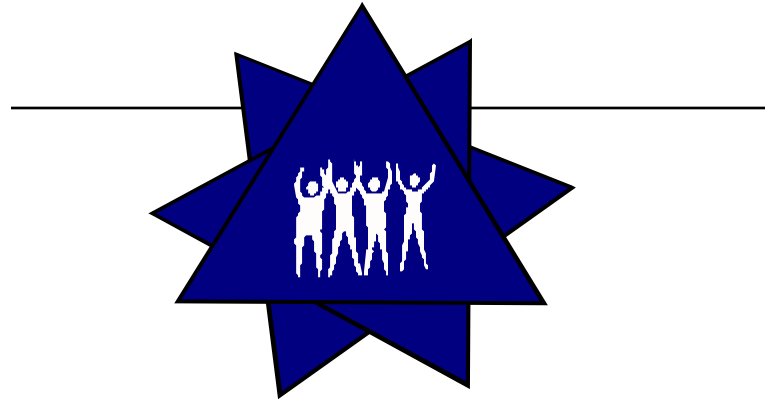
Key findings - body dissatisfaction

- A significantly higher percentage of women than men had low body satisfaction scores
- In men, body dissatisfaction was associated with a lower frequency of physical activity
- In both genders, body dissatisfaction was associated with a greater likelihood that self-consciousness would restrict participation in physical activity

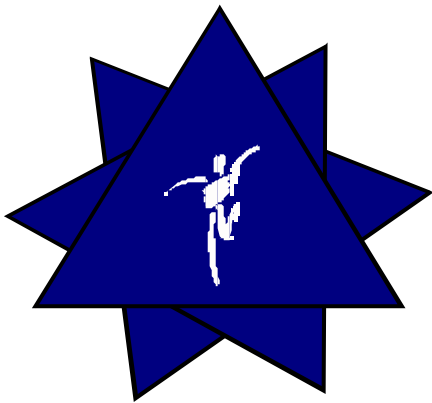
Our messages from a kid's perspective



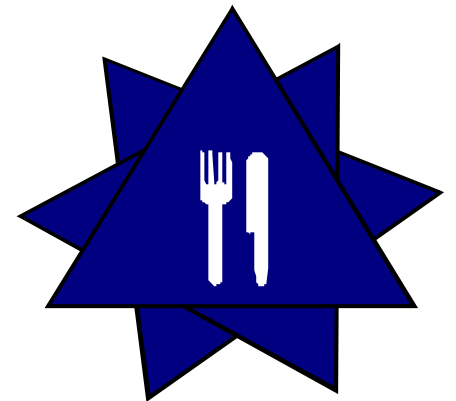
It's fun and
cool to live
an active life



Every **BODY**
is
different



Win
by eating
healthy



Student Assessments

– BMI & fitness

- Mean BMI fell between the 75th and 85th percentile for both genders
- Males averaged 10.3 minutes to run one mile (50th percentile, 9.20-9.48)
- Females averaged 11.5 minutes (50th percentile, 11:17-11:25)



Student Assessments - food behaviors

- Only 17% reported eating two or more vegetables each day
- Only 22% reported eating two or more fruits each day
- 61 % reported drinking 2% milk
- 78% reported doing something else while eating



Student Assessments - activity behaviors

- Only 14% reported having PE every school day
- 44% reported watching TV or playing video games for 3 or more hours each day



Adult Assessments

- 53% reported feeling guilty about eating
- 71% reported not getting as much activity as they needed
- 74% reported watching two or more hours TV each day
 - 61% reported watching TV with dinner

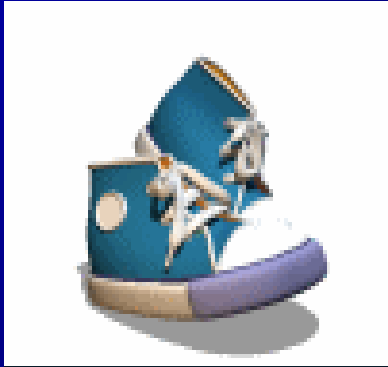


Qualitative Findings

- Health Issues
 - Looking Healthy versus Feeling Healthy
 - Weight as a Shield
 - Changes in Self-Image Over Time
- Power of Others
 - Positive & Negative
 - Food Pushers
- Values
 - Physical Activity with Purpose
 - Clean Plate Club

Wellness IN the Rockies

Community Walking Programs





WIN Kids

Healthy Lifestyle Lessons for Youth



Discussion

- Milk and Calcium

- Students are receiving the message that milk is important
- However, they are decreasing milk consumption

- Sweetened Beverages

- Students are aware that pop contains sugar



Discussion

- Fruits and vegetables
 - Students are not receiving the 5-a-Day message
- Portion Sizes
 - Students are not familiar with appropriate portion sizes.
 - Students tend to think that what is served equals a serving



Community Portrait - example

- Grocery Store – 197 linear feet for soft drinks, 107 for bottled water, 38.5 for milk
- 9 fast-food restaurants & 7 others
- 2 of 4 clothing stores offered options above size extra large
- Lunch break in the grade schools lasted 45 minutes



Rural Strategies

- Community Advisory Board
- Partner with local newspaper and radio; consider billboards
- Fill health promotion gaps
 - After school programs
 - Health Fairs
 - Summer fairs & other local traditions
 - Small business community



Community Partners

- Parks and Recreation
- BLM
- Hospitals
- Banks
- Cooperative Extension
- Schools



Best Opportunities

○ Physical Activity

- Walking Programs
- Safe & convenient fitness trails
- Indoor Spaces
 - School gyms
 - Military facilities
 - Recreation centers

○ Nutrition

- Fruit & Vegetable Coupons
- Healthy Beverage Campaigns
- Portion Awareness Campaigns
- Food Preparation & Purchasing Advice



A community-based research, development and education project to improve health in Idaho, Montana and Wyoming.

Website:

www.

uwyo.edu/

wintherockies

