

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

Not in listed group for various reasons					▪
Minutes in Motion - Gunderson Lutheran <a href="http://www.gundluth.org/?id=2907&amp;sid=1">http://www.gundluth.org/?id=2907&amp;sid=1</a>	Individual or Group	Minutes of PA	March-May	\$0	<ul style="list-style-type: none"> <li>▪ Track total minutes of activity</li> <li>▪ Prizes</li> </ul>
President's Challenge <a href="http://www.presidentschallenge.org">http://www.presidentschallenge.org</a>	Individual or Group	Time or activity	8-week	\$0	<ul style="list-style-type: none"> <li>▪ Activity levels by individual &amp; group</li> </ul>
					▪
Small Step Adult and Teen <a href="http://www.smallstep.gov/index">www.smallstep.gov/index</a>	Individual	Activity time	Open all year	\$0	<ul style="list-style-type: none"> <li>▪ graph activities, earn achievement certificates</li> </ul>
2008 Walking Spreadsheet <a href="http://walking.about.com/CS/measure/a/b/howtrack.htm">http://walking.about.com/CS/measure/a/b/howtrack.htm</a>		Distance Calories burned		\$0	<ul style="list-style-type: none"> <li>▪ Excel spreadsheet, calculates month and yearly summaries of time, miles, and step</li> <li>▪ Pedometers needed</li> </ul>
Workout Zone <a href="http://www.workoutzone.net/">http://www.workoutzone.net/</a>	Individual or Group		Open all year	\$0	<ul style="list-style-type: none"> <li>▪ Graphs of past activity</li> <li>▪ Lifting &amp; cardio time</li> </ul>
CalorieKing <a href="http://www.calorieking.com/">http://www.calorieking.com/</a>	Up to 5 users		Open all year	Free 7 day Trial, \$75	-Large food database, tracks progress, printable reports, can upload food diary from PalmPilot