



Memorandum

United States
Department of
Agriculture

Center for
Nutrition Policy
and Promotion

3101 Park Center Drive
Room 1034
Alexandria, VA 22302

Date: Original Submission May 12, 2011
To: Julie Wise, OMB Desk Officer, Food and Nutrition Service
Through: Rachelle Ragland Green, Food and Nutrition Service,
Information Clearance Officer;
Ruth Brown, OCIO Desk Officer
From: Robert Post, PhD, Deputy Director
USDA Center for Nutrition Policy and Promotion (CNPP)
Re: Change Justification Request to Revise Public Burden
Information for CNPP Interactive Tools under Approved
OMB Clearance No. 0584 – 0535

The Center for Nutrition Policy and Promotion (CNPP) of the USDA Food, Nutrition and Consumer Services is requesting approval to update the public burden information for CNPP interactive tools under Approved OMB Clearance No. 0584-0535 (expiration 7/31/2012). This update is required as a result of CNPP's work to combine functionality of their existing interactive tools (available at ChooseMyPlate.gov) based on user feedback, changes under the 2010 Dietary Guidelines for Americans, and the need for modern technology to streamline user experience. This combined and enhanced interactive tool is named SuperTracker.

CNPP's interactive tools allow consumers to generate a daily food plan, analyze diet and physical activity, plan meals, and access food group and Calorie information for quick comparison. Monitoring intake has been shown to help individuals become more aware of what and how much they eat and drink – the tools allow users to explore ways to improve their food and physical activity choices.

Users have shared incredibly positive feedback about their experiences using the current interactive tools. For example, they have lost weight, decreased the need for medications, and improved their emotional health; they have attributed their successes to these tools. In addition, many have expressed appreciation for the free government tools that provide similar benefits of the many for-profit programs. SuperTracker will be the improved face of the interactive tools; overwhelmingly positive feedback is expected with the launch of this tool.

Consumers may voluntarily provide data that is stored strictly for the purpose of providing this information back to the individual for historical and trending information. This benefits consumers by allowing them to identify focus areas for implementing personal behavior changes related to their diet and physical activity. SuperTracker

includes functions that consumers may use at their discretion, including a journaling feature to capture information by category (Food(s) Eaten; Meal Location; Physical Activity; Mood; Notes), with the option to post the Notes field to Facebook or Twitter. Consumers may also post system-generated congratulatory and tip messages to Facebook or Twitter using their personal social media account. Through leveraging the user's existing social network, the user is more likely to experience positive feedback and encouragement in achieving their dietary and/or physical activity goals. Social media functionality is provided as a consumer benefit – it does not impact consumer results or reports.

Consumers will enter the same data that they enter now in the separate MyPyramid.gov interactive tools, with the added benefit of social media (Refer to Appendix 2 for a side-by-side comparison of the data entry fields for existing CNPP interactive tools and SuperTracker. Appendix 3 shows screenshots of the new user interface.) Because new technology is being used, the web application is much more streamlined and has faster processing, resulting in decreased public burden. For example, SuperTracker users log in once to gain access to all features; current registered users must log in to the Tracker and Menu Planner interactive tools separately to access the features under each. Having a single registration/login process under SuperTracker addresses a frequently cited user request, and will save users substantial time. Additional SuperTracker time savers resulting in decreased public burden include the following:

- Creating profiles for each family member rather than creating separate user names and passwords for each family member, and having to log in and log out to access each one.
- Copying meals and/or physical activities to multiple days and/or multiple profiles. Users will be able to copy family meals by clicking checkboxes. Users will no longer have to log out and then log in to the separate family account(s) and enter data manually for each day.
- Creating “combos” for commonly eaten foods consisting of multiple food items.

SuperTracker's streamlined navigation, features that allow consumers to quickly and easily enter data for one or multiple days, and decreased processing time all contribute to the reduction of estimated time required to collect consumer data. The original burden estimate was based on data for two separate dietary assessment and physical activity tools. The revised application will be integrated into the ChooseMyPlate.gov website and will not retain a separate web address. Hence all of the future usage data will be obtained through the recently launched ChooseMyPlate.gov website. These estimates are based on the number of visits to the website and average duration for these visits.

The following total annual burden estimates are based on the data obtained from current web trend tool, Google Analytics from May 29, 2011 - September 10, 2011 (see Appendix 1).

- The number of annual visitors to the website is expected to be about 11.2 million.
- Approximately 30% of annual visitors will complete a one-time registration, log-in and assessment for the revised online assessment tool. This information is based on data from the MyPyramid Planner, the most frequently used dietary assessment tool (rounded up = 3.3 million).
- The average number of weekly visitors is 185,000 (rounded up = 200,000).
- 30% of the weekly visitors return each week to complete tracking activities (approximately 60,000). The amount of time spent completing entry and using expanded functionality is estimated at 45 minutes per week.

The annual public burden is estimated to decrease from 6,843,446 hours to 3,787,898, a reduction of 3,055,568 hours per annum (45% decrease). Details about the SuperTracker burden calculation are provided below.

SuperTracker Burden Estimates

Affected Public	Description of Activity	(b) Form Number	(c) No. Annual Respondents	(d) Annual Frequency of Responses Per Respondent	(e) Est. Total Annual Responses (cxd)	(f) Hours Per Response	(g) Total Annual Burden (exf)
Reporting Burden							
Individual and households	Annual Website Visitors		11,200,000	1	11,200,000	0.05	560,000
	One time Supertracker registration	N/A	3,300,000	1	3,300,000	0.0167	55,110
	One time Supertracker Log-in	N/A	3,300,000	1	3,300,000	0.0083	27,390
	Food/Physical Activity Data Entry for 1 Week	N/A	3,300,000	1	3,300,000	0.25	825,000
	Repeat Log-ins for 1 Year	N/A	60,000	51	3,060,000.00	0.0083	25,398
	Repeat Food/Physical Activity Data Entries for 1 Year	N/A	60,000	51	3,060,000.00	0.75	2,295,000
	Total Annual Burden Est.			3,600,000		16,020,000	

Total Respondents	3,600,000	(a)
Current Burden	6,843,466	
Requested Burden	3,787,898	(c)
Difference	3,055,568	(exf)
Reduction	45	%

The following information is provided for your review:

- 1. Title of Project:** SuperTracker
- 2. Control Number:** 0584-0535, expiration date: 7/31/2012
- 3. Public affected by this Project:** Individual or Households with Internet Access
- 4. Time needed per Repeat Response:** Average duration = 45 Minutes per week
- 5. Project Methodology and Design:**

In consolidating and enhancing the functionality of its existing interactive tools, CNPP has worked closely with USDA's Food and Nutrition Service Office of Information Technology to follow software development cycle best practices. CNPP contracted with a design vendor to develop a user-friendly, best in class web application interface, and contracted with a software development vendor to develop a best in class web application.

6. Federal Costs:

Total SuperTracker Contract Costs: \$1,503,934.00

SuperTracker Web Application Hosting Costs: \$1,025,346.00

**APPENDIX A: WEB TRENDS USING GOOGLE ANALYTICS
2011 CHOOSEMYPLATE.GOV USAGE STATISTICS**

Week	Visitors	Visits	% New Visits	Page Views	Avg. # Pages/Visit	Avg. Time on Site
05/29/11 - 06/04/11	523,745	584,927	89.53%	1,773,310	3.03	0:02:33
06/05/11 - 06/11/11	352,103	441,903	74.35%	1,474,764	3.34	0:03:32
06/12/11 - 06/18/11	221,482	283,280	69.36%	834,494	2.95	0:03:19
06/19/11 - 06/25/11	164,635	215,100	65.94%	578,040	2.69	0:03:14
06/26/11 - 07/02/11	138,014	180,366	64.94%	477,689	2.65	0:03:10
07/03/11 - 07/09/11	127,623	164,434	66.34%	432,481	2.63	0:03:11
07/10/11 - 07/16/11	133,354	174,137	64.97%	461,629	2.65	0:03:15
07/17/11 - 07/23/11	125,880	165,056	63.64%	444,242	2.69	0:03:21
07/24/11 - 07/30/11	114,795	148,945	63.88%	389,086	2.61	0:03:08
07/31/11 - 08/06/11	113,955	145,588	65.45%	377,775	2.59	0:03:07
08/07/11 - 08/13/11	114,821	146,718	66.13%	375,702	2.56	0:03:04
08/14/11 - 08/20/11	117,563	152,557	65.30%	404,517	2.65	0:03:21
08/21/11 - 08/27/11	141,099	181,747	67.46%	541,936	2.98	0:04:13
08/28/11 - 09/03/11	179,045	233,575	67.10%	743,761	3.18	0:04:41
09/04/11 - 09/10/11	206,905	270,715	66.67%	865,022	3.20	0:04:41
Total	2,775,019	3,489,048	n/a	10,174,448	n/a	n/a
Average	185,001	232,603	68.07%	678,297	2.83	0:03:27

APPENDIX 2: COMPARISON OF DATA COLLECTION

EXISTING CNPP INTERACTIVE TOOLS VS. SUPERTRACKER WEB APPLICATION

While additional functionality involving data collection is available to SuperTracker users, streamlined navigation, features allowing users to quickly and easily enter data for one or multiple days, and decreased processing time all contribute to the reduction of estimated time required to collect user data. Highlighted items under the SuperTracker column reflect differences between existing interactive tool data collection and SuperTracker.

Feature/Functionality	Tracker & Menu Planner	SuperTracker	Comments
Login		User ID Password	User ID and Username are synonymous. Password
Registration	SuperTracker users log in once to gain access to all features; users must register and log in to Tracker and Menu Planner separately to access the features under each. Having a single registration/log in process under SuperTracker addresses a frequently cited user request, and will save users substantial time.	User ID Password Confirm Password Password Hint Email Confirm Email Zip Code	User ID and Username are synonymous. Password Re-Enter Password Password Hint Email Address Re-Enter Email SuperTracker does not collect zip codes.
			SuperTracker does not collect zip codes.
			SuperTracker does not collect zip codes.
			SuperTracker does not collect zip codes.
			SuperTracker does not collect zip codes.
			SuperTracker does not collect zip codes.
			SuperTracker does not collect zip codes.
			SuperTracker does not collect zip codes.
Personal Profile		Name Age Gender Physical Activity Height Weight Entry Date Email	Profile Name Age Gender Physical Activity Height Weight Calendar/Entry Date SuperTracker does not collect zip codes.
			While the options available to users under physical activity differ between existing interactive tools and SuperTracker, the concept is the same.
			Users change the entry date either by selecting the desired date on a calendar, or by typing in the date in the field below the calendar.
			SuperTracker lists the email field in the Registration portion of the page where personalization information is also captured.
Pregnant or Breastfeeding Women		Select pregnant or breastfeeding. If pregnant, enter due date and pre-pregnancy weight. If breastfeeding, enter baby's date of birth and extent of breastfeeding.	

Food Intake Assessment	Search and add foods.		
	Select quantity and unit of measure for each food item.		
	Click button to add food item to Frequently Used (Tracker) / Favorite Foods List (SuperTracker)		
	Select meal for each food item.		
	Copy Meals		
		Select profile(s) for each food item.	This is a significant time-saving feature in SuperTracker, as users will be able to copy family meals to all members of the family simply by clicking checkboxes. Users will no longer have to log out and then log in to the separate family member(s) account(s) and enter data manually.
	Create Combo	This is a significant time-saving feature in SuperTracker. Users create their own combos by performing searches and adding food items together to create a unique combo for continued use.	
Physical Activity Assessment	Search and add activities.		
	Select duration for each activity.		
		Select day of week for each physical activity.	This is significant time-saving feature in SuperTracker as it streamlines data entry.
		Select profile(s) for each physical activity.	This is significant time-saving feature in SuperTracker as it streamlines data entry. Users will no longer have to log out and log in to the separate family member(s) account(s) and enter data manually.
Goal Setting	Set pre-defined goals and track progress.		
Social Media		My Journal	Form to capture user's journaling entries in general categories as follows: Food(s) Eaten; Meal Location; Physical Activity; Mood; Notes. Developed in direct response to user requests.
		Share	Post My Coach Center entries, My Journal "Notes" field, or SuperTracker URL to Facebook or Twitter, using user's personal social media account.

APPENDIX 3: ILLUSTRATIVE DESIGN COMPS

These sample pages are provided for context only regarding how users will enter data in SuperTracker. Please note that these pages do not necessarily include correct data or the final wording, and are provided with this memo only for the purpose of facilitating review.

Figure 1: Create Profile - Users enter data to create a profile and/or register.

Figure
-
down
in

Create Your Profile

Step 1 Personalize Your Profile (Optional but recommended)

If you'd like a personal Calorie limit and food plan, provide the information below. For best results and access to more features, include your height and weight.

* Required information to personalize

Add a Personal Photo

Profile Name:

Enter a display name (not your legal name) for your profile, such as JM12, Jules, or Wam.

2: My Journal
Users jot
information
one of five
general
categories as
desired.

My Journal

This is your area. Quickly jot down your foods and physical activities. Keep track of daily events to help you identify triggers that may be associated with changes in your health behaviors and weight.

Post a Journal Entry

Title:

Food(s) Eaten: <input type="text" value="I had a BIG MAC and Super-Sized fries."/>	Meal Location(s): <input type="text" value="McDonald's"/>	Physical Activity: <input type="text" value="Running - 30 minutes"/>	Mood: <input type="text" value="I felt guilty after that food splurge."/>
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Notes:

B **I** **U** **A**

XXXX characters used

Re-Enter Email:

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 204-9030 (expiration date: XXXX XX, 2011). The time required to complete this information collection is estimated to average 12 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Figure 3: Food Tracker - Users search and enter foods and beverages and obtain interactive feedback on how their intake compares to targets.



*Calories that provide little nutritional value, such as those from added sugars and solid fats. Empty Calories are part of Total Calories.

Figure 4: Physical Activity Tracker - Users search and enter physical activities and obtain interactive feedback on how their physical activity compares to targets.

Physical Activity Tracker

Search and add physical activities to view how your weekly activities stack up against your targets.

Search: for

Activity Details | My Favorite Activities List

Jump Rope

Enter the duration: minutes

Choose Days: Sun, Mon, Tue, Wed, Thu, Fri, Sat

Choose for: Julie, Paul, Jack, Martha, All

Activities for Week of 01/02/11 - 01/08/11

Intensity	Estimated Calories Burned*	Duration Minutes	MIE** Minutes**
Sun 01/02/11			
Bicycling >20 mph/racing, not drafting	Vigorous	30	60
Mon 01/03/11			
Calisthenics (e.g. pushups, situps, pullups, jumping jacks)	Vigorous	30	20
Tue 01/04/11			
Aerobic step, with 10-12 inch step	Vigorous	20	40

Daily Totals for 01/08/11

Moderate Intensity Equivalent (MIE**) Minutes

Gauge: 120 minutes (Your Goal: 60 minutes)

Weekly Targets

Total Muscle-Strengthening Days: 3 (Target: 3 Days minimum)

Total Bone-Strengthening Days: 3 (Target: 3 Days minimum)

Total Vigorous Days: 3 (Target: 3 Days minimum)

* Calories burned are estimates only for an average person performing the activity.

** **Moderate Intensity Equivalent (MIE) Minutes:** Every minute of vigorous activity counts as two minutes of moderate activity. For example, 30 minutes of vigorous activity is equivalent to 60 MIE minutes.