

Comparison of Online Nutrition and Physical Activity Campaigns

Campaign Title / Website (Covers both activity & nutrition)	Individual or Group	Types of Tracking	Campaign Timeframe	Cost	Description or key features
"START " American Heart Association	Individual or Group	Distance walked Dietary intake	Open all year	\$0	<ul style="list-style-type: none"> ▪ Log times/distance in activity diary ▪ Weekly summary of progress ▪ Plot walking routes on personal map ▪ Enter foods in diary ▪ Corporate/group component
MyPyramid Tracker	Individual	Activity Nutrition	Open all year	\$0	<ul style="list-style-type: none"> ▪ Track and assess diet and dietary needs ▪ Track and assess physical activity (Note: use condensed option) ▪ Links to nutrient and physical activity information ▪ Has tutorial
Fit Day	Individual	Activity Nutrition Weight	Open all year	\$0	<ul style="list-style-type: none"> ▪ Track food, exercise, weight, BMI and other goals ▪ Nutrition detail for 1,000's of foods ▪ Long term diet analysis ▪ View your calories, nutrition, weight loss & more ▪ Personal calendar feature
The Fitness Journal	Individual or Group	Activity Nutrition Weight Other	Open all year	\$40/year fee. Free, 30-day trial	<ul style="list-style-type: none"> ▪ Comprehensive tracking, reports and journals available ▪ Corporate wellness packages available ▪ Also tracks smoking and other health factors ▪ Has guided tour on web site
Physical Activity & Weight Only					▪
America On the Move	Individual or Group	Individual or Group progress to goal	6-week	\$0	<ul style="list-style-type: none"> ▪ Monitor weight ▪ Activity levels by individual & team ▪ T-shirt
Lighten Up Wisconsin	Group	Weight, Activity	100 days	\$15/person	<ul style="list-style-type: none"> ▪ Monitor weight ▪ Activity levels by individual & team ▪ T-shirt
Traineo	Individual or Group	Activity Calories Weight	Open all year	\$0	<ul style="list-style-type: none"> ▪ Online tour ▪ Motivation based ▪ Group forums (Avoid advice from lay people)