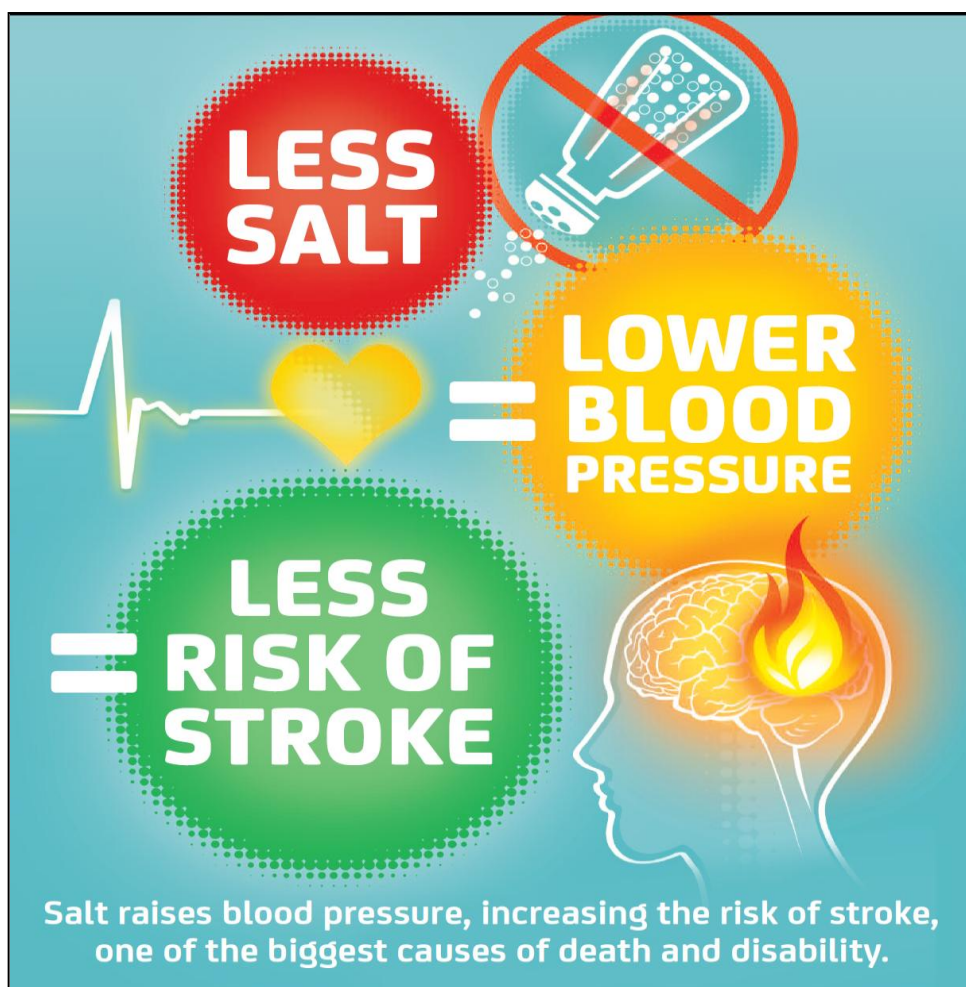


Salt Awareness Week 2012
Reducing Salt; Preventing Stroke
26th March – 1st April



CAMPAIGN SUMMARY & EVALUATION



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1. INTRODUCTION

The thirteenth annual Salt Awareness Week (SAW) focused on 'Reducing salt; Preventing stroke'.

This topic was selected due to the wide body of evidence that links salt, blood pressure and stroke risk. The UK population is currently eating too much salt (8.6g/day compared to the recommendation of 6g/day). With stroke being the leading cause of severe adult disability and the third biggest killer in the UK, we felt that it was important that everybody is made aware of the links between stroke and salt.

The campaign involved a consumer orientated message, focusing on how important it is for individuals to take personal responsibility for their long term health and highlighting steps that they could take to reduce their salt intake, including checking labels, identifying high salt ingredients and cooking more food at home.

2. MEDIA CAMPAIGN

The aim of SAW was to raise awareness about the effect that salt has on health, and this year in particular, the effect salt has on stroke. 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 26th March) based on a food survey (see below).

2.1 Media Coverage

During the week we received more than **270** pieces of coverage. The publicity value estimate for this campaign is thought to be in excess of £1,000,000.

Estimated reach: 35,342,149 impacts



2.2 Pizza survey

In collaboration with the London Environmental Health teams through the Association for London Environmental Health Managers (ALEHM), we conducted a survey of the salt content of pizzas available in supermarkets, chain restaurants and independent takeaways.

Method

- ⇒ CASH and ALEHM surveyed 199 pizzas from London takeaways, chains and supermarkets
- ⇒ Takeaway pizza information was obtained via nutritional analysis by a public analyst and supermarket data was collected from product packaging in store and online
- ⇒ In total, 108 Margherita and 85 pepperoni pizzas were included in the survey

Results

- ⇒ **Takeaway pizzas are higher in salt than supermarket pizzas...** A takeaway pepperoni pizza contains two and a half times more salt than an average supermarket pizza – 2.73g vs. 1.08g per 100g, respectively!
- ⇒ **Half of the takeaway pizzas contain the maximum daily recommendation of 6g...** For instance eating an entire pepperoni pizza from “The Adam & Eve” or “La Vera Italia” could mean you are consuming more than 10g of salt.
- ⇒ **Nutritional labelling does not have to be provided by takeaway businesses...** and labelling on supermarket pizzas is inconsistent creating consumer confusion.
- ⇒ **Many supermarkets made great progress in removing salt from their pizzas...** However, none of the surveyed supermarket pizza would get a “green” traffic light for salt. Less than one in five supermarket pizzas would get a “red” traffic light label for salt whereas two in three would get a “red” for saturated fat meaning many pizzas are still “unhealthy”

“It’s very helpful and rare to have direction on such aspects of nutrition. We have already changed our recipes and suppliers to lower the amount of salt in four pizzas to within recommended levels” Gareth Leakey, Manager of Adam & Eve Pizza restaurant

Next steps...

- ⇒ London EHOs are following up the survey by visiting outlets across the capital with information on how to reduce salt and fat in pizzas. Evaluation of this to follow

Pizza saltier than Atlantic sea water

A quarter of supermarkets fail health target

THE SAN STEWART-ROBERTSON
SUPERMARKETS are still selling pizzas with salt levels well above recommended healthy levels, according to new research.
 More than a quarter of pizzas tested contained more than 12g of salt per 100g, set as a target to be achieved by the end of this year.
 At the top of the list, a Tesco Full-on flavour Simply Pepperoni thin stone-baked pizza was

or saturated fat. In total, 69 per cent of the pizzas got a “red” or “amber” label for saturated fat.
 The survey, by **Consensus Action on Salt and Health (CASH)**, has been released as part of Salt Awareness Week.
 This is organised each year by CASH to help raise awareness about the damaging effect of too much salt.
 Researchers also found a pepperoni pizza from the Adam

HOW IT'S HEALTHIER TO EAT AT HOME			
The five saltiest takeaway pizzas ...			
	Weight	Salt per pizza	Salt per 100g
1 The Adam & Eve Pepperoni	309g	10.57g	2.73g
2 Viva Italia Pepperoni	438.6g	10.68g	2.43g
3 Ciao Bella Pepperoni	417.4g	8.22g	2.21g
4 Ciao Bella Margherita	361.8g	7.69g	2.13g
5 Il Mascalzone Pepperoni	443g	9.21g	2.09g
and supermarket pizzas* ...			
1 Tesco Full-on flavour Simply Pepperoni thin stone-baked	285g	4.77g	1.6g
2 Iceland Stonebaked Spicy Double Pepperoni	270g	6.29g	1.7g
3 Morrisons Extra Thin Triple Pepperoni	342g	5.81g	1.7g
4 Dr Oetker Ristorante Pizza Pepperoni Salame	320g	5.36g	1.68g
5 Dr Oetker Casa di Mama Pizza Quattro Formaggi	395g	6.32g	1.6g

*The supermarket pizzas are frozen except for number 1, Tesco, which is fresh

Takeaway pizzas ‘twice as salty’ as supermarket ones

By Susan Pridmore
 Consumer Affairs Editor



Pizza saltier than Atlantic

A RESTAURANT has been selling pizza saltier than seawater, says a health organisation.
 A pizza contained 10.57 grams of salt.
 The 2.73 grams of salt per 100 grams means it is saltier than the Atlantic, which is 2.5 grams per 100. It was from Adam & Eve in Mill Hill, London.
 The survey by **Consensus Action on Salt and Health** found half of all takeaway pizzas surveyed contained the full six-gram daily recommendation.

26 March 2012 Last updated at 00:10

Adam & Eve pizza 'as salty as 20 packets of crisps'

A restaurant in north London has been selling a pizza that has more than two teaspoons of salt, a study has shown.

A pepperoni pizza from the Adam & Eve restaurant in Mill Hill contained 10.57g (0.37oz) of salt.

Consensus Action on Salt and Health (CASH) said it was the equivalent of 20 packets of ready-salted crisps.

The restaurant's owners said they welcomed the research - involving 193 UK pizza outlets - and have altered their recipe to reduce salt levels.

The survey was conducted by CASH and the Association of Local Councils and Health Education.

2.3 Social media

Twitter

Over 100 tweets were sent throughout SAW. CASH had 76 re-tweets and 180 mentions during the week. We also hosted a twitter chat using the hashtag #LessSalt for an hour every day from 2-3pm. A number of health groups and individuals got involved including The Real Bread Campaign, Good Food For Our Money, Children’s Food Campaign and Consumers International. Each day had a different topic designed to initiate debate and discussion as follows:

- ⇒ Monday: UK pizza Survey
- ⇒ Tuesday: Food Labelling
- ⇒ Wednesday: Consumers – what can we do?
- ⇒ Thursday: Who is responsible for salt reduction?
- ⇒ Friday: Biggest contributors of salt to our diet



Which? Conversation

CASH was invited to write a piece for Which? Conversation, a forum which discusses current topical consumer affairs issues. The chosen topic was how to tackle our addiction to salt ‘Take it with a pinch of salt? I would if I could’. It stimulated a lot of debate about levels of hidden salt, labelling and chefs responsibility.

2.4 Scientific publications

Two scientific publications about salt and stroke were published as part of the week, as well as a number of science magazine articles.

- ⇒ Brinsden HC & Farrand CE (2012) Reducing Salt; Preventing Stroke. Nutrition Bulletin. 37 (1) 57-63
- ⇒ Cappuccio F & Ji C (2012) Less Salt and Less Risk of Stroke: Further Support to Action. Stroke. 2012;43:1195-1196
- ⇒ Brinsden H (2012) Salt Reduction – we all have a role to play. NHD Magazine. Issue 76. Pg.6
- ⇒ Brinsden H (2012) Hot Topic: Approaches to Preventing Stroke through Salt Reduction. Complete Nutrition. Vol.12 No.1 Feb/Mar
- ⇒ Cullen B (2012) The connection between salt and stroke? Dietetics Today. Vol. 33, No. 3, Pg 19



2. PARLIAMENTARY RECEPTION

CASH held a reception at the House of Commons on the topic of ‘Salt and Stroke’. The reception was held at the Terrace Marquee on Wednesday 28th March 4pm – 6pm, hosted by David Amess MP.

Speakers at the event were:

- ⇒ David Amess, MP
- ⇒ Dr Hilary Jones, GP & Media Doctor
- ⇒ Joe Korner, The Stroke Association
- ⇒ Professor Graham MacGregor, CASH Chairman

“We are calling upon the government to take action to reduce the salt in the takeaway sector” **Dr Hilary Jones**

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

“We must make it easier for people to reduce their risk. That means arming people with information they need to reduce their intake of salt” **Joe Korner**



There were 11 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:



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 Health Care Professionals, dietitians, GP surgeries, schools, health clubs, pharmacies libraries, other community organisations and businesses. The leaflet included 11 NGO-logos and the factsheet was endorsed by The Stroke Association.

LESS SALT
= **LOWER BLOOD PRESSURE**
= **LESS RISK OF STROKE**

Salt raises blood pressure, increasing the risk of stroke, one of the biggest causes of death and disability.

National Salt Awareness Week
26th March - 1st April 2012
To learn more visit www.actiononsalt.org.uk

Reducing salt; preventing stroke

What is a stroke?
A stroke occurs when either the blood supply to part of the brain is cut off, reducing the flow of oxygen to the brain, causing cells to die. There are two main types of stroke: Ischaemic stroke, where a blood vessel becomes blocked, and 2) haemorrhagic stroke, where a blood vessel inside the brain bursts and bleeds into the brain.

How common is stroke?
Stroke is the third most common cause of death in the UK and a leading cause of disability. There are over 250,000 strokes and mild strokes every year, a total of 600,000.

What causes a stroke?
High blood pressure (hypertension) is the single biggest cause of stroke, responsible for more than half of all strokes. At high salt diet put up your blood pressure and that's how you raise your risk of stroke.

Who is at risk of stroke?
Anyone can have a stroke, however your risk of stroke is higher if you:
- Are over 55 years of age
- Have a family history of stroke
- Are of African or Caribbean descent
- Have high blood pressure
- Have had an MI or other heart disease
- Are a smoker
- Are obese
- Are on medication for high cholesterol
- Are on medication for diabetes
- Are on medication for asthma
- Are on medication for epilepsy
- Are on medication for depression
- Are on medication for anxiety
- Are on medication for Parkinson's disease
- Are on medication for multiple sclerosis
- Are on medication for rheumatoid arthritis
- Are on medication for lupus
- Are on medication for HIV/AIDS
- Are on medication for cancer
- Are on medication for HIV/AIDS
- Are on medication for cancer

SALT AND YOUR HEALTH

**OSTEOPOROSIS
STOMACH CANCER
KIDNEY DISEASE
STROKE
OBESITY
HEART DISEASE
HIGH BLOOD PRESSURE**

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

4.2 Local Events

More than **600** events took place around the country during the week, across a range of venue types including NHS, community, education and businesses.

*A total of 112,384 leaflets, fact sheets and shopping guides & 1,752 posters ordered:
Approximately 576,811 opportunities to see the message**

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

“In total we measured 68 blood pressures and had over 120 discussions with members of staff and the public regarding salt and health/diet over the 3 days we held our stand. – Salisbury NHS

“We supported the CASH Salt Awareness Week at the Royal Devon and Exeter with an information stand, quiz and the dietetic team gave advice on how to reduce salt in the diet amongst handing out a wide variety of herbs, spices and other foods” – Royal Devon & Exeter NHS

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

⇒ Food companies



⇒ 20 health organisations



⇒ Celebrities

"Cooking at home is great fun, but not at the expense of your health. When preparing food spice things up with herbs and spices such as cumin and coriander" **Liz McClarnon**

"Raising awareness of how salt can seriously affect our health is important, particularly for children. If we can secure this message NOW the health of future generations will be positively affected" **Katy Ashworth**

"We need some salt to live but over time it can be harmful to our health; taste food before adding any salt" **Matt Crampton**



Dr Hilary Jones



Liz McClarnon



Katy Ashworth



Caroline Artiss



Bev Glock



Amanda Ursell



Antony Worrall Thompson



Peter Harden



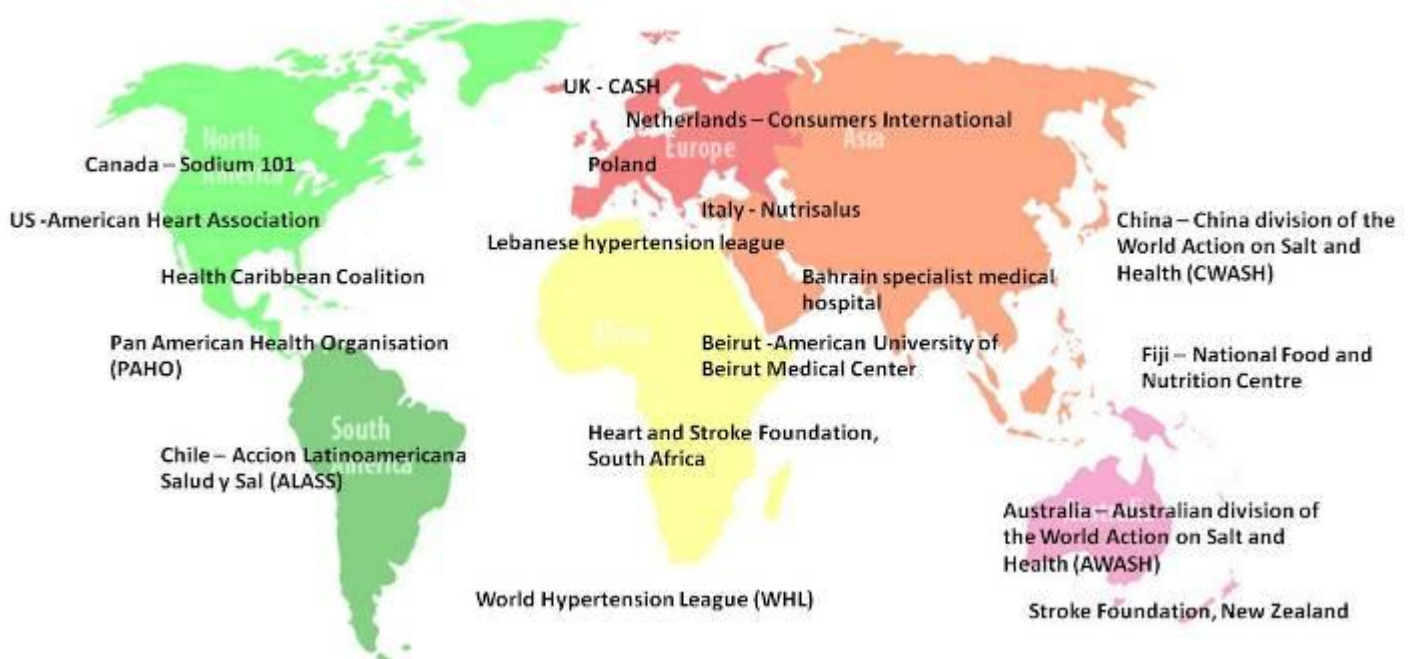
Dr Ellie Cannon



Azmina Govindji

6. WORLD SALT AWARENESS WEEK

2012 saw the 5th World Salt Awareness Week. Twenty nine countries took part, including Australia, Bangladesh, The Healthy Caribbean Coalition, the Pan American Health Organisation, Sweden 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))

- ⇒ Held an interactive event used to discuss the challenges and opportunities for reducing salt, with around 100 representatives from food industry, health professionals, academics and media.
- ⇒ Also launched the android version of their 'FoodSwitch' app during the week and released a new report on 'how to reduce salt intake by 5g'.

Cameroon (The Cameroon Heart Foundation)

- ⇒ Major activities included public conferences on the theme 'salt: a neglected and ignored danger for your heart and brain: let us act now or never'
- ⇒ Dieticians hosted kitchen demonstrations on TV and radio about preparing lower salt meals.

Bangladesh (The Hypertension Committee of National Heart Foundation of Bangladesh)

- ⇒ Focused on drawing attention on the excessive amounts of salt hidden in food eaten out of the home, foods in restaurants, takeaways, fast foods, street food, and canteen food.
- ⇒ Held discussions in the auditorium of National Heart Foundation Hospital and Research Institute.
- ⇒ A poster and leaflet about the health effects of too much salt on health along with advice on how to take less salt were distributed around the country

Netherlands (The Netherlands Heart Foundation and The Nutrition Centre)

- ⇒ The Heart Foundation used their website to alert consumers to the dangers of eating too much salt
- ⇒ The Nutrition Centre promoted a booklet on 'how to eat less salt'

The Pan American Health Organisation (PAHO)

- ⇒ PAHO hosted a webinar on 'Less salt; less risk of stroke' in both English and Spanish. WASH was invited to open and close the webinar.

The Healthy Caribbean Coalition

- ⇒ In Barbados, several articles were published in the 'Nation Newspaper', 'Barbados Advocate' and the online newspaper 'Barbados Today' about 'Salt Awareness Week' and salt consumption.
- ⇒ Jamaica organised a flash mob to raise awareness about the risks of a high salt diet.

Sweden

- ⇒ WASH Sweden held a meeting "Over salted food – a threat to public health" with the Ministry of Rural Affairs, Animal and Food Division, attended by high level officials.
- ⇒ WASH Sweden urged the Ministers to take urgent action as Sweden is trailing behind in this area.

6.2 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). WASH was also invited to write a blog entry for Consumers International about the importance of clear food labelling at a global level, not just in the UK.

6.3 Posters

We translated the poster into 12 languages including Turkish; Slovakian; Tongan; French; German; Chinese; Serbian; Portuguese; Italian; Spanish; Georgian; to great effect!



7. 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, scientific publications, local events and worldwide actions ensured comprehensive coverage of our target audiences – from shoppers and health care professionals to the food industry and government and to NGOs. The fact that many Health Care Professionals contacted us in advance of the Week to enquire about resource packs demonstrates that SAW is established in people’s consciousness

As a result of the Week:

- ⇒ CH & Co, a catering company, publicised the work they are doing to retrain their chef’s palates and their work to ensure that their to provide low salt dishes
- ⇒ Seabrook’s, a crisp manufacturer, launched their new no salt crisp range
- ⇒ 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 pizza survey and SAW as a whole. We had significant media interest prior to and during the week with many journalists getting in contact enquiring about exclusive angles and case studies . Unfortunately however, while we were able to fulfil some of these some of the requests, particularly the case study requests were too time consuming to source in time.

As a result of the media campaign

- ⇒ Adam & Eve pizzeria lead the way by instantly lowering in salt in their pizza recipes
- ⇒ ALEHM publicised our pizza leaflet and engaged independent outlets to reduce salt and fat
- ⇒ The Department of Health was in contact to find out what they could do to further our work

Social Media & Scientific Publications

This year we secured a number of opportunities to reach wider audiences through journals, health care magazines and social media. An article in the Nutrition Bulletin was published a month before SAW and gave people a good insight into the week to come. An editorial article on stroke (Cappuccio) was unfortunately delayed but gave us some good post campaign exposure.

Considering the small number of twitter followers that CASH has we had a great response to our tweets and conversation, with people engaging with our questions and comments. Hundreds of tweets about the week, the pizza survey and salt were also sent independently. Having a salt conversation on Which? Conversation was an important part of our consumer engagement for the week and provided a rare platform for consumers to have their say on the issue salt.

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 was some very positive responses to our campaign, demonstrated through the number of organisations keen to exhibit. Unfortunately, Sainsbury's considered a stand too expensive so didn't exhibit despite doing so in previous years. The event saw the first tasting of the new Seabrooks no salt crisp range, using the event as a platform for launching new low salt products. We would have liked to have had more MPs/Peers (they were on Easter recess) at the event and this is something we will focus on in future years.

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 Morrisons pharmacies involved due to their high reach and relevant customer profile. The fact that many Health Care Professionals contacted us in advance of the Week to enquire about resource packs, as well as the fact that many individuals contacted with salt questions during the Week, demonstrates the success and value of our materials.

We gave HCPs 6 weeks to order resources, giving us one month for packing. Having a deadline for orders before printing our end worked well, however we still ran out of resources; there were 231 orders after the closing date! The interest in resources continued beyond Salt Awareness Week, with events taking place up to two months later.

Large orders from the food industry, particularly Morrisons and Nestle, as well as the 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 was a huge success with more countries taking part this year than ever before. 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 both aware 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.
- ⇒ SAW was used as a platform to launch new WASH groups around the world e.g. Sweden