

Salt Awareness Week 2011

'Salt and Men's Health'

Monday 21st March - Sunday 27th March 2011

Summary of activity

Raising awareness amongst men (and their families) about the dangers of eating too much salt



Consensus Action on Salt & Health

Charity Registration: 1098818

1. Charity Supporters



2. Celebrity Supporters



**Antony Worrall -
Thompson**



Levi Roots



Dr Hilary Jones



Chris Kamara



Peter Harden



Gerald Roser



Azmina Govindji



Anne Diamond



Cyrus Todiwala



Martin Dorey



Mick Brown



Des Kelly



Diana Moran

3. Food Industry Supporters



4. Public Opinion Poll Results

- Traditional English and Indian cuisines came out as men's favourite foods, with Traditional English foods such as pies, steak and sausages on top for men over 35, with 1 in 5 men saying it was their favourite cuisine.
- A third (33%) of the UK population were most worried about suffering from cancer, with only 1 in 10 (11%) concerned about heart disease and 1 in 20 (5%) concerned about stroke.
- 85% of all adults didn't know they should be eating a maximum of 6g salt a day.
- One in 10 men (10%) vs 1 in 25 women (4%) thought you should be eating more than 10g salt a day, with only 15% of men correctly identifying 6g as the target.

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5. Product Survey findings

- **Pub meals are high in salt:** A pie and mash meal from Wetherspoon contains a massive 7.5g of salt – the same amount of salt as 15 packets of crisps and 125% of the daily maximum recommendation of 6g
- **Mash and gravy could be almost doubling the salt content of your meal.** For instance while a Lamb & Mint Pie from Punch Taverns contains 3.5g of salt alone, the mash and gravy add another THREE grams of salt to the meal
- **Supermarkets are making progress but large variations were still found:** A Waitrose Steak, Mushroom & Red Wine Pie contains 1.0g of salt per 100g (2.69g of salt per 270g portion), this is over **three times** as much salt per 100g as the lowest supermarket products such as ASDA's Chosen by You Creamy Chicken & Mushroom Puff Pastry Pie with 0.3g of salt per 100g (0.5g per 150g portion)
- **Nutritional information lacking in most out of home outlets**

6. Twitter



- Tweets sent approximately twice an hour throughout SAW

#salt Cooking from scratch puts you in complete control of what goes into your food and can taste just as delicious as a pub pie!

What can you do? Read labels, ask for less #salt in restaurants, cook with low salt ingredients & write to manufacturers to complain!

Professor Neil Turner @Kidney Research “The scenario for people who ignore their recommended daily #salt can be dire”

The reduction in average salt intake in the UK so far is 1g/day, saving 6000 lives/year- more people than would fill The Albert Hall (5000)!

#salt Ditch the salt and protect your heart! Check out how Aiden reduced his intake from 10g to less than 6g!!

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7. Media Coverage – Est. reach 44million



8. House of Commons Reception

Monday 21st March 4pm – 6pm

- Hosted by David Amess, MP for Southend West
- Speakers included

- David Amess, MP – Sponsor
- Anne Milton, MP – Public Health Minister
- Professor MacGregor, CASH Chairman
- Peter Baker, Chief Executive of Men's Health Forum

➤ Featuring stands from



9. Resources: posters and leaflets

- A new leaflet and poster were designed to make me aware of hidden salt
- The leaflet was produced in conjunction with Men's Health Forum and Haynes Manuals

It suddenly dawned on Steve that there was such a thing as too much salt.







www.actiononsalt.org.uk







Salt in your favourite foods

Salt can be found where you least expect it. About three quarters (75%) of the salt we eat is already in the food we buy, particularly processed foods such as ready meals, pizza, bread, pasta and curry sauces, baked beans and sausages. Almost everyone eats at least some of these types of foods.

Men in the UK are currently eating, on average, 10g of salt every day. Our bodies need a lot less salt than this and we should be eating less than 6g per day.

Salt can quickly add up throughout the day so think about what's in every meal and snack, not just your evening meal.

We should eat **less than 6g per day**, check out how much of your daily maximum of salt is in your favourite foods below:

Visit our website to see some recipes for your favourite meals – just with less salt!
www.actiononsalt.org.uk

DANGER!

WATCH OUT FOR SALT


EAT LESS THAN 6 GRAMS PER DAY

Too much salt raises blood pressure, leading to heart disease and stroke, the biggest killers of men.

National Salt Awareness Week
 21st - 27th March 2011
www.actiononsalt.org.uk

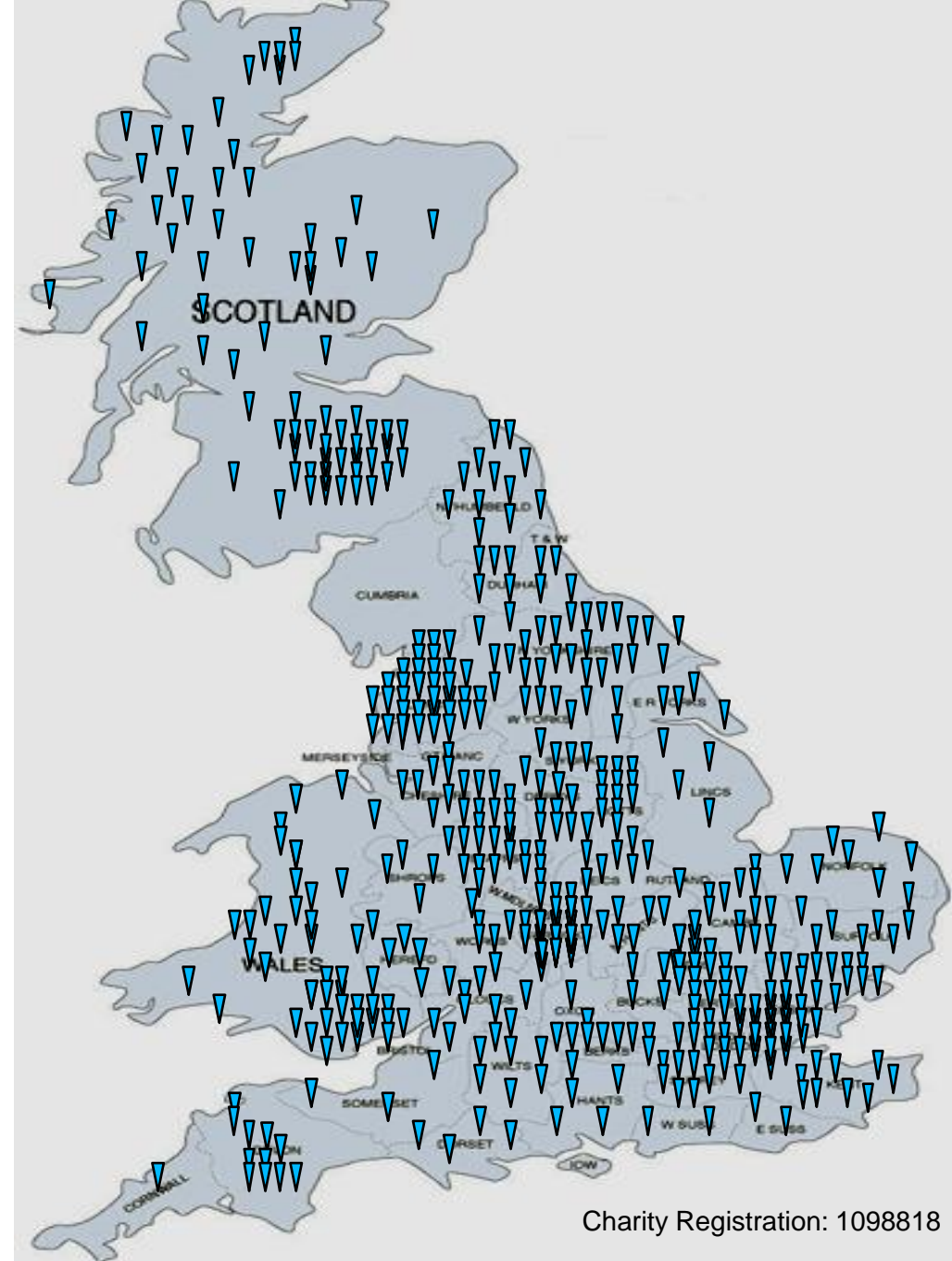
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Supported by:

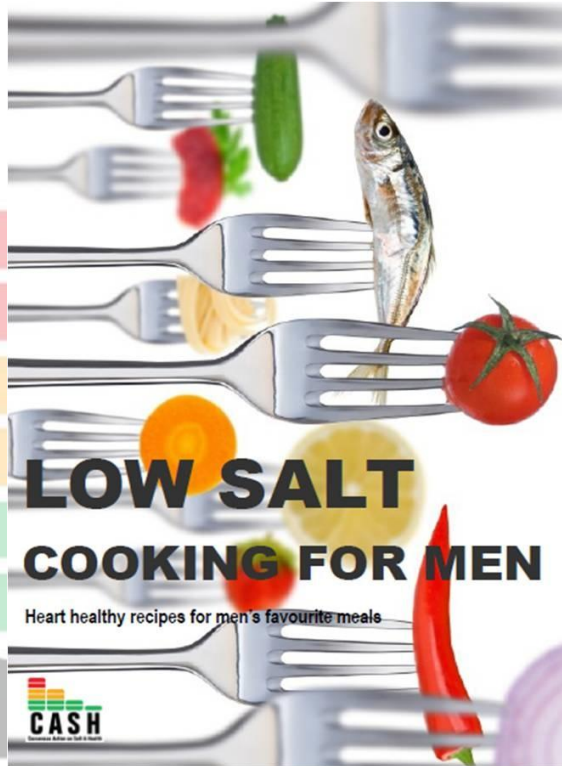


10. Resources: Orders & Events

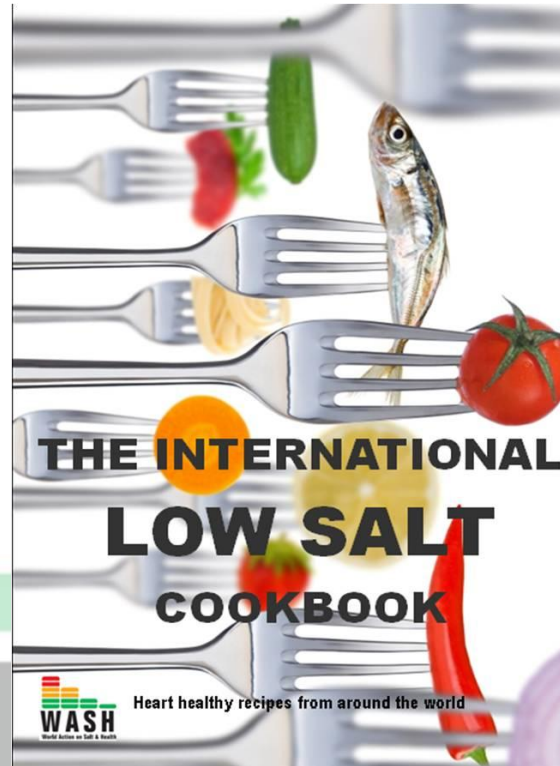
- Over 70,000 posters and leaflets were sent to 500 events around the country
- Health Care Professionals, Dietitians, GPs, Schools, Football Clubs, Health clubs, Libraries and other community organisations
- Achieving an estimated 280,000 opportunities to see



11. Low Salt Cooking Books – Free to download



A collection of 21 recipes aimed at men



A collection of over 70 recipes from around the world

Includes recipes from:

- Australia
- Barbados
- Caribbean
- Costa Rica
- Croatia
- Hong Kong
- India
- Italy
- Malaysia
- Mexican
- South Africa
- Spain
- Thailand
- UK