



Get Fit Maryland™ - *Building a Healthy Community One Step at a Time*

**Anne D. Williams, RN, MS
HCEA Annual Conference
September 18, 2008
8:30-9:45 am**

Get Fit Maryland is a fun, “fit-friendly” health promotion program which educates Marylanders about obesity and encourages daily physical activity by promoting *10,000 steps a day*. This award-winning pedometer-based program will be described in depth for participants. Marketing strategy and community health education principles will be discussed in relation to their impact on program planning and evaluation. There will be discussion of current research and how this was applied to practice as well. Measures of success and lessons learned will also be presented. Participants will have an opportunity to begin to develop their own action plan for a community-based health program.

References

- u US Dept of Health and Human Services (2005). Dietary Guidelines for Americans, www.healthierus.gov/dietaryguidelines .
- u Marketing Mix (4Ps), Retrieved from www.12manage.com on July 25, 2008.
- u Council on Sports Medicine and Fitness and Council on School Health, (2006). Active Healthy Living: Prevention of Childhood Obesity through Increased Physical Activity, American Academy of Pediatrics, Pediatrics, Volume 117, Number 5, 1834-1842.
- u Duncan, J. Scott et al (2006). Step Count Recommendations for Children based on Body Fat, Preventive Medicine.
- u Strong, W.B. et al (2005). Evidence-based Physical Activity for School-Age Youth, The Journal of Pediatrics, June, p. 732-737.
- u www.smallsteps.gov
- u www.cdc.gov

**For more information, log onto:
www.getfitmaryland.org**

or

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