

**Additional File 1:** Sample eaTracker® My Goals feature ready-made goals

Categories n=13; n=87 total goals (only sample goals are shown)

**Category: Choosing more vegetables and fruit (n=7 goals; n=3 sample goals shown)**

- 1) Eat a dark green vegetable every day this week (e.g. spinach, broccoli, Romaine lettuce, bok choy, swiss chard).
- 2) Eat at least 7 servings of vegetables and fruit every day this week. 1 serving is 1 piece of fruit, 1/2 a cup of fruit or vegetables or 1 cup of leafy vegetables.
- 3) Make half my plate vegetables at lunch or dinner every day this week.

**Category: Choosing healthier grain products (n=3 goals; n=1 sample goal shown)**

- 1) Eat whole grain bread or cereal 3 times this week.

**Category: Choosing healthier milk and alternatives (n=3 goals; n=1 sample goal shown)**

- 1) Eat lower fat yogurt (less than 2% Milk Fat or M.F.) instead of full fat yogurt this week.

**Category: Choosing healthier meat and alternatives (n=6 goals; n=3 sample goals shown)**

- 1) Buy and use lean or extra lean ground beef instead of regular ground beef this week.
- 2) Eat one meal with legumes (e.g. beans, peas or lentils) this week.
- 3) Have fish (e.g. salmon, trout, sole, halibut) 2 times this week.

**Category: Choosing healthier beverages (n=6 goals; n=2 sample goals shown)**

- 1) Replace pop and juice with drinks like water or milk this week.
- 2) Drink one extra glass of water every day this week.

**Category: Eating a healthy breakfast (n=5 goals; n=2 sample goals shown)**

- 1) Avoid baked goods (e.g. donuts, pastries, muffins) at breakfast this week.
- 2) Eat a high fibre cereal (4g per serving) for breakfast 3 times this week.

**Category: Eating a healthy lunch (n=6 goals; n=2 sample goals shown)**

- 1) Eat two vegetarian lunches this week.
- 2) Replace deli meat with leftover cooked chicken or turkey for lunch this week.

**Category: Eating a healthy dinner (n=4 goals; n=2 sample goals shown)**

- 1) Eat dinner with 3 of the 4 food groups every day this week (e.g. brown rice, steamed vegetables and salmon).
- 2) Prepare and eat dinner at home at least 3 times this week.

**Category: Getting more fibre (n=4 goals; n=2 sample goals shown)**

- 1) Eat brown rice or whole wheat pasta instead of white rice or white pasta this week.
- 2) Eat fruits and vegetables with the skin on them (e.g. apples, pears, potatoes) this week.

**Category: Eating less fat, sodium or sugar (n=11 goals; n=2 sample goals shown)**

- 1) Avoid all fried foods this week.
- 2) Compare the Nutrition Facts Table on food labels and choose products that have less fat and sodium when grocery shopping this week.

**Category: Managing your weight (n=9 goals; n=3 sample goals shown)**

- 1) Avoid second helpings during meals and snacks every day this week.
- 2) Avoid snacking while reading, using the computer or watching TV every day this week.
- 3) Do not skip meals any day this week.

**Category: Planning and preparing food (n=5 goals; n=2 sample goals shown)**

- 1) Make one new healthy recipe for dinner this week.
- 2) Make a menu plan and shopping list and use it this week.

**Category: Getting active (n=18 goals; n=3 sample goals shown)**

- 1) Be physically active for 20 minutes 2 times this week (e.g. brisk walking, jogging, bike riding, dancing, swimming).
- 2) Do an outdoor family activity with the kids this weekend (e.g. go for a hike, play at the park, play tag in the backyard).
- 3) Walk briskly for 10 minutes every day this week.