



Why did USDA develop SuperTracker?

- **SuperTracker** was developed as part of the comprehensive, multi-year communications plan to implement the 2010 *Dietary Guidelines for Americans*.
- Advances in technology, updated dietary guidance, and increased functionality based on user feedback were the main reasons to update the existing tools into one “super” tool.
- CNPP interactive tools are overwhelmingly popular. Previous tools had over 4 million registered users.

What is USDA trying to accomplish?

- Provide consumers with the practical application and “how-tos” to empower them to make healthy food and activity choices.
- Develop online, interactive tools as the public interface of the *Dietary Guidelines for Americans* and the *HHS Physical Activity Guidelines* to help Americans identify how their own diet and activity compare.

How does SuperTracker help Americans follow a flexible eating pattern based on the Dietary Guidelines?

- **SuperTracker** empowers consumers to build a healthier diet based on personal preferences that also meet nutrient needs and stay within their Calorie allowance.
- Americans eating styles vary greatly based on many factors including culture, lifestyle preferences, and health status. Features within **SuperTracker** allow flexibility to link and create unique combinations to accommodate personal preferences.
- The expansive food database allows consumers to develop an infinite number of eating patterns that meet nutrient needs within an appropriate Calorie allowance that they enjoy and can maintain over time.

Who are we trying to reach?

- Individuals and families
- Educators and students
- Health professionals and researchers
- Organizations and industry

What can you do with SuperTracker?

- **Easily identify personal recommendations** for what and how much to eat, and physical activity.
- **Find and track foods and activities**; save favorites and build combos for easy entry.
- **Compare personal food choices** to the 2010 *Dietary Guidelines for Americans*.
- **Assess personal physical activities** based on the 2008 *Physical Activity Guidelines for Americans*.
- **Customize based on personal goals** by using any or all of these behavior-focused features:
 - **My Top 5 Goals:** Choose personal goals; sign up for tips and support from your virtual coach.
 - **My Weight Manager:** Get weight management pointers; enter weight and track progress over time; compare weight history to trends in Calorie intake and physical activity.
 - **My Journal:** Quickly jot down notes and track factors of personal importance, such as meal location and mood.
- **Measure progress** choosing from 6 reports that range from a simple meal summary to in-depth analysis of food group and nutrient intakes over time.
- **Tap into social media** as a motivator for health behavior change. Users can share success and helpful tips with their existing social networks.

Why is SuperTracker unique?

- **SuperTracker** is a completely free tool available to the American public, offering comprehensive nutrient and food group information from a large database of foods.
- The content was developed by nutrition experts based on the science in the 2010 *Dietary Guidelines for Americans*. It is also the first interactive tool to operationalize the *Physical Activity Guidelines for Americans*.
- The tool provides the ability to choose level of involvement, ranging from quickly looking up a food or comparing two foods to in-depth diet and activity tracking and analysis over time.
- **SuperTracker** offers personalized features designed to support behavior change such as weight management, journaling, and goal setting with coaching.
- **SuperTracker** was developed collaboratively by nutrition, programming, and design experts as part of the comprehensive, multi-phased Dietary Guidelines communications plan. The development included requirements documentation, design, heuristics evaluation, programming, and testing.

