

Salt Awareness Week 2013

'Less Salt Please'

11th – 17th March



OVERVIEW & EVALUATION



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1. INTRODUCTION

The fourteenth annual Salt Awareness Week (SAW) focused on the role of chefs and the catering sector in salt reduction.

This topic was selected because food consumed out of home makes a significant contribution to our daily diets with an estimated 1 in 6 meals being eaten out of the home. It is also often saltier than similar foods sold at retail¹. Furthermore, celebrity chefs exert great influence on people's food habits through their books, programmes and endorsements. Indeed a recent study has shown that ready meals are healthier than celebrity chef meals². Therefore, chefs and the catering sector have a huge role to play in helping consumer's to reduce their salt intake to meet the 6g a day population target.

The UK population is currently eating too much salt (8.1g/day compared to the maximum recommended intake of 6g/day).

The campaign sought to show people how to take control of the salt in their own food preparation, by simply using less salty and tastier ingredients, as well as adding less salt during cooking and at the table. However, it is harder to eat less salt when eating food prepared by other people. Therefore, the campaign aimed to raise awareness among chefs and catering staff of the importance for health of reducing the salt in foods, and promote behaviour changes through kitchen practices and ingredient selection.

1.1 Aims

1. To raise awareness about the link between salt intake and disease
2. To increase understanding and awareness about the excessively high salt content of foods eaten out of home
3. To encourage chefs to be more aware of the salt content of their meals and consider the taste preferences of the customers

1.2 Objectives

- ⇒ Conduct a media campaign based on a survey comparing the salt content foods eaten out of home
- ⇒ Hold a Parliamentary Reception to raise awareness amongst MPs, Peers, NGOs, Government departments and the food industry about the issues surrounding salt
- ⇒ Design and disseminate leaflets and a poster to aid consumer awareness and engagement
- ⇒ Generate support from food industry, celebrities and health charities to help support the campaign
- ⇒ Increase worldwide involvement and initiate activities to support the work in the UK

¹ <http://responsibilitydeal.dh.gov.uk/2012/07/27/f5-factsheet/>

² <http://www.actiononsalt.org.uk/news/Salt%20in%20the%20news/2012/88376.pdf>

2. MEDIA CAMPAIGN

The aim of SAW was to raise awareness about the salt content of foods eaten out of home. A national media campaign was used as the key method of getting our message out to both consumers and to the food industry. We issued a press release to launch the week (Monday 11th March) based on a food survey (see below).

2.1 MEDIA COVERAGE

During the week we received more than **248** pieces of coverage. This included:

- ⇒ 5 x National Newspapers
- ⇒ 23 x Regionals
- ⇒ 2 x Broadcast
- ⇒ 139 x Radio
- ⇒ 7 x trade articles
- ⇒ 72 x Online articles

The publicity value estimate for this campaign is thought to be in excess of £1,000,000.

Estimated reach: 108 million impacts

The collage displays four distinct media coverage screenshots:

- MailOnline:** Headline: "Celebrity chefs including Jamie Oliver and Gordon Ramsay accused of serving too much salt in their restaurant dishes". Sub-headline: "Half of meals surveyed at celebrity chains contained high levels of salt".
- THE TIMES:** Headline: "Jamie feels the heat over salt in his Italian meatballs". Sub-headline: "He is the champion of healthy eating who has campaigned tirelessly for better-quality food on the nation's dinner plates. But Jamie Oliver has been accused of using too much salt in a signature dish in one of his most popular restaurants."
- THE Sun:** Headline: "Salt in Pret sarnie same as nine bags of crisps". Sub-headline: "Health blitz on High St chains".
- BBC NEWS HEALTH:** Headline: "Hidden salt 'present in popular restaurant meals'". Sub-headline: "A survey of nearly 150 popular meals served in celebrity chef and high street restaurants found half were high in salt - equivalent to a red traffic light label on a supermarket product."

2.2 RESTAURANT SURVEY

We surveyed well known celebrity chef, chain, café and fast food restaurants to assess the steps they have taken to reduce salt.

Background

- ⇒ Whilst the food industry on the whole are reducing the amount of salt in their food, the out of home sector including fast food outlets, restaurants, takeaways and canteens, have been slow to adapt these changes to their own produce
- ⇒ Leading retailers and brands have signed up to the salt pledge as part of the Government's Responsibility Deal, but many chef, chain, café and fast food restaurants have not signed, despite there now being a separate pledge specific to the catering industry

Method

- ⇒ CASH surveyed 29 well known chef, chain, café and fast food restaurants
- ⇒ 6 celebrity chef restaurants, 11 chains, 6 café and 5 fast food restaurants were represented in the survey
- ⇒ Where possible, information on salt content was obtained from the restaurants' website. Where this was not available, three main meals from each of the restaurants were taken and analysed externally by a Public Analyst. The salt content of the celebrity chef restaurant dishes were compared with other popular chain restaurants and fast food outlets
- ⇒ In total, 664 main meals were surveyed

Results

- ⇒ Out of the 664 main meals surveyed, over 50% were **HIGH** in salt
- ⇒ 13 meals surveyed had more than 6g of salt per meal – the maximum recommendation for a **WHOLE DAY**
- ⇒ Jamie's Italian had the highest salt dish of the celebrity chef restaurants surveyed containing nearly one and a half times the daily maximum recommendation for salt
- ⇒ Heston's 'Dinner' shown to be the best restaurant, with all meals surveyed containing less than 1.5g salt

2.3 PUBLIC OPINION SURVEY

- ⇒ CASH also carried out a public opinion survey to seek out the public's views on salt and restaurant meals³
- ⇒ This research was carried out for CASH by an external Market Research Company (Opinion Matters) between 22nd and 26th February 2013. All research conducted adheres to the MRS Codes of Conduct (2010) in the UK and ICC/ESOMAR World Research Guidelines
- ⇒ Over 1,000 demographically representative members of the UK population were asked questions about their eating habits when going out to eat, paying particular attention to their views on salt
- ⇒ Results from the public opinion survey suggest that more than half of respondents find restaurant meals too salty
- ⇒ Nearly 65% agreed that salt levels indicated on menus would be beneficial
- ⇒ 70% of the UK population feel that chefs should be more responsible for helping us to eat less salt

2.4 RESTAURANT REPORT

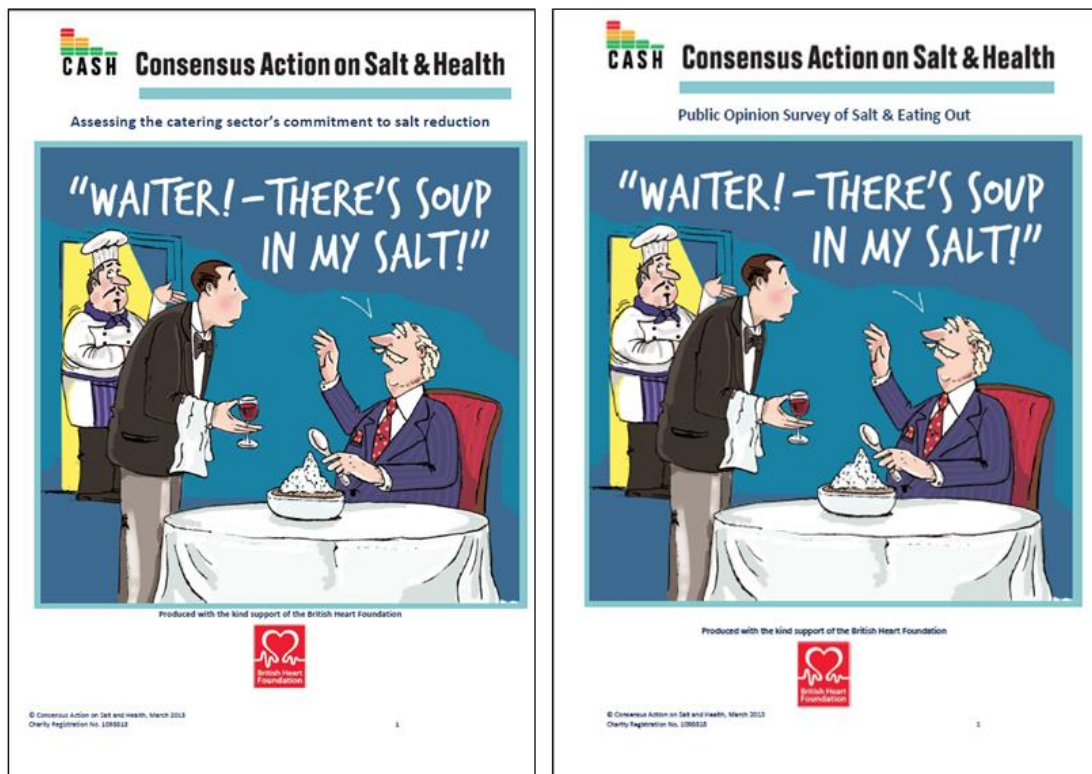
³ CASH Public Opinion Survey on salt content in restaurants

<http://www.actiononsalt.org.uk/less/what/Salt%20&%20Eating%20Out%202013/92596.pdf>

- ⇒ A work in progress report on restaurant's and the catering industry's public support for salt reduction so far was published and is available on our website
- ⇒ The report included results of our restaurant survey, Public Opinion Survey and a specific section that focused on the catering companies

On the whole, consumers are being let down by the inconsistent approach to reducing salt, with some companies making progress in one or two areas, but less in others. No 'gold standard' companies were apparent, with progress needed across the board

Outcomes



- ⇒ During the week, Jamie Oliver Ltd signed up to the Responsibility Deal's Salt Reduction Pledge
- ⇒ Carluccio's and Gordon Ramsey removed a main meal from their menu

Chef's and restaurant's responses to the restaurant survey and the report, as published in the press:

Gordon Ramsay said that he fully supports moves to reduce salt and has urged chefs to consider how much they add to their dishes.

Jamie's Italian denied the findings of the study. The chain regularly carries out its own testing of the salt content of its meals and claims that the figure in the study for its meatball was unusually high. They pointed out that extra nutritional training was being provided for chefs to help make the food served healthier.



Eddie Gershon, spokesman for restaurant JD Wetherspoon, said "Most of our dishes on Cash's list contain bacon, gammon or pork which are all meats which are high in salt. "We give customers what they want and tell them which meals are high in salt on our website and the company's nutritional leaflet. "We do reduce salt where possible in line with government guidelines."

Pizza Hut spokesperson said they had reduced salt in their meals. "We have invested heavily in salt reduction, cutting salt by 15% across our menu since 2006 and we'll continue to make reductions in line with consumers' attitudes and palates."

Wagamama's said that it is working towards reducing the levels of salt, fats and sugars across its menu.

Pret A Manger said it was committed to reducing salt levels. Director of food Caroline Croma said it cut amounts by four per cent last year, and added: "We're working hard to continue to make reductions."

EAT Spokeswomen said: "We continue to set ourselves tough targets for the reduction of salt in our products." One step it has taken was to switch to lower salt bacon.

Next steps...

- ⇒ CASH will follow up with all chefs and restaurants mentioned in the report
- ⇒ CASH will produce a catering tool kit to provide guidance on how caterers can reduce salt in their specific cuisine, similar to the pizza toolkit developed last year

2.4 SOCIAL MEDIA

Twitter

Over 150 tweets were sent throughout SAW. CASH had re-tweets and mentions during the week. We also continuously used the hashtag #LessSaltPlease throughout our conversations on twitter. A number of health groups and individuals and industry supporters tweeted about SAW. SAW received support from celebrity chefs, particularly Raymond Blanc who tweeted about SAW.



3. PARLIAMENTARY RECEPTION

CASH held a reception at the House of Commons to ask for ‘Less Salt Please’. The reception was held at the Terrace Marquee on Wednesday 13th March 12.30 - 3pm, hosted by David Amess MP.

Speakers at the event were:

- ⇒ David Amess, MP
- ⇒ Chef Raymond Blanc OBE
- ⇒ Diane Abbott, Shadow Public Health Minister
- ⇒ Professor Graham MacGregor, CASH Chairman
- ⇒ Richard Cienicala, Deputy Director of Health and Wellbeing at Department of Health (Q&A only)

Public Health Minister Anna Soubry surprised us with her presence and left the following message for David Amess to share:

“Too much salt is bad for our health and can lead to conditions such as heart disease and stroke, which is why through the responsibility deal we are working with companies to reduce the amount of salt in their foods. We have already seen reductions in salt levels in every day food such as bread, cereals and sauces, but more needs to be done. We will soon be announcing our updated salt strategy, including a review of responsibility deal salt targets, where we’ll start with a focus on getting more from the catering sector to take action and reduce salt levels in their food.”

“Please don’t jump on the salt box! If you have a salt box, just leave it alone...don’t murder your food with the salt.” **Chef Raymond Blanc**

In total there were 123 attendees representing a wide range of organisations

- ⇒ 12 x MPs & Peers
- ⇒ 46 x Food Industry
- ⇒ 34 x NGOs
- ⇒ 3 x Department of Health
- ⇒ 20 x Interested Parties
- ⇒ 8 x Academics





There were 8 exhibitors at the event, all of who made a donation towards the week which helped us to cover the cost of distributing free resources to health care professionals:



Blood Pressure UK

The co-operative

Waitrose

The reception was endorsed by Association for Nutrition to be a CPD learning activity.

4. COMMUNITY BASED ACTIVITY

Equipping communities with free resources required to run their own salt awareness event is a key aspect of SAW.

4.1 RESOURCES

This year we designed a selection of new resources which were distributed around the country to Healthcare Professionals, dietitians, GP surgeries, schools, health clubs, pharmacies, libraries and other community organisations and businesses. The resources included a poster, leaflet and a postcard, as well as a shopping guide to highlight sources of salt in the diet and lower salt alternatives. The leaflet included 11 NGO-logos.

- ⇒ Emails were sent to **4600** people informing them about the free resources
- ⇒ People were offered 50 of each leaflet/shopping guide/postcard and 2 posters free of charge
- ⇒ 2180 posters were also sent to GP surgeries around the country

Shocked? Want to learn more?
Go to www.actiononsalt.org.uk

4.2 LOCAL EVENTS

This year saw more than **900** events taking place around the country during the week, with more events scheduled after the week as well. There was a good distribution of resources across a range of venue types including NHS, community, education and business. For the first time many pharmacies took part, after the Week was promoted in the February issue of The Pharmaceutical Journal.

*A total of **136,800** leaflets, fact sheets and shopping guides & **1800** posters ordered:
Approximately **585,000** opportunities to see the message**

**Based on 4 people per leaflet, 25 people per poster*

Feedback from local events

Below are some examples of supporting events that took place around the country and how health professionals utilised the resources:

Children's A&E Lewisham Hospital

"We will be giving leaflets to parents to encourage them to reduce their salt intake and become aware of hidden salts in foods"

The Stroke Association

"We will be running communication groups for stroke survivors and carers"

Rhondda Cynon Taff County Borough Council

"Our Food Standards team will promote the week to traders and give talks to Year 8/9 pupils at comprehensive schools about hidden salt, fats and sugars in foods. They will also attend food festivals providing awareness of salt and its effects on health"

Guy's & St. Thomas' NHS Foundation Trust

"Healthy Eating Roadshow with a staff audience of 12,500 people"

Ardnamurchan Library

"Curricular use in High School and display in library"

Teleperformance UK

"Staff healthy eating information event"

Mitcham Medical Centre

"Give information leaflets to patients during chronic disease management checks e.g. diabetes and hypertension reviews"

Age UK, Dudley

"Heart Health masterclass"

Watford Hospital Canteen, Watford



Asda Pharmacy in Ramsgate, Kent



5. SUPPORTERS

Due to the wide spread acknowledgement that salt reduction is an important issue, CASH receives excellent support from other organisations. This year it included:

⇒ 14 food companies



Charlton House produced a salt reduction case study and a Butternut Squash and Rosemary soup video, by Marc Taplin, Head Chef at Virgin Atlantic Airlines to put on the CASH website

Want to know more?
<http://www.actiononsalt.org.uk>
 or scan the QR Code.

Pernod Ricard UK Salt Reduction Case Study

Background
 Charlton House provides a full meal service plus cafe and deli for the 250 employees at Pernod Ricard UK in Hove. Its Wellbeing@work healthy eating approach is very well supported by the management there and runs in tandem with Pernod Ricard UK's own Wellness Works programme that focuses on improving and enhancing employee wellbeing. Many Pernod Ricard employees take a keen interest in new developments in this area.

Having completed the Charlton House salt reduction training with Raymond Blanc, chef manager Bill Russell is familiar with a range of techniques to reduce salt and very conscious of the need to cut down on the salt added during cooking, so he and his team were already using seasonings such as garlic, ginger and chili as a partial replacement for salt in many recipes.

Salt Awareness Week Preparation
 Prior to the start of Salt Awareness Week, the weekly salt usage at the site was recorded. Chefs were briefed on the importance of salt reduction and given training to underline this and address any tendency to over-season during cooking.

Salt reduction posters were displayed in the restaurant, alerting diners to the forthcoming salt reduction effort and explaining the health reasons for salt reduction. Salt reduction was the headline article in the Charlton House healthy eating newsletter Wellbeing Matters that month and Salt Awareness Week was flagged up on the Charlton House website.

Salt Awareness Week Activity
 The amount of salt in kitchen salt bins was measured at the start and the end of the week to ascertain salt usage, for comparison with the usual salt usage in the kitchen.

At the start of Salt Awareness Week, all salt mills were removed from tables in the restaurant. Sachets were removed and made available by request only. Salt alternatives such as herb grinders were made available. Customers received the initiative with mixed reactions. Some appeared not to even notice the posters placed all over the dining room and came up to the hot plate to ask why there was no salt on the tables. Many ate their food normally without adding salt, while some asked for salt to put on their meals even before they had tasted them.

Results
 While the customer response to the removal of salt mills on the tables was mixed, a very positive combined reduction of overall customer and kitchen salt usage of around 33% was achieved during Salt Awareness Week.

eat less SALT!

⇒ 21 Health organisations



⇒ Celebrities showing their support included Chef Raymond Blanc and Chef Antony Worrall Thompson



Raymond Blanc, Chef Patron of Le Manoir Aux Quat' Saisons

"I believe that good food does not need more than the very lightest of seasoning - there is no reason for good chefs to mask the flavour of their ingredients by adding too much salt. Remember herby, sour, bitter and acid are also wonderful catalysts of flavour. I fully support CASH and their Salt Awareness Week. Let's all eat better by going easy on the salt."



Antony Worrall Thompson, Celebrity Chef

"I am delighted to be asked again to support Salt Awareness Week. Reducing salt can be done without being detrimental to the flavour of food. CASH is encouraging everyone to reduce salt in their diet; I urge all to think about their own diet and how they can reduce their salt intake to protect their health. So think - before you sprinkle!"



Amanda Ursell, Media Nutritionist & Dietitian

"Over the last 17 years CASH has launched successful salt reduction campaigns. We are starting to see a real fall in salt intake at a population level, but more needs to be done. I am very glad that Salt Awareness Week is focusing on salt in food eaten out of home. Restaurants, high street fast food chains and coffee shops and at work caterers all need to take the commitment to lower salt in our national diet seriously if we are to continue to lower salt consumption in the UK."



Azmina Govindji, Media Dietitian & Nutritionist

"I applaud CASH for encouraging people to reduce salt intake. We can all find creative ways to make small but significant reductions in the amount of salt we eat - whether it's comparing labels and choosing lower salt packaged foods, or avoiding salt at the table. Small changes can have lasting health benefits."



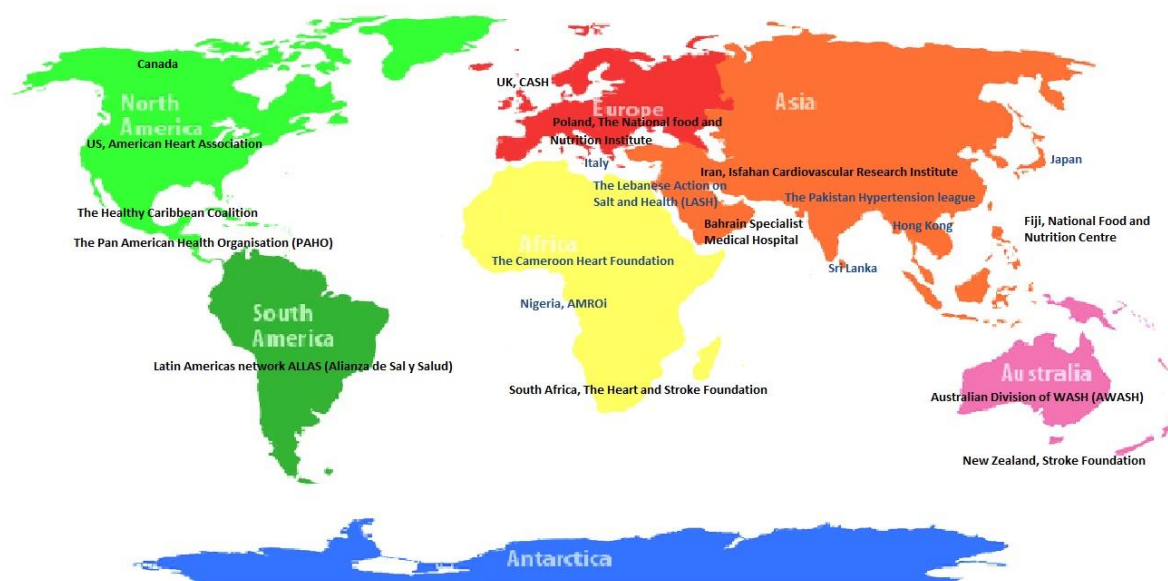
Peter Harden, Harden's Restaurant Guides

"The restaurant trade too often lags behind others in the catering industry in reducing its use of salt. I hope the chefs, restaurateur, suppliers - everyone in the trade - will think harder about the food they're selling, and how it can be improved to protect their customers' health."

6. WORLD SALT AWARENESS WEEK

6.1 WORLD ACTIVITY

2013 saw the 6th World Salt Awareness Week. 22 countries took part, including Australia, Pakistan, Poland, Iran, the Pan American Health Organisation, Italy and the Netherlands.



6.1 World activity

Below is a brief account of some the activities that took place around the world during the Week:

Australia (Australian division of World Action on Salt and Health (AWASH))

- ⇒ Encouraged all supporters to spread the message and Ask for less salt please! as a way to reduce blood pressure and the risk of cardiovascular disease. They ran a social media campaign through twitter and Facebook and published tips on how to reduce salt intake.
- ⇒ Supported salt reduction activities in many countries in the Asia-Pacific region: Jacqui Webster is working the Ministry of Health in **Palau** to facilitate the development of a multi-sectoral action plan to reduce salt intake as part of a WHO supported consultation on salt reduction and healthy retailers.

Mary Anne Land is working with the Ministry of Health in **Samoa** training the STEPS team to integrate salt monitoring into the NCD surveillance process as part of the Global Alliance for Chronic Disease funded project on cost effectiveness of salt reduction in the Pacific Islands.

Fiji and a number of other Pacific Island countries also held activities to raise awareness about salt during with support from AWASH.

Iran

- ⇒ Held a public awareness campaign, offered health professional training on the importance of salt reduction, and worked with the Department of Health, and the private sector to implement salt reduction activities - including removing salt shakers from tables, advocating for clearer food labelling – including salt on food labels, and reformulation activities, to remove the high levels of salt from packaged products.

Pakistan (The Pakistan Hypertension league)

- ⇒ The Pakistan Hypertension league, led by Dr Syed Ali Raza Kazmi, raised awareness of the dangers of a high salt diet through TV and newspaper channels.
- ⇒ Many hospitals in the area held meetings to raise awareness; in particular the Islamabad General Hospital held a very successful meeting on salt reduction, attended by Professor Silky Krol from Italy.

Poland (The National food and Nutrition Institute)

- ⇒ The National food and Nutrition Institute, Poland led by Prof. Mirosław Jarosz, supported Salt Awareness Week with a focus on reducing the amount of salt people eat at home, and in restaurants. For more information on the campaign please [click here](#).

The Pan American Health Organisation (PAHO)

- ⇒ PAHO hosted another successful webinar in both Spanish and English: focusing on the new WHO Guidelines for sodium and potassium intake, the feature special issue of PAHO Journal of Public Health and two of its articles, and a presentation of results from the salt in soups project conducted through LATINFOODS network as well as details on a research project in Argentina on The cost-utility ratio of reducing salt intake and its impact on the incidence of cardiovascular disease. The webinar in Spanish was a success with excellent participation. Please [click here](#) to listen (in Spanish)
- ⇒ The message to 'Eat Less Salt' was also spread through various social media including:
Facebook: campaign posters in Spanish had 208 shares, English 15 shares. Total of people that saw the poster in English and Spanish: 19,801
Twitter: out of all messages PAHO tweeted 30 days prior and during the Week we had an average of 25 000 – 15 000 followers.
- ⇒ Dr. Branka Legetic, the PAHO –WHO regional advisor and WASH member was interviewed and spoke about the need for salt reduction

English http://www.youtube.com/watch?v=cVHBwwlaZM0&feature=youtube_gdata_player 161 views

Spanish http://www.youtube.com/watch?v=xoORC6fFNIQ&feature=youtube_gdata_player 119 views

Italy

The Italian Interdisciplinary Working Group for Salt Intake Reduction (GIRCSI) and The Italian Society of Human Nutrition (SINU) followed this year's theme and focused on food eaten out of the home. They translated the WASH poster into Italian and distributed them to nutritionists, dieticians and institutions with a focus on nutrition. In addition they produced a list of recommendations including tips on ways to reduce salt intake – with a particular focus on how to reduce salt intake when eating out. This was produced in collaboration with the main catering organisations in Italy, and disseminated through all cafes – based in several hundred work places.

- ⇒ GIRCSI and SINU also issued a press report on Salt Awareness Week which was published in Italian newspapers and health magazines and through the web, facilitated by the National Research Council Press Office.
- ⇒ At the Federico II University of Naples Medical School cafe the kitchen reduced the salt content of meals by approximately 20% for the whole Salt Awareness Week and then administered a questionnaire to know the consumers' impressions – results to follow.
- ⇒ For more information on the Italian salt reduction campaign please [click here](#)

Lebanon (The Lebanese Action on Salt and Health (LASH))

LASH is based at the American University of Beirut, supported salt awareness week and encouraged less salt consumption in the Lebanese diet.

- ⇒ LASH translated the WASH posters to Arabic, and disseminated them along with their own published material. Please [click here](#) for more information on LASH.

Nigeria (AMROi)

- ⇒ AMROi (WASH's newest member) supported their first Salt Awareness Week by releasing a number of statements in local papers on the importance of salt reduction, as well as printing and distributing approximately 500 t-shirts, with key messages on salt reduction. They are looking forward to developing their salt reduction campaign over the coming months, with support from WASH.

New Zealand

- ⇒ The Stroke Foundation of New Zealand held an online quiz: saltwise.co.nz and 'Salt Awareness with Gollum': The Stroke Foundation with Kidney Health NZ and St John visited the famous Peter Jackson's Weta Studios (of Lord of the Rings and Hobbit fame) to offer free blood pressure checks to staff and raise awareness about salt and its implications for high blood pressure, stroke and kidney disease. They kicked off the event by taking the blood pressure of the infamous Gollum!
- ⇒ Pacific Stroke Prevention Project's nutrition workshop: The Stroke Foundation is working with the National Heart Foundation's Pacific Heartbeat Team to deliver a train-the-trainer nutrition course to providers from Pacific communities in Auckland. The workshop has been developed with a strong emphasis on salt, stroke and strategies for reducing salt consumption.

⇒ The Stroke Foundation also raised awareness through their networks, contacting all District Health Boards, Primary Health Organisations, Maori Health Organizations and myriad of other providers offering FREE salt resources from the Stroke Foundation. As well as submitting several media releases during the week.

The Week was also well supported through Latin Americas network ALLAS (Alianza de Sal y Salud) and Caribbean HCC (Healthy Caribbean Coalition), along with many other countries around the world including Bahrain, The Cameroon Heart Foundation, Canada, Georgia, South Africa, Hong Kong, Japan, Malta, Sri Lanka, and the US.

6.2 MEDIA COVERAGE

During the week World Salt Awareness Week received wide media coverage around the world.



Home » Life » Sodium under the spot

Sodium under the spot

AdChoices | Thailand | Panyaporn Pajee | The Nation March 12, 2013 1:00 am



Home | Video | Space | Science | Tech

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Inventions To Reduce Dietary Salt Supported By Canadians

March 13, 2013

3 Like 1 Tweet 2 +1 0 Print

90 percent of survey respondents agree food industry should use less salt, according to new study published in the Canadian Journal of Cardiology.

Many Canadians are concerned about dietary sodium and welcome government intervention to reduce sodium intake through a variety of measures, including lowering sodium in food, and education and awareness, according to a national survey. The top barriers to limiting sodium intake are a lack of lower sodium packaged and processed foods and lower sodium restaurant menu options.

"Canadians are supportive of government intervention to lower salt intake," says lead investigator Mary R. L'Abbe, PhD, Professor and Chair of the Department of Nutritional Sciences at University of Toronto, noting that most Canadians eat more than the recommended amount of sodium, increasing their risk of developing high blood pressure and other cardiovascular conditions.

To combat high sodium in Canadian diets, a federal government-appointed multi-stakeholder Sodium Working Group developed, "A Sodium Reduction Strategy for Canada," a formal set of recommendations that focus on the food supply, education and awareness, and research in order to lower the amount of sodium Canadians eat from an average 3,400 mg per day to 2,300 mg per day by 2016. The group also called for voluntary sodium reductions in the food industry coupled with regular monitoring of progress, which may be enforced through regulation should industry fail to reach targets.

DOMINICANTODAY

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Opinion - 29 February 2013, 10:38 AM

Hidden salt costing lives

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It's well known that unnecessary salt intake is associated with high blood pressure in the adult population. However, there is now evidence that supports excessive salt consumption will influence blood pressure, respiratory illnesses such as asthma, stomach cancer and obesity in children as well.

Although the older population and certain immediate risk, the youth are at the greater problems due to salt intake. Salt intake cumulative risk factors such as obesity, tobacco the longer you abuse it, the greater the risk.

Cardiovascular disease is one of the leading worldwide totaling 17.3 million deaths per World Health Organization (WHO). Salt intake the main cause of strokes, heart attacks; also known to produce kidney disease, kidney exacerbating the symptoms of asthma Alzheimer's disease and diabetes.

Photo: freddyfalmegets.com

Zoom Picture

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UPDATED 12 MARCH 2013
Salt is killing South Africans
The Heart and Stroke Foundation South Africa is launching a new lobby group, called Salt Watch, to alert South Africans to the fact that too much salt could be killing them.

12 | Recommend 44 | +1 0 | Print | Tweet | Facebook | Share

The Heart and Stroke Foundation South Africa is launching a new lobby group this week to alert South Africans to the fact that too much salt could be killing them.

With 6.3 million people living with high blood pressure, South Africa has one of the highest rates of hypertension worldwide. This makes South Africans more susceptible to life-threatening diseases like stroke and heart disease. Statistics show that about 130 heart attacks and 240 strokes occur daily in South Africa. This means that 10 people will suffer a stroke and five people will have a heart attack

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Front page / News

Salty ain't healthy

Avinesh Gopal
Monday, March 11, 2013

The Fiji Times Focus

IT is something that many people cannot go without when cooking or having their meals. While some use a small amount of it, others have the habit of even adding it to cooked food to get a better taste.

But many people do not realise that there are long-term dangers for adults and children when too much of it is consumed. We highlight to you today the effects of using excessive salt and how it can be reduced at home.

TODAY marks the launch of the Ministry of Health's campaign to ensure people consume less salt.

6.3 SOCIAL MEDIA

WASH used twitter to engage with world groups interested in the week and took part in a webinar organised by the Pan American Health Organisation (PAHO), as described above.

6.4 RESOURCES

Posters

WASH members helped to translate the poster into 6 languages including Arabic; Polish; Portuguese; Spanish; to great effect!



Postcard

The postcard was also available in two languages

6 EVALUATION

Overall this Salt Awareness Week was deemed a success with more opportunities than ever for people to see and hear our important message. The combination of national media, local events and worldwide actions ensured comprehensive coverage of our target audiences – from shoppers and healthcare professionals to the food industry, government and to NGOs. The fact that many healthcare professionals contacted us prior to the Week to enquire about resource packs demonstrates that SAW is established in people’s consciousness

As a result of the week:

- ⇒ Mackies of Scotland, a crisp manufacturer, launched their new LoSalt crisp
- ⇒ Individuals enquired about how they can reduce their salt having seen information about salt awareness in their community

7.1 Media Campaign

Media Coverage and Survey

This was a high impact media campaign, with a broad range of coverage for both the restaurant survey and SAW as a whole. We had significant media interest prior to and during the week with journalists getting in contact enquiring about exclusive angles.

As a result of the media campaign:

- ⇒ Jamie Oliver Licensing Ltd signed up to the Responsibility Deal’s Salt Reduction pledge and the Salt Catering pledge on Procurement

To coincide with the Week:

- ⇒ The Department of Health released the new Salt Strategy

Social Media

CASH twitter followers increased over the week, reaching 900 followers. The followers responded to our tweets and conversations, with people engaging with our questions and comments. Hundreds of tweets about the week, the restaurant survey and salt were also sent independently.

7.2 Parliamentary Reception

The annual Parliamentary Reception at the House of Commons had a good turnout of over 100 people and provided excellent networking opportunities. There were some very positive responses to our campaign, demonstrated through the number of organisations keen to exhibit. The event saw the first tasting of the new Mackies of Scotland LoSalt crisps, using the event as a platform for launching the new product.

7.3 Community based activity

There was an excellent uptake of our resources with more events planned than in any other year. In particular, it was great to have many local pharmacies involved due to their high reach and relevant customer profile. The fact that many healthcare professionals contacted us in advance of the Week to enquire about resource packs demonstrates the success and value of our materials.

We gave HCP’s 8 weeks to order resources, giving us one month for packing. Having a deadline for orders before printing worked well, however we still could not send the resources in advance due to lack of postage



bags. The interest in resources continued beyond Salt Awareness Week and we have enough resources to supply the rest of the year.

Exhibiting donations helped to cover the costs of the resources. We trialled a suggested donation for resources to cover the cost of postage and, despite not promoting this, we received 4 donations.

7.4 World Salt Awareness Week

World Salt Awareness Week (WASH) was a huge success with many countries taking part. Our aim now is to continue to gather momentum and stimulate other countries around the world to participate in the Week. Further publicity about the week is needed to ensure that countries are aware of what the plans are, so that they can plan activities in advance. Further support also needs to be given to those countries which lack the time and resources to participate in the Week.

As a result of the Week:

- ⇒ SAW succeeded in raising the profile of WASH and brought attention to the execution of salt reduction around the world
- ⇒ More countries were able to draw attention to the important issue of salt reduction to both consumers and governments