

## **Eat Smart, Be Fit, Maryland! Project**

**Project Goal:** To use the power of tailored Internet-based technology to promote nutrition and physical activity choices among food stamp recipients in the State of Maryland.

**Project Team:** This project represents a collaborative effort that is coordinated jointly by the Maryland Cooperative Extension, the Public Health Informatics Research Laboratory, and researchers from various academic departments at the University of Maryland, College Park. Support for this project is also provided by many community agencies throughout the State of Maryland.

**Project Funding:** The United States Department of Agriculture (USDA) through the Food Stamp Nutrition Education Program (FSNEP).

**Project Activities:** This project began as a five-county demonstration project including an assessment of the needs and assets of eligible households within the counties; design and implementation of appropriate programs; and evaluation of implemented programs for their effectiveness, sustainability, and prospects for effective dissemination to other counties. Currently, we are working with both community agencies and mass media to disseminate the project materials throughout the State of Maryland to promote statewide access to the project web portal: <http://www.eatsmart.umd.edu>

**Intervention Specifics:** The website portal will provide users with tailored information and activities designed to promote skills that will help them navigate nutrition and physical activity resources in their respective communities. We will work with both local intermediaries and mass media to promote access to the portal.

### **Project Activities:**

#### *Current Activities*

*Year 5: Statewide diffusion of a community health intervention*

#### *Completed Activities*

**Year 4:** Website expansion, evaluation and diffusion planning

**Year 3:** Expanded development and deployment; Evaluation of the intervention efficacy

**Year 2:** Intervention design and development.

**Year 1:** Needs assessment research and analysis

**Contact Information:** Inquiries may be addressed to Amy Billing, Project Coordinator at [billing@umd.edu](mailto:billing@umd.edu) or (301) 405-2468.