Previous research and national recommendations show the need for obesity prevention in young children and the challenges and ineffectiveness of traditional face-to-face approaches. Due to technology advances, access to websites via smart phones and tablets is available to parents 24/7. A web-based intervention, Jump 2 Health, has been developed for low-income parents of preschool children using formative evaluation with preschool parents and teachers. It focuses on 7 Healthy Habits related to the prevention of obesity in children including "More Whole Grains, More Fruits and Vegetables, Less Sweet Drinks, Less Screen Time, More Physical Activity, More Family Meals, and More Sleep." A pilot test of the Jump2health Website will be conducted in spring 2013 to evaluate its feasibility, acceptability, and effectiveness in moving parent participants to a higher stage of change related to the 7 Healthy Habits. This multi-disciplinary project includes faculty and undergraduate and graduate students in nutrition, child development, computer sciences, and marketing at Texas Tech University.