Interactive Nutrition Tools:

SuperTracker & What's Cooking?

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Overview

• Introduction
• SuperTracker
• What’s Cooking? USDA Mixing Bowl
• Questions
ONMC

Social Media and Outreach Team
- Social media
- Traditional media
- Reporting and metrics
- Materials development
- DGA communications
- Conferences, exhibits, and presentations
- Partnerships

Nutrition Interactive Tools Team
- SuperTracker
- What’s Cooking? USDA Mixing Bowl
- Customer support
- CNPP website
- ChooseMyPlate.gov
- Menus and recipes
Nutrition Interactive Tools Team

• Dietitian or IT Specialist?
Our Role – Subject Matter Experts

• Communicate with programmers and developers
• Ensure accuracy and usability
• Testing
  • Updates and enhancements
  • Error or bug fixes
• Maintain databases on the backend
• Customer support
• And much more!
SuperTracker
SuperTracker

• Interactive food, physical activity, and weight tracking tool launched December 22, 2011

• Public interface of the Dietary Guidelines for Americans

• Empowers users to make healthy food and activity choices, manage weight, and reduce chronic disease risk
As of January 2015, SuperTracker has

- 4.8+ Million registered users
- 370 Million pageviews
- Adds between 2,000-11,000 registered users per day
Technology & Health

- Self-monitoring of diet and physical activity is associated with successful weight management

- Interactive self-monitoring tools motivate behavior change by offering users:
  - Personalized recommendations
  - Customized goal setting
  - Visuals and graphics to measure progress and self-identify areas for improvement
  - Real-time feedback in-between health professional visits
SuperTracker Helps Americans Implement the DGA

### Supporting SuperTracker Features

**Dietary Guidelines Theme**
- My Plan
- Food Tracker
- Physical Activity Tracker
- My Weight Manager
- My Top 5 Goals

**Balancing Calories to Manage Weight**
- Food-A-Pedia
- My Plan
- Food Tracker
- My Top 5 Goals
- My Reports

**Foods and Food Components to Reduce**
- My Plan
- Food Tracker
- My Top 5 Goals
- My Reports

**Foods and Nutrients to Increase**
- My Plan
- Food Tracker
- My Top 5 Goals
- My Reports

**Building Healthy Eating Patterns**
- My Recipe
- My Foods
- My Favorite Foods

### Real User Feedback

**With the help of the SuperTracker website, I have lost 75 pounds in the last year...I have lost nine clothing sizes, and now have a healthy BMI and blood pressure. I am continuing to use the SuperTracker to help me balance in my diet.**

**My daughter learned about this site in her health class, and we have been doing it together. I love that it tells me how much sodium, cholesterol, and fat I eat. It is a very motivating site. Thank You!**

**I have tried most of the online interfaces and most are missing the key element: tracking the food groups in the way you do. Yes, Government can do it better, particularly when you have public health experts and not just marketing types.**

**Thanks for adding the My Recipe feature! It’s great to see the calorie count for the meals I’m preparing at home per serving. This tool has already helped me realize that I need to find ways to lighten up the food I’m serving myself and my family!**
Americans believe that online and mobile tools can help them live healthier lifestyles

To what extent do you agree or disagree with the following statement? Online tools and mobile apps can help me improve my diet and physical activity.

- 10% Strongly Agree
- 47% Somewhat Agree
- 18% Somewhat Disagree
- 12% Strongly Disagree
- 13% Not Sure

All (n=1,057)

International Food Information Council Foundation 2012 Food & Health Survey
User Success Stories

• SuperTracker users commonly report:
  • Weight loss
  • Increased awareness of personal eating & activity patterns
  • Improved motivation for a healthy lifestyle

“With the help of the SuperTracker website, I have lost 75 pounds in the last year.”

“I set up a profile in SuperTracker and am motivated like I haven't been in a long time!”

“My attention to & selection of fruits and vegetables has improved in a very short time. I also appreciate the ability to identify where my key sources of empty calories are each day.”

“I just wanted to say thank you for providing SuperTracker for free. It is better than any of the other online calorie counters I have used.”
SuperTracker Features

Users can:

- Determine what and how much to eat
- Track foods, physical activities, and weight
- Personalize with goal setting, virtual coaching, and journaling

**Food-A-Pedia:**
Look up nutrition info for over 8,000 foods and compare foods side-by-side.

**My Weight Manager:**
Get weight management guidance; enter your weight and track progress over time.

**Food Tracker:**
Track the foods you eat and compare to your nutrition targets.

**My Top 5 Goals:**
Choose up to 5 personal goals; sign up for tips and support from your virtual coach.

**Physical Activity Tracker:**
Enter your activities and track progress as you move.

**My Reports:**
Use reports to see how you are meeting goals and view your trends over time.
Food Tracker

- Track daily meals
- See how food choices stack up against plan targets for:
  - Food groups
  - Key Subgroups
  - Calories
  - Empty Calories
  - Oils
  - Sodium
  - Sat Fat
- Time saving features include Favorite Foods, Copy Meals, My Combo
My Foods

- Customize foods in the SuperTracker database
- Update nutrition information to match the specific food/brand eaten
- My Foods are saved in the user’s Favorite Foods List for easy entry
My Recipe

- Build and track personal recipes
- Add recipes to meals in customized amounts
- FREE recipe analysis capability allows you to export detailed nutrition analysis per portion including:
  - 5 food groups & 14 subgroups
  - total calories & empty calories
  - 35 nutrients
My Top 5 Goals

• Set and track up to 5 personal goals
  • Weight
  • Physical Activity
  • Calories
  • Food Groups
  • Nutrients

• Sign up for goal-specific tips and congrats messages in My Coach Center

My Features → My Top 5 Goals
My Weight Manager

My Features → My Weight Manager

- Track weight over time
- View trend in weight history
- Compare weight history to calorie and physical activity history
My Reports

• 6 reports to choose from
• Range from a simple summary of foods eaten to detailed analysis of intake over time
### Food Groups & Calories Report

Get your average intake of Calories and food groups for any time period you choose. See which of your food selections were highest or lowest in Calories or a food group by clicking the heading.

#### EDG's Food Groups and Calories Report 12/29/14 - 12/29/14

Your plan is based on a 2000 Calorie allowance.

<table>
<thead>
<tr>
<th>Food Groups</th>
<th>Target</th>
<th>Average Eaten</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grains</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whole Grains</td>
<td>≥ 3 ounce(s)</td>
<td>5% ounce(s)</td>
<td>OK</td>
</tr>
<tr>
<td>Refined Grains</td>
<td>≤ 3 ounce(s)</td>
<td>0 ounce(s)</td>
<td>OK</td>
</tr>
<tr>
<td><strong>Vegetables</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dark Green</td>
<td>1% cup(s)/week</td>
<td>0 cup(s)</td>
<td>Under</td>
</tr>
<tr>
<td>Red &amp; Orange</td>
<td>5% cup(s)/week</td>
<td>½ cup(s)</td>
<td>Under</td>
</tr>
<tr>
<td>Beans &amp; Peas</td>
<td>1% cup(s)/week</td>
<td>0 cup(s)</td>
<td>Under</td>
</tr>
<tr>
<td>Starchy</td>
<td>5 cup(s)/week</td>
<td>0 cup(s)</td>
<td>Under</td>
</tr>
<tr>
<td>Other</td>
<td>4 cup(s)/week</td>
<td>2½ cup(s)</td>
<td>Under</td>
</tr>
<tr>
<td><strong>Fruits</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whole Fruit</td>
<td>No Specific Target</td>
<td>2 cup(s)</td>
<td>No Specific Target</td>
</tr>
<tr>
<td>Fruit Juice</td>
<td>No Specific Target</td>
<td>0 cup(s)</td>
<td>No Specific Target</td>
</tr>
<tr>
<td><strong>Dairy</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk &amp; Yogurt</td>
<td>No Specific Target</td>
<td>1¼ cup(s)</td>
<td>No Specific Target</td>
</tr>
<tr>
<td>Cheese</td>
<td>No Specific Target</td>
<td>½ cup(s)</td>
<td>No Specific Target</td>
</tr>
</tbody>
</table>
Nutrients Report

EDG's Nutrients Report 12/29/14 - 01/29/15

Your plan is based on a 2000 Calorie allowance.

<table>
<thead>
<tr>
<th>Nutrients</th>
<th>Target</th>
<th>Average Eaten</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Calories</td>
<td>2000 Calories</td>
<td>451 Calories</td>
<td>Under</td>
</tr>
<tr>
<td>Protein (g)**</td>
<td>46 g</td>
<td>23 g</td>
<td>Under</td>
</tr>
<tr>
<td>Protein (% Calories)**</td>
<td>10 - 35% Calories</td>
<td>21% Calories</td>
<td>OK</td>
</tr>
<tr>
<td>Carbohydrate (g)**</td>
<td>130 g</td>
<td>76 g</td>
<td>Under</td>
</tr>
<tr>
<td>Carbohydrate (% Calories)**</td>
<td>45 - 65% Calories</td>
<td>68% Calories</td>
<td>Over</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>25 g</td>
<td>10 g</td>
<td>Under</td>
</tr>
<tr>
<td>Total Sugars</td>
<td>No Daily Target or Limit</td>
<td>23 g</td>
<td>No Daily Target or Limit</td>
</tr>
<tr>
<td>Added Sugars</td>
<td>No Daily Target or Limit</td>
<td>0 g</td>
<td>No Daily Target or Limit</td>
</tr>
<tr>
<td>Total Fat</td>
<td>20 - 35% Calories</td>
<td>16% Calories</td>
<td>Under</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>&lt; 10% Calories</td>
<td>6% Calories</td>
<td>OK</td>
</tr>
<tr>
<td>Polyunsaturated Fat</td>
<td>No Daily Target or Limit</td>
<td>3% Calories</td>
<td>No Daily Target or Limit</td>
</tr>
<tr>
<td>Monounsaturated Fat</td>
<td>No Daily Target or Limit</td>
<td>5% Calories</td>
<td>No Daily Target or Limit</td>
</tr>
<tr>
<td>Linoleic Acid (g)**</td>
<td>12 g</td>
<td>1 g</td>
<td>Under</td>
</tr>
<tr>
<td>Linoleic Acid (% Calories)**</td>
<td>5 - 10% Calories</td>
<td>2% Calories</td>
<td>Under</td>
</tr>
</tbody>
</table>
SuperTracker Mobile
Mobile Overview

• Debuted January 2, 2015
• Compatible on iOS and Android
• Tablet version coming February 2015
Welcome: The Homepage
Menu and Dashboard

Users can switch profiles

Users can expand menu options

This is a new page just for the mobile site
FOOD-A-PEDIA

Look up a food to get quick access to nutrition info for over 8,000 foods. Choose and compare 2 foods.

SEARCH:

Type in your food here

SEARCH:

Type in your food here

Search Tips

† Calories from food components such as added sugars and solid fats that provide little nutritional value. Empty Calories are part of Total Calories.

‡ If you are African American, hypertensive, diabetic, or have chronic kidney disease, reduce your sodium to 1500 mg a day. In addition, people who are age 51 and older need to reduce sodium to 1500 mg a day. All others need to reduce sodium to less than 2300 mg a day.
Food-a-Pedia

FOOD-A-PEDIA

Look up a food to get quick access to nutrition info for over 8,000 foods. Choose and compare 2 foods.

Search:

Type in your food here

Search Tips

APPLE, RAW

Amount: 1 medium (2-3/4" across)

FOOD INFO

Nutrient | Amount | % of Daily Target or Limit
---|---|---
Total Calories | 72 | 4% limit
Protein | 0 g | 1% target
Carbohydrate | 19 g | 15% target
Dietary Fiber | 3 g | 13% target
Total Sugars | 14 g | No daily target or limit
Added Sugars | 0 g | No daily target or limit
Total Fat | 0 g | No daily target or limit
Saturated Fat | 0 g | 0% limit

NUTRIENT INFO

Total Calories: 72

FOOD GROUPS

- Fruits: 1 1/4 cup(s)

LIMITS

- Empty Calories: 0
- Solid Fats: 0 calories
- Added Sugars: 0 calories

To Breakfast for EDG.

SEE THIS FOOD AGAIN

ChooseMyPlate.gov | USDA.gov | CNPP | FOIA
Accessibility Statement | Privacy Policy
Non-Discrimination Statement | Information Quality
USA.gov | White House | COPPA
My Plan

**My Plan**

**Profile: EDG**

This plan shows your daily food group targets—what and how much to eat within your Calorie allowance. Enter your meals in Food Tracker to see how you stack up.

Talk with your health care provider about an eating pattern and physical activity program that is right for you.

**EDG’s Plan**

<table>
<thead>
<tr>
<th>CALORIE ALLOWANCE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Calories</td>
<td>2000 per day</td>
</tr>
<tr>
<td>Empty Calories‡</td>
<td>≤ 258 per day</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food Groups</th>
<th>Targets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grains</strong></td>
<td>6 ounce(s) per day</td>
</tr>
<tr>
<td>Whole Grains</td>
<td>≥ 3 ounce(s) per day</td>
</tr>
<tr>
<td><strong>Vegetables</strong></td>
<td>2½ cup(s) per day</td>
</tr>
<tr>
<td>Dark Green</td>
<td>1¾ cup(s) per week</td>
</tr>
<tr>
<td>Red &amp; Orange</td>
<td>1¾ cup(s) per week</td>
</tr>
<tr>
<td>Beans &amp; Peas</td>
<td>2 cup(s) per week</td>
</tr>
<tr>
<td>Starchy</td>
<td>1¼ cup(s) per week</td>
</tr>
<tr>
<td>Other</td>
<td>1¼ cup(s) per week</td>
</tr>
<tr>
<td><strong>Fruits</strong></td>
<td>2 cup(s) per day</td>
</tr>
<tr>
<td><strong>Dairy</strong></td>
<td>3 cup(s) per day</td>
</tr>
<tr>
<td><strong>Protein Foods</strong></td>
<td>5¾ ounce(s) per day</td>
</tr>
</tbody>
</table>

**Sample Meal Plans**

**Profile: EDG**

These samples show just a few ways to combine meals and snacks to meet your daily food group targets.

- **Meal Plan A**
- **Meal Plan B**
- **Meal Plan C**
Physical Activity Tracker

**Activity Details**

**Running, General**

Enter the duration: [ ] minutes

Choose Days: [ ] Sunday [ ] Monday [ ] Tuesday [ ] Wednesday [ ] Thursday [ ] Friday [ ] Saturday

Choose for: [ ] EDG [ ] Cory [ ] Test [ ] All

**Weekly Targets**

Total Muscle-Strengthening Days: 4
Target: 2 Days minimum

**Activities for Week of**

01/04/2015 - 01/10/2015

**Weekly Total**

Duration Minutes: 60
MIE Minutes: 120

- Sun 01/04/2015: 30 MIE minutes
- Mon 01/05/2015: 30 MIE minutes
- Tue 01/06/2015: 30 MIE minutes
- Wed 01/07/2015: 30 MIE minutes
- Thu 01/08/2015: 0 MIE minutes
- Fri 01/09/2015: 0 MIE minutes
- Sat 01/10/2015: 0 MIE minutes
My Recipe and My Combo

**My Recipe**
Use My Recipe to build, save and analyze your favorite recipes. Once created, your recipes can be added to meals from your Favorite Foods List.

**Step 1: Search & Add Ingredients**
Search for and add the ingredients in your recipe.

**Search:**
Type in your ingredient here

**My Favorite Foods List**

**Food Details**
Search for food to see details here.

**My Recipe Ingredients**
EMPTY: You have not added any ingredients to your recipe yet.

**My Recipe Details (Per Portion)**

**Food Info**

**Nutrient Info**

**Step 2: Select Portions**
Enter the number of portions in your recipe.

Number of Portions: 1

**Step 3: Name & Save Recipe**
Name and save your recipe.

Fruit salad

**Step 3: Name & Save Recipe**
Your recipe is created and saved in your Favorite Foods List.
My Features

My Top 5 Goals

My Weight Manager

My Journal
SuperTracker In Use

• SuperTracker can be used in:

  • **Worksite wellness** (local and federal government, private organizations, military)

  • **Education settings** (universities, online courses, high school, middle school)

  • **Private practice** (RDs, doctor’s offices, personal trainers)

  • **Community outreach** (Extension, health fairs, health bloggers)
SuperTracker was designed by RDs and can be used in many ways to support the work of RDs. Use SuperTracker for:

1. Free recipe, diet, and menu analysis
2. Monitoring client’s progress and trends over time
3. Applying RD recommendations at home between in-person counseling sessions
What’s Cooking? USDA Mixing Bowl
Background

• USDA Food, Nutrition and Consumer Services (FNCS) provides a variety of food and cooking resources.

• In the past, these resources were housed on separate websites and could be difficult to find.
Streamlining and Modernizing USDA Resources

• A need was identified by FNCS leadership to consolidate all of these resources into one user-friendly, interactive tool to best support:
  • Consumers
  • Food assistance program participants
  • Nutrition educators
  • Schools
  • Child care centers and providers
What’s Cooking? USDA Mixing Bowl

• Free, one-stop recipe and menu planning tool

• A “healthy cooking central”
  • 1,200+ tasty, low cost recipes that align with the DGAs
  • 1,000+ large quantity recipes for schools, child care centers, etc.

• Collaboration between USDA:
  • Child Nutrition Programs (CNP)
  • Supplemental Nutrition Assistance Program (SNAP)
  • Food Distribution Programs (FDD)
  • Center for Nutrition Policy and Promotion (CNPP)
Website Features

- Refine search results using extensive filters (cuisine, cooking equipment, nutrition content, USDA program, etc.)
- View detailed recipe nutrition information
- Create a cookbook or choose from ready-made cookbooks
- Print recipe cards and cookbooks
- Rate, comment on, or submit a recipe
- Available in both English & Spanish!
Browse Recipes by Nutrition Focus

- You can also browse recipes by DGA nutrition themes:
  - Eat more fruits and vegetables
  - Eat more whole grains
  - Go lean with protein
  - Eat more seafood
  - Switch to fat-free or low-fat dairy
  - Reduce sodium
  - Get more calcium
  - Eat fewer empty calories
  - Eat less saturated fat, trans fat and cholesterol

<table>
<thead>
<tr>
<th>Nutrition Theme</th>
<th>Criteria (per recipe serving)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat more fruits and vegetables</td>
<td>≥ 1 cup equivalent from the Fruit and/or Vegetable Group</td>
</tr>
<tr>
<td>Eat more whole grains</td>
<td>≥ 50% of the total grain content comes from whole grains</td>
</tr>
<tr>
<td>Go lean with protein</td>
<td>≥ 1 oz equivalent from the Protein Foods Group AND &lt; 10% of total calories from saturated fat</td>
</tr>
<tr>
<td>Eat more seafood</td>
<td>≥ 1 oz equivalent from the Seafood Subgroup</td>
</tr>
<tr>
<td>Switch to fat-free or low-fat dairy</td>
<td>≥ 1 oz equivalent from the Dairy Group AND &lt; 10% of total calories from saturated fat</td>
</tr>
<tr>
<td>Reduce sodium</td>
<td>&lt; 140 mg of sodium</td>
</tr>
<tr>
<td>Get more calcium</td>
<td>≥ 10% Daily Value for calcium AND &lt; 35% of calories from fat</td>
</tr>
<tr>
<td>Eat fewer empty calories</td>
<td>Empty calories &lt; 13% of total calories</td>
</tr>
<tr>
<td>Eat less saturated fat, trans fat and cholesterol</td>
<td>&lt; 10% of total calories from saturated fat</td>
</tr>
</tbody>
</table>
Opportunities to Participate

• We encourage you to help us improve the site/recipes!
• You will soon be able to submit your own recipe to be included on the site
• If your recipe is accepted, you will be listed as the source
Coming Soon!

• **Menu Builder (Spring 2015)**
  • Plan and build a one-week menu based on the Thrifty Food Plan and the *Dietary Guidelines for Americans*
  • Substitute menu items based on personal preferences
  • Access menu nutrition information
  • Generate a shopping list

• **Mobile Version (Summer 2015)**
  • Streamlined mobile interface that will be accessible across a wide variety of mobile platforms
QUESTIONS?
Thank you!

Contact Us:

• Melissa: Melissa.Ciampo@cnpp.usda.gov
• Erica: Erica.Gavey1@cnpp.usda.gov