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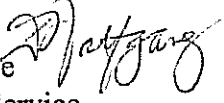
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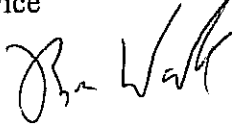
Center for
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FROM: Brian Wansink, Ph. D. 
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SUBJECT: Justification for a Change in Number of Burden Hours ICR #0584-0535
MyPyramid Tracker Information Collection

This justification requests an additional number of burden hours for the MyPyramid Tracker Information Collection because of the addition of a second interactive tool, the MyPyramid Menu Planner, to the MyPyramid Tracker website (see enclosure).

The Center for Nutrition Policy and Promotion (CNPP) provides MyPyramid Tracker users with personalized nutrition and physical activity assessment. Personal dietary and physical activity information is entered in the system and stored in order to provide feedback to the user. This information can be accessed only by users through a unique ID and password. that they create.

The MyPyramid Menu Planner tool is a simplified version of the Tracker. The Menu Planner simplifies both the user interface and the underlying data. It allows users to determine quickly how their food choices compare to their MyPyramid dietary goals and limits. The Menu Planner will share the MyPyramidTracker.gov website and will have an identical registration procedure should users wish to save their data for another time. Some users of the Menu Planner may use the program without registering to save their data for later, but the option to register does exist.

Because the Menu Planner is a simplified tool in comparison to the Tracker, it will appeal to a broader range of users. We anticipate that the number of burden hours originally requested for the Tracker will not be sufficient. Therefore, we are requesting an increase in the burden hours based on the following information.

We anticipate an increase of 5,000,000 respondents for the one time registration, login, and food intake entry. This estimate is based on the high consumer use of the MyPyramid website and anticipated publicity for the new program. An estimated 2,000,000 respondents will return to the program twice within a year to enter additional days of food intake for themselves or a family member, for a total of 4,000,000 additional respondent visits. The amount of time required to register, log in, and enter one day's food information was estimated by CNPP staff that tested the program and monitored the time spent on these steps. Each respondent will spend an estimated 1 minute to register, 0.75 minutes for login process, and 10 minutes to enter food information in the system. The additional burden hours associated with the MyPlanner tool is estimated at 1,695,832 hours. This will increase the total burden currently approved under #0584-0535 from 2,082,905 hours to 3,778,737 hours.

The Information Collection Burden package originally submitted for the MyPyramid Tracker includes additional information about the information collection.

Enclosure