

IMPACT



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WIN the Rockies

The Situation

The latest survey of 4,115 adult men and women conducted in 1999 and 2000, by the Centers for Disease Control and Prevention indicates that 64.5% of American adults are either overweight or obese. In addition, approximately 15.5% of young people between the ages of 12 and 19 are overweight.

In Idaho, the most recent survey found that 59.3% of Idaho residents are overweight. Overweight prevalence has increased by 30% since 1991. Some of the health risks associated with obesity include an increased risk of diabetes, heart disease, liver disease, some types of cancer, arthritis, and other health problems. Research indicates that overall, 95% of people who follow a weight loss program regain the weight.

Our Response

The University of Idaho has partnered with Montana and Wyoming in a unique four-year community-based research and development and education project called Wellness IN (WIN) the Rockies to reverse the rising tide of obesity in three states. This project addresses nutrition, physical activity, and body image issues to help people meet their weight loss goals. In Idaho, the demonstrator and comparator groups are located in Preston and American Falls, respectively. This Impact Statement chronicles year 2 of this project.

Inputs: The target audience in these communities are adults and youth. The interventions aim to educate people to value health, respect body-size differences, enjoy the benefits of self-acceptance, enjoy physically active living, and enjoy healthful and pleasurable eating.

Nine educational materials have been developed by WIN the Rockies personnel and some have been tested for effectiveness. The six adult materials are:

1. *A New You, Health for Every Body*. This 10-class curriculum focuses on healthful and pleasurable eating, physically active living and self-acceptance and size acceptance.
2. *Breaking Size Prejudice*. An educational video (23 min) examines how we send and receive messages about body size diversity and provides examples of ways to improve communication.
3. *Excuses, excuses*. An interactive discussion-style presentation that offers suggestions and ideas to address some common excuses or barriers for not being physically active.
4. *WIN message posters*. A set of four full color posters with WIN messages relating to physical activity, healthful and pleasurable eating, and body size acceptance.
5. *Working with Medical Professionals*. A slide presentation that outlines methods for collaborating with local medical professionals in rural communities to address public health promotion.

The four youth materials are:

1. *WIN Kids (Wellness IN Kids)*. This 10-class series is for 5th-6th graders and focuses on nutrition and physical activity.
2. *WIN Jeopardy Game*. Takes the concepts covered in WIN Kids and puts it into a game format.
3. *WINNING Conversation Cards*: Small cards to start interesting conversations at the dinner table. Promotes making the mealtime an enjoyable family time to savor the meal and talk with each other.
4. *Full of Ourselves*. A body image program for grade school girls.

In addition, "Preston on the Move," a walking program has been initiated to get community members to start walking.

Approximately 100 adults and 163 youth are the cohorts in this project. Data has been collected on their height/weight, one-mile run time, physical activity levels, eating habits, and body size acceptance.

Outputs: This project has been promoted by: Extension, schools, hospitals, medical clinics, grocery stores, newspaper articles, live radio shows, health departments, at health fairs, during a Rodeo Days parade, and a bill board display. It is estimated that this program has reached 17,000 individuals.

Newspaper and radio

Many newspaper articles, originating from press releases and some from purchased ads, have shared the WIN the Rockies principals and advertised events. A radio station in Preston, ID, KACH 1380 AM, hosted by DJ Alan White, has aired a live talk show with Julie Harker, the Idaho WIN the Rockies Project Coordinator, and discussed various community efforts regarding the grant. The station has also run WIN radio spots, some of which air in Spanish during the Spanish only Saturday Broadcast.

Billboards

A billboard located about 5 miles south of Preston advertises each of the four WIN posters on a rotating basis.

Program Outcomes

Results from the curricula interventions include:

1. 16 adults completed "A New You, Health for Every Body." A majority (90%) rated the overall quality of the program as outstanding and 10% rated it as good. All participants felt they benefited from the Program.
2. Approximately 90 fifth grade students who completed four WIN Kids lessons on fat, fiber, the Food Guide Pyramid and senses perception had a significant ($p < 0.001$) increase in knowledge.
3. Preston on the Move. Approximately 180 pedometers have been distributed to community members. They are encouraged to work up to 10,000 steps during this 8-week program.

Physical assessment data collected on the adults reveal that their average body mass index (BMI) was 29.8. Individuals are classified as overweight if their BMI is 25-29.9 and obese if their BMI is 30 or greater.

Results of the eating habits survey completed by 5th grade students reveal that only 17% of 5th grade students reported eating vegetables 2 or more times a day and only 22% reported eating fruit 2 or more times a day.

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