

Salt Awareness Week 2014

'Switch the Salt!'

10th – 16th March

Stop...Look...Choose...



...the lower salt option

OVERVIEW & EVALUATION



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1. INTRODUCTION

The fifteenth annual Salt Awareness Week (SAW) focused on the need for better nutrition labelling and choosing less salt. CASH has long been pushing for clearer labelling and we are delighted with the Department of Health's new recommended front of pack (FoP) labelling scheme, which will provide clear guidelines for a consistent FoP label. During the week we congratulated those who had signed up to the new FoP labelling scheme and encouraged others to follow suit.

To further enable consumers to make healthier choices, *SaltSwitch UK* was launched in collaboration with the George Institute of Global Health at the start of the week and.... As an addition feature to the free smartphone app *FoodSwitch UK*, it uses the new voluntary FoP labelling scheme guidelines to provide colour coded nutritional values for nearly 100,000 packaged food and drink products, making it easier than ever to 'switch the salt' and choose less salty products.

The UK population is currently eating too much salt; 8.1g/day compared with the maximum recommended intake of 6g/day. The Department of Health estimates that reducing salt intakes by just 1g - a pinch of salt - would save 4,147 preventable deaths and £288 million to the NHS every year¹. Therefore to help us all reduce the amount of salt we're consuming each day, the SAW campaign sought to show people that less salty alternatives are available for everyday foods and can easily replace higher salt variants, by checking the labels and using *SaltSwitch UK*.

To coincide with SAW, a study funded by the British Heart Foundation was published in Hypertension entitled '*Salt Intake of Children and Adolescents in South London*'. This study was the first to accurately measure salt intake in children's diets. The paper found that the majority of salt in children's and teenager's diets came from manufactured foods and emphasised the need for families to check labels in order to make healthier choices.

During the week, the Department of Health published their long-awaited new salt reduction targets for 2017 and out of home maximum per serving salt targets for the food industry to achieve, as part of their Public Health Responsibility Deal. Professor Graham MacGregor welcomed the announcement saying "*it is vital that these salt targets are enforced and that the huge discrepancy in the salt content of similar foods is reduced as this will lead to many thousands of people being prevented from having strokes and heart attacks. If the Department of Health does not enforce these targets then legislation must be enacted*".

1.1 Aims

1. To raise awareness about the link between salt intake and disease
2. To increase understanding and awareness about the high variation of salt within the average shopping basket
3. To encourage consumers to compare the salt content of everyday foods, choosing the lower salt option, using the *SaltSwitch UK* App

1.2 Objectives

- ⇒ Conduct a media campaign based on a survey comparing the salt content of foods in the average weekly shopping basket

¹ The Public Health Responsibility Deal 2012 Salt Reduction Pledge <https://responsibilitydeal.dh.gov.uk/f2-factsheet/>

- ⇒ 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

2. MEDIA CAMPAIGN

The aim of SAW was to raise awareness about the salt content of foods in an average shopping basket, and to highlight the simplicity and effectiveness of FoP labelling. 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 10th March) based on a food survey (see below).

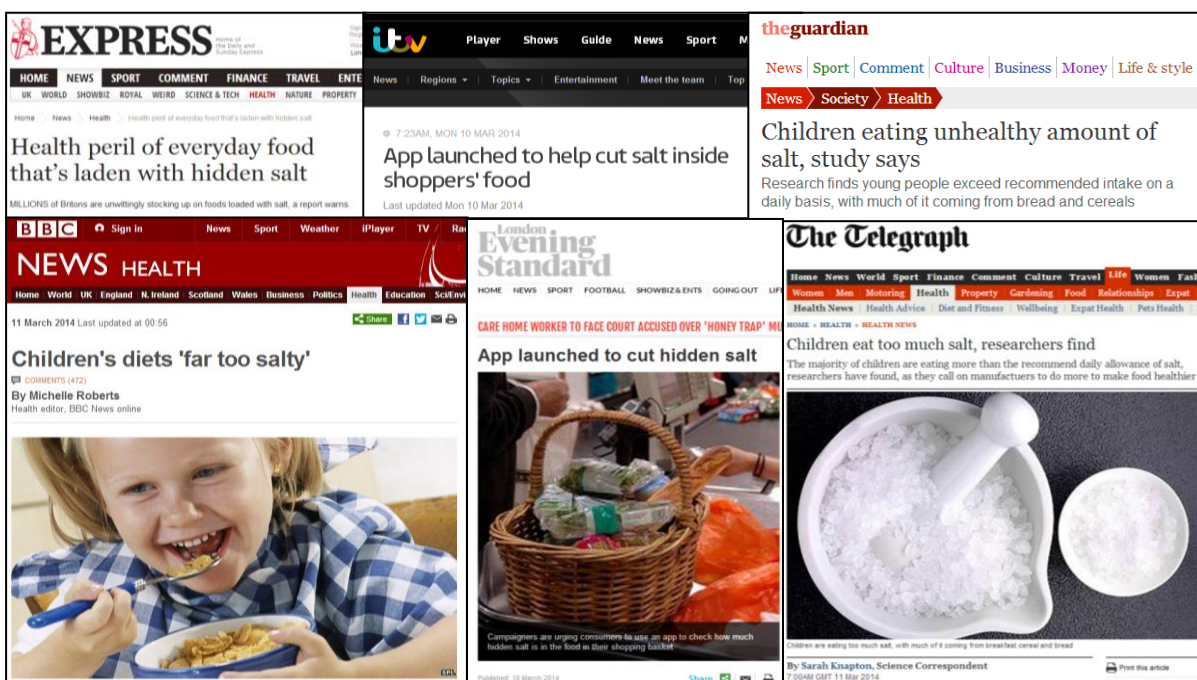
2.1 MEDIA COVERAGE

During the week we received more than **66** pieces of coverage. This included:

- ⇒ 8 x National Newspapers
- ⇒ 5 x Broadcast
- ⇒ 5 x Radio
- ⇒ 8 x Online National articles
- ⇒ 20 x Online Regional articles
- ⇒ 20 x Online Consumer articles

Total reach of SAW: 216,596,590 + Salt in Children’s Diets: 344,784,630 = 561,381,220

Estimated reach: 561 million impacts



We surveyed the salt hidden inside our weekly shopping baskets, to promote the benefits of using the newly launched *SaltSwitch* App, making it easier than ever to ‘Switch the Salt!’

Background

- ⇒ Research has shown that the use of consistent FoP Labelling across a wide range of food and drink categories will help consumers to balance their diet and control their energy and salt intake².
- ⇒ Consistent labelling will ensure that the messages that consumers receive are amplified and not confusing.
- ⇒ The Department of Health’s recommended FoP labelling scheme, launched in June 2013, will help to provide clear guidelines for a consistent FoP label, which has been signed by 23 of the Responsibility Deal Partners.

Method

- ⇒ CASH surveyed the most popular food categories consumed by several different age groups based on the National Diet and Nutrition Survey (NDNS) and compiled ‘typical shopping baskets’.
- ⇒ Using the *FoodSwitch UK* database, examples of foods within each category were selected and compared to similar alternatives with lower salt values.
- ⇒ In total, 46 products were surveyed; 23 retailers own brand and 23 manufacturers’ products and the types of FoP labelling were recorded.

Results

- ⇒ By choosing products lower in salt, the survey demonstrated that a typical weekly salt intake can be cut by two-thirds!
- ⇒ There was no consistency on labelling on pack, with 5 types of labelling recorded (GDA, hybrid, energy only, colour coded or hybrid – no colour), and a third of products surveyed having no labelling at all.
- ⇒ An example shopping basket of higher salt foods, based on foods typically eaten by a mother (30-39 year old woman), contained up to 64g of salt, *the equivalent of 128 bags of crisps*. However, after some simple switches to lower salt options, the shopping basket was reduced to 18g of salt, *the equivalent of just 36 bags of crisps* - cutting salt intake by 72% per week.
- ⇒ The survey found variations in salt within meals, which could hugely impact on daily salt intake. For example, soup and toast could total over half the daily maximum recommendation of salt (3.14g), but a lower salt option could contain less than a gram (0.94g).

² FLABEL (2012) <http://flabel.org/en/News/FLABEL-final-webinar>

2.3 SALT INTAKE IN CHILDREN AND ADOLESCENTS IN SOUTH LONDON STUDY

Background

The cross-sectional study funded by the British Heart Foundation and published during Salt Awareness Week, aimed to determine current salt intake in children and adolescents by measuring 24-hour urinary sodium excretion, the gold standard method. Up to this point, there had been no up-to-date data on salt intake in children, as assessed by this method, to inform the UK's salt reduction campaign and to compare against salt intake recommendations.

Method

- ⇒ The salt intake of children was investigated within three age groups: 5-6 years, 8-9 years and 13-17 years from primary and secondary schools in the South London area.
- ⇒ All children who entered the study were asked to complete a 24-hour urine collection.
- ⇒ Children's salt intake was compared against maximum daily salt intake recommendations. These were based on the Scientific Advisory Committee on Nutrition (SACN) of 6g/day for adults, adjusted downwards based on the average body surface area of children relative to adults, calculated for each age group:
 - ⇒ 2g for 3-4 year olds; 3g for 5-8 year olds; 4g for 9-11 year olds; 5g for 12-15 year olds; 6g for children aged ≥ 16 years.
- ⇒ Dietary sources of salt intake were assessed using a 24-hour photographic food diary, with pictures taken of all food and drink before and after consumption. The information was analysed using a nutrient analysis software programme.

Results

- ⇒ The study revealed that salt intake in 340 children's and teenager's diets is high, with the majority of salt coming from processed foods. 70% of participants had salt intake above their respective maximum recommendation.
- ⇒ The major contributors to salt in children's diets were seen to be from breads and cereal products (36%), meat products (19%) and dairy products (11%). Bread alone accounted for 15% of salt intake.
- ⇒ Salt intake increased with age. Boys tended to have a higher salt intake than girls, particularly in the older and younger groups – about 1 gram higher per day in 5-6 year olds, and 2.5 grams per day higher in 13-17 year olds.

Conclusions

- ⇒ This study confirmed our belief that children are consuming too much salt, predominantly from processed foods
- ⇒ Further effort is required to reduce the salt content of these foods if we are to prevent younger generations from developing high blood pressure in adulthood.
- ⇒ A reduction in the salt content of manufactured foods would lead to a reduction in salt intake in children. Bread, as the largest single contributor of salt in children's diets should remain the focus in the UK's salt reduction strategy.
- ⇒ This study could be repeated in a nationally representative sample to determine the salt intake of children at the population level.

Outcomes

- ⇒ With both our supermarket survey and the release of our publication to promote during Salt Awareness Week, we gained much interest from the public through extensive media coverage in newspapers, TV and radio programmes. This meant our campaign and the importance of reducing the amount of salt we eat had a large audience in the UK.
- ⇒ Subway International was the first company to sign the Public Health Responsibility Deal F10 Out of Home maximum per serving salt targets, setting a good example for other caterers to follow.
- ⇒ During the week, downloads of our app *FoodSwitch* UK increased with a 33% rise in new users. As a fun and free smartphone app for quickly and easily finding lower salt foods, FoodSwitch offers a practical solution for making healthier food choices.

Next steps...

- ⇒ CASH will maintain, update and promote *FoodSwitch* UK to ensure that consumers have access to the very latest nutritional values.
- ⇒ CASH will encourage the food industry to sign up to the Public Health Responsibility Deal Salt Targets, in particular the newly launched F9 Salt Reduction for 2017 and F10 Out of Home maximum per serving salt targets for continued salt reduction across the food manufacturing and catering sectors.

2.4 SOCIAL MEDIA

Twitter

Over 150 tweets were sent during the week. CASH had over 100 interactions with other twitter users, and over 45 mentions, with over 30 new followers throughout Salt Awareness Week. A number of health groups and individuals tweeted about Salt Awareness Week and our health app FoodSwitch / SaltSwitch, including the Department of Health, the Public Health Minister Jane Ellison, NHS Choices, Kidney Research UK, The Real Bread Campaign, and Food Revolution.

Facebook

FoodSwitch also has a Facebook page, and during the week, numbers of 'likes' increased by 68%.

Retweeted by The Salt Girls

Jane Ellison MP @janeellisonmp · Mar 12
At launch of new app, #FoodSwitch today. V interested in tech that empowers consumers to make informed choices @cashesalt #SaltAwarenessWeek

Expand ↩ Reply ↻ Retweeted ⭐ Favorited ⋮ More

Retweeted by The Salt Girls

My Healthy Lifestyle @myMhlm · Mar 12
The #FoodRevolution is on!! #Saltswitch on #SaltAwarenessWeek @cashesalt @BloodPress_UK pic.twitter.com/6mtspBFYLY



Expand ↩ Reply ↻ Retweeted ⭐ Favorite ⋮ More

Retweeted by The Salt Girls

Kiddyum @kiddyum · Mar 12
@cashesalt thank you for a great event. Really informative and well organised. Less salt and clearer, less misleading labelling gets my vote!

Expand ↩ Reply ↻ Retweeted ⭐ Favorite ⋮ More

Retweeted by The Salt Girls

McCain Foods GB @McCainFoodsGB · Mar 12
Celebrating Salt Awareness Week with @cashesalt at Westminster today ow.ly/i/4SnOu #Saltswitch

View photo ↩ Reply ↻ Retweeted ⭐ Favorite ⋮ More

Retweeted by The Salt Girls

DH Media Centre @DeptHealthPress · Mar 12
@janeellisonmp speaking on reducing the amount of salt we eat at @cashesalt reception #saltawarenessweek

Expand ↩ Reply ↻ Retweeted ⭐ Favorite ⋮ More

3. PARLIAMENTARY RECEPTION

CASH held a reception at the House of Commons with a focus on ‘Switch the Salt!’ The reception was held at the Terrace Marquee on Wednesday 12th March 16.00 – 18.00, hosted by David Amess MP.

Speakers at the event were:

- ⇒ David Amess, MP
- ⇒ Luciana Berger, MP
- ⇒ Simon Gillespie, Chief Executive of British Heart Foundation
- ⇒ Professor Graham MacGregor, CASH Chairman

Jane Ellison, Public Health Minister gave an impromptu speech about the launch of the 2017 Salt Targets as part of the Public Health Responsibility Deal.



In total there were 124 attendees representing a wide range of organisations

- ⇒ 23 x MPs & Peers
- ⇒ 57 x Food Industry
- ⇒ 22 x NGOs
- ⇒ 2 x Department of Health
- ⇒ 13 x Interested Parties
- ⇒ 7 x Academics



There were 9 exhibitors at the event, all of whom 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 so that they can run their own salt awareness event is a key aspect of SAW.

4.1 RESOURCES

This year a selection of resources were distributed around the country to healthcare professionals, dietitians, GP surgeries, schools, health clubs, pharmacies, libraries and other community based 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 10 NGO logos.

- ⇒ Emails were sent to over **4,500** people informing them about the free resources
- ⇒ People were offered 50 of each leaflet/shopping guide/postcard and 2 posters free of charge
- ⇒ 5,000 posters were also sent to GP surgeries around the country

Stop...Look...Choose... the lower salt option

75% of the salt we eat is already in the food we buy. Check the traffic light labelling and switch to less salt!

A recipe for a tastier and healthier life

- To taste food as it really should taste, use less salt and more tasty ingredients.
- This will lower your blood pressure and the risk of stroke, heart disease, heart attacks as well as osteoporosis, kidney disease and stomach cancer.
- We are meant to eat less than 6g salt per day – about 1 teaspoon. But we are eating much more.
- Most of the food we buy contains 'ready salted'.
- Cook vegetables and carbohydrates, such as potatoes and pasta, without adding salt.

Healthy choices - low salt shopping guide

Struggling to read food labels in supermarkets? Use this guide to reduce your intake of salt and saturated fat. Remember to keep an eye on your portion sizes.

Limit these foods	Check the label!	Low salt options
Bread, cereals and starchy foods Check the label for salt content per 100g. Look for 'low salt' or 'reduced salt'.	Bread, cereals and starchy foods Check the label for salt content per 100g. Look for 'low salt' or 'reduced salt'.	Bread, cereals and starchy foods Check the label for salt content per 100g. Look for 'low salt' or 'reduced salt'.
Meat, fish and vegetable alternatives Check the label for salt content per 100g. Look for 'low salt' or 'reduced salt'.	Meat, fish and vegetable alternatives Check the label for salt content per 100g. Look for 'low salt' or 'reduced salt'.	Meat, fish and vegetable alternatives Check the label for salt content per 100g. Look for 'low salt' or 'reduced salt'.
Drinks and alcohol Check the label for salt content per 100g. Look for 'low salt' or 'reduced salt'.	Drinks and alcohol Check the label for salt content per 100g. Look for 'low salt' or 'reduced salt'.	Drinks and alcohol Check the label for salt content per 100g. Look for 'low salt' or 'reduced salt'.

SALT AND YOUR HEALTH

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

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

4.2 LOCAL EVENTS

This year saw more than **400** 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.

A system malfunction on our website meant that our online resource form was down for a significant period of time, which would explain the decrease in numbers compared to last year. Regardless of this, a large number of resources were sent out and used across a number of hospitals, libraries, gyms and schools.

*A total of **53,890** leaflets, fact sheets and shopping guides & **5897** posters ordered:
Approximately **362,985** 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:

Tri Borough Libraries

"The resources provided are an invaluable addition to our promotion of healthy eating in libraries"

Countess of Chester Hospital

"Salt awareness stand in hospital for general public, also to improve salt awareness in our Renal patients"

Our Lady & St Patricks College Knock

"[We provide] information in our GCSE, AS and A2 Home Economics Classes"

Bermondsey & Lansdowne Medical Mission

"GP surgery health promotion special display"

Rhondda Cynon Taf Local Authority

"We hand [the resources] out on inspections to food manufacturers and at food exhibitions"

Cambridgeshire County Council

"Information display in libraries, resources sent to surgeries, children's centres, health visitors etc"

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:

⇒ 15 food companies



⇒ 16 Health organisations



⇒ **Celebrities showing their support included Celebrity Chefs Cyrus Todiwala and Antony Worrall Thompson**



Rob Rees MBE, The Cotswold Chef

"To not add further salt to your cooking is essential when working towards a healthier lifestyle. It is also important for labelling to be as clear as possible and not misleading to consumers so that when buying foods out and about they can make informed choices. Chefs can also pay their role with more and more people eating out more often - simply reduce what you add or use none at all and think about alternative flavourings instead"



Cyrus Todiwala OBE DL, Cafe Spice Namaste

"At Cafe Spice Namaste and all our other restaurants, Pervin and I have made it our policy to ensure that as little salt as possible is used in our cooking, as we believe that many of today's chronic diseases including high blood pressure can be traced to too much sodium in the diet. Taste and flavour can be generated by other, healthier sources and here we use spices to our advantage. As restaurateurs purveying food to the public, we have a responsibility to choose the best suppliers we can, including those who share our ethos. We hope that one day more people will start waking up to the need to reduce their salt intake."



Antony Worrall Thompson MOGB, www.awtrestaurants.com

"I am pleased to see that CASH is encouraging everyone to reduce salt in their diet. I ask every person, to think about how they can reduce their intake to protect their health. I admit, as a chef, that seasoning is key to bringing out the flavour of a dish but too much salt can be damaging to your health. Think before you sprinkle!"



Dr Aseem Malhotra, Cardiologist

"There is no doubt that excessive salt consumption is a major contributor to hypertension which is now the single greatest risk factor for death worldwide. CASH's campaign has so far been a remarkable achievement and has even impacted significantly on reducing my own salt consumption which I know is benefiting my health."



Azmina Govindji RD MBNA

"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"



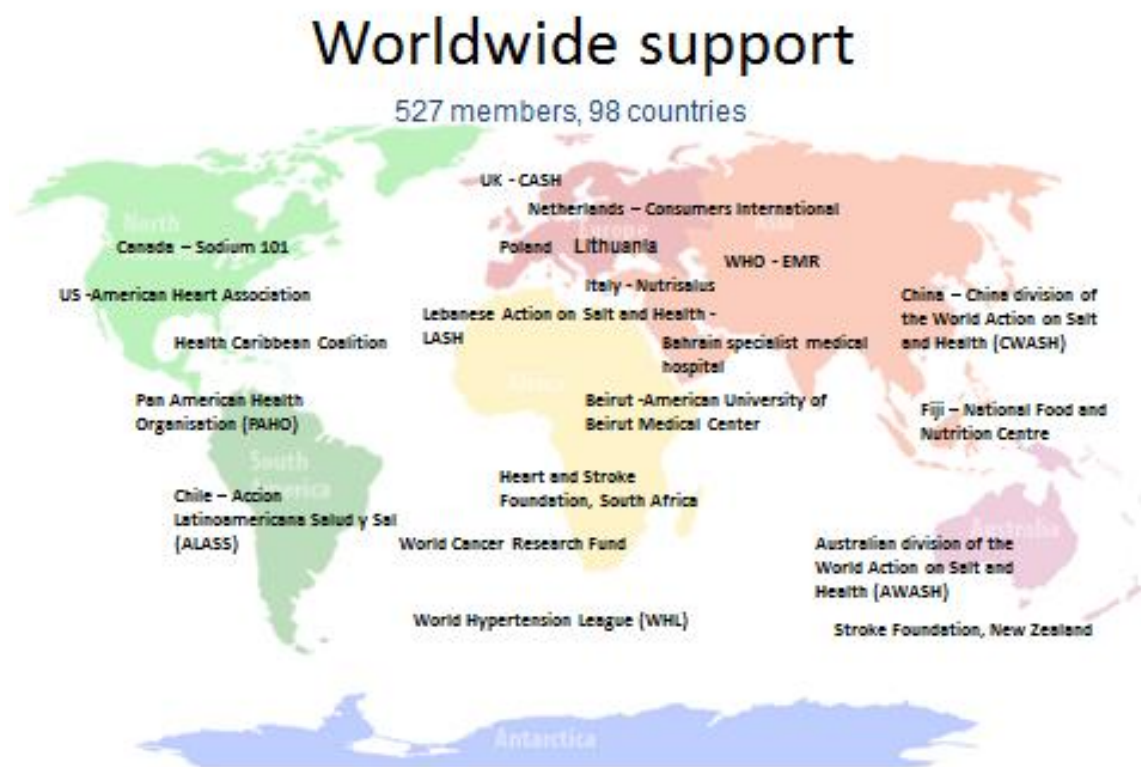
Sally Bee, Food Writer & TV Presenter

"For me, suffering three heart attacks at a young age has meant that being salt aware is more of a life-or-death choice than a life-style choice. We all know the principles of eating a healthy diet; cutting down on salt, sugar and fat but actually understanding how that works with our daily food can be quite a challenge. We need clear and definite guidelines about what salt is included in food and how that affects our daily allowance. Salt is a silent killer that needs to be taken seriously."

6. WORLD SALT AWARENESS WEEK

6.1 WORLD ACTIVITY

World Action on Salt and Health celebrated its 7th World Salt Awareness week focussing on the need for better nutrition labelling. The theme aimed to show that there are options for consumers that want ‘less salt, please!’, and to make it easier to choose them. Over 30 countries took part, including Australia, Lebanon, Pakistan, Poland, Iran, the Pan American Health Organisation, Italy and the Netherlands.



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

ARGENTINA

The Fundacion InterAmericana del Corazon Argentina supported World Salt Awareness Week and issued a press release, which included data from a study conducted as part of the Food Monitoring Group led by The George Institute, showing how a single meal can already have more than half of the daily recommended intake of salt. They also used the week to draw attention to the recently enacted legislation in Argentina and the need to guarantee its effective implementation by a sound monitoring process over time. Please [click here](#) for more information.

AUSTRALIA

In Australia, The George Institute's food policy team, who lead the Australian division of World Action on Salt and Health (AWASH) marked the week with a variety of activities which were supported by The National Heart Foundation of Australia and KFC.

The George Institute for Global Health Media Campaign

The George Institute for Global Health issued a media release '[Make the Switch – cut 5g of salt a day](#)' showing people how easy it was to switch from high salt to low salt intake. In addition, a social media campaign was undertaken in conjunction with the Stroke Foundation and KFC, distributing salt-awareness messages with graphics throughout the week.

National Heart Foundation of Australia Media Release

National Heart Foundation of Australia circulated a media release '[Cutting salt could stop 5,800 heart attacks](#)' outlining that if Australian reduced their salt intake from processed foods by just 15% over 10 years, 5,800 heart attacks and 4,900 strokes could be averted a year.

KFC encourages customers to reduce salt intake

KFC launched a week-long in-restaurant campaign in support of World Salt Awareness Week by wearing special uniforms with the phrase 'Ask me for unsalted chips' printed on the front of t-shirts to encourage its customers to reduce their salt intake. This initiative was highlighted in the [media](#) throughout the week.



Australia is a WHO collaborating centre for salt reduction in the Western Pacific region and supported Salt Awareness Week activities which took place in the following countries:

FJI

National Salt Awareness Week in Fiji was launched at the College of Medicine Nursing and Health Sciences together with the C-POND Strategic Plan. Presentations were given by Dr Wendy Snowdon, De Isimeli Tukana and Arti Pillay to raise awareness about salt and health. There were low sodium refreshments, a DVD of salt ads, displays of low to high sodium food items posters, salt substitutes, reading labels and the WHO Hidden Salt DVD. Media also attended which generated coverage by Fiji TV, FNU Newsletter, Fiji Sun and Fiji Times.

SAMOA

Samoa's main objective was to raise awareness on salt and the impacts of excessive consumption of salt. This was implemented through the following activities:

[Dissemination of resources](#) including posters, leaflets and the salt reduction DVD to Government Ministries, NGOs, GP Clinics, the National Health Service and general public.

[TV shows throughout the week](#): which comprised of a panel of experts discussing the importance of reducing salt and the Ministry of Health's plans for a campaign. The WHO/George Institute Salt DVD 'Salt: The Hidden Danger' was run on all channels after the TV Shows.

[Radio Talk Back Show](#): The 2AP Radio Talk Back Show took place on Friday 14th March with similar discussion points as on the TV Shows.

[Salt Awareness Talks](#): 15 minute salt awareness talks were also given as part of the Ministry of Health's Consultation with the Pre-Schools in Upolu, the weekly Zumba Exercise Programme run by one of the church

groups in the town area (Vaimoso EFKS Youth) and The Ministry’s Health Movement Walk on Saturday 15th March was also used to promote the Salt message via relaying the message throughout the programme. MOH staff also promoted the message through their MASIMA T-shirts.



Consultation with Pre-Schools in Upolu on Nutrition, Tobacco and Sanitation (Friday 14th March, 2014)



Vaimoso EFKS Youth Zumba (Thursday 13th March, 2014)



Ministry of Health’s “Health Movement Walk”(Saturday 15th March, 2014)

MONGOLIA

Salt Awareness raising activities in Mongolia organised by the National Centre for Public Health - Ministry of Health Mongolia



BANGLADESH

The National Heart Foundation (NHF) of Bangladesh Hypertension Committee supported World Salt Awareness Week. The Research Institute of the NHF hosted an 'awareness seminar' on the global burden of high blood pressure and cardiovascular disease. The seminar focussed on factors to control blood pressure. It included the importance of life style modification which leads to a healthy life. The seminar was attended by Mr. Mohammad Nasim, Honourable Health Minister, Professor Deen Mohd. Noorul Huq, DG of Health Services and Professor Habibe Millat, MP.

A poster and brochure carrying the messages of health effects of excess salt consumption and advices to reduce salt intake were published on the eve of the World Salt Awareness Week 2014 in the local language. Posters and brochures were distributed throughout the whole country.



Inauguration & Awareness Seminar

দেখুন... বুঝুন...

...কম লবণযুক্ত খাবার বেছে নিন

- বাজার থেকে কেনা তৈরি খাবারে অতিরিক্ত লবণ মিশ্রিত থাকে।
- খাদ্যের উপাদানের মাঝে মধ্যে কম লবণযুক্ত খাবারটি বেছে নিন।
- পাত্রে আদান্য লবণ যাবেন না।

অতিরিক্ত লবণ গ্রহণে রক্তচাপ বৃদ্ধি পায়।
উচ্চ রক্তচাপ হৃদরোগ, স্ট্রোক এবং কিডনী রোগের একটি প্রধান কারণ।

বিশ্ব লবণ সচেতনতা সপ্তাহ

১০-১৬ মার্চ ২০১৪

কিভাবে খাবার তালিকা করা হয়ে গেছে

কিভাবে খাবার তালিকা করা হয়ে গেছে

কিভাবে খাবার তালিকা করা হয়ে গেছে

দেখুন... বুঝুন...

...কম লবণযুক্ত খাবার বেছে নিন

বিশ্ব লবণ সচেতনতা সপ্তাহ



CANADA

Hypertension Canada supported World Salt Awareness Week and shared the message via their social media channels including twitter using the #SaltWeek2014 @HTNCanada. The Ontario Sodium Alliance supported the week, and issued a media release drawing attention to the need for better information (food labels) to enable Canadians to ‘choose less salt’ in line with the WASH theme. Please [click here](#) for the full media release.

COSTA RICA:

The Salt/Sodium Reduction Program led by INCIENSA supposed World Salt Awareness Week in a number of ways. They issued a press release with results of their research on the sodium content of foods, and nutritional labeling in a popular supermarket. They also published the results of recent research on sodium intake at home and the main sources of sodium in the diet (HBS methodology). Costa Rica participated in the webinar hosted by the Pan American Health Organisation.

Costa Rica organised a seminar “Regional experiences in reducing sodium in processed foods” with the food industry association for the food industry sector. International speakers included: Mary L’Abeé, Eduardo Nilson, MOH of Brazil and María Rosa Rabanal, Mondelez Internacional. The seminar was held on 25th March 2014 in San José, Costa Rica.

The WASH poster was adapted and distributed through INCIENSA’s, the Ministry of Health, The Social Security System, the Association of the Food Industry, The Association of Restaurants, PAHO-CR and The Costa Rica Tourism Institute contacts in celebration of the week.

The Week was publicised on the Virtual Campus for Public Health Costa Rica Node and the INCIENSA website and was also announced during two programs on local TV and one Radio program from the University of Costa Rica.

IRAN

Iran supported World Salt Awareness Week and translated the WASH poster into Persian, substituting the pizza for products which contribute salt to the diet of the Iranian population.

JAPAN

The Japanese Association of Hypertension supported World Salt Awareness Week and translated the poster into Japanese to distribute through its networks.

LEBANON

The Lebanese Action on Salt and Health Group (LASH) launched their national campaign with a press conference under the patronage of the Lebanese Ministry of Public Health (MoPH) on the 11th March. Ministries of industry, trade, agriculture, and syndicates for bakeries, mills, restaurants, and food industries, in addition to the Lebanese Standards institution (LIBNOR) were all invited to make it as much a collaborative effort as possible. LASH also partnered with the Lebanese branch of Consumers International organization to assist in the lobby for low salt policy in food production and import. Focus of the campaign is on policy change to control bread production and reduce salt content by 10% in the coming few steps followed by a 20% further reduction in the months to follow. Other goals include awareness campaigns in schools and universities, workshops for healthcare professionals on raising awareness in patients, and improving food labels among other initiatives.



Lebanon is in the process of conducting a 24 hour urine analysis to determine sodium content concomitantly with spot urine, 24 hour dietary recalls, and Lebanon-specific Food Frequency Questionnaires.

LASH have developed a "Low salt shopping guide" in Arabic and English to direct the Lebanese consumer to low salt local alternatives and give them tips on how to read and interpret labels (attached).

LASH also developed posters and pull up banners to showcase in the conference. Please [click here](#) to view.

LITHUANIA

The Lithuanian Hypertension Society supported World Salt Awareness Week by translating the WASH poster into the Lithuanian language. The poster was then distributed via conferences and events, in particular during the conference for World Kidney Day, which was organised in Vilnius, 13th of March attended by over 300 delegates.

NEW ZEALAND

The Stroke Foundation and the National Institute for Health Innovation (NIHI) at the University of Auckland called on fast food companies in New Zealand to reduce the salt in their food as part of World Salt Awareness Week.

The NZSF Consumer magazine highlighted the seriously salty issue Kiwis have with fast food along with tips for choosing lower salt options. Consumer quotes the example of a Carl's Jr Western Bacon Thickburger which is packed with 6.5g of salt, more than an adult's recommended 6g daily limit.

THE PAN AMERICAN HEALTH ORGANISATION (PAHO)

PAHO organised another successful World Salt Awareness Week and led a social media campaign which delivered PAHO's 'less salt' message in the Americas via twitter and Facebook. The success of this campaign was made possible by PAHO's partners who helped to amplify these messages through their social media networks. Partners included:

Trevor Hassel – Healthy Caribbean Coalition (www.healthycaribbean.org)

Ian Pitts ian.pitts@healthycaribbean.org

Maisha Hutton maisha.hutton@healthycaribbean.org

- **Twitter:** www.twitter.com/healthcaribbean
- **Facebook:** www.facebook.com/getthemessage

Dr. Norm Campbell- Canadian Stroke Network

Ingrid Hein, ingridhein@gmail.com

- **Twitter:** www.twitter.com/strokenetwork
- **Facebook:** <http://www.facebook.com/canadianstrokenetwork>

Hubert Linders- Consumers International

- **Twitter:** www.twitter.com/ciespanol
- **Facebook:** <https://www.facebook.com/pages/Consumers-International-en-Español/171799539554149>
- **ALASS Facebook Page:** <https://www.facebook.com/AccionLatinoAmericanadeSalvSalud>

Barbara Legowski, legowski@rogers.com

Pilar Vidal, vidalpil@paho.org, Social Media PAHO

Javier Munoz, munozj@paho.org, Specialist, Digital Literacy and Social Networks PAHO

Ana Paula Bortoletto, anapaula@idec.org.br, Researcher in Food, Instituto Brasileiro de Defesa do Consumidor (IDEC); worked on Portuguese translations for the week

Launch of the Acción Latino-Americana de Sal y Salud's Website

In addition to social media messages for World Salt Awareness Week, PAHO and partners also launched the Acción Latino-Americana de Sal y Salud's (ALASS) website: <http://www.lass.net/>. This website was created to provide health and salt information to Spanish speaking communities. A twitter account was also set up. Hubert Linders from Consumers International oversaw the launch of the ALASS website.

POLAND

The National Food and Nutrition Institute, Warsaw, Poland led by Prof. Mirosław Jarosz, supported World Salt Awareness Week and held a press conference on salt and health. They also translated the poster in to Polish, to ensure maximum reach and publicised the week in their [newsletter](#).

SOUTH AFRICA

The Heart and Stroke Foundation SA (HSF) was recently mandated to conduct a public awareness and health education campaign to reduce salt consumption in South Africa. This was in support of the recently passed legislation to reduce salt levels in certain foods.

In a ground-breaking move in March 2013 our Minister of Health, Dr Aaron Motsoaledi, signed the new legislation, making South Africa the first country globally to legislate salt levels, with the rest of the world monitoring our progress closely. The campaign aims to change behaviours around salt consumption and will be run through Salt Watch South Africa (SW), a multisectoral coalition, coordinated by the HSF, supported by the national Department of Health (DOH), and is a member of World Action on Salt and Health (WASH).

The HSF held a high level Salt Summit on 13th March 2014, during World Salt Awareness Week for the purpose of bringing together national and international key opinion leaders and experts to explore solutions to the challenges SA face for consumer behaviour modification and salt reduction. Global and national researchers, health experts, government, food industry, media, the health-care industry and various other stakeholders were invited. The speakers and audience helped towards formulating a constructive plan and roadmap for the SA campaign.

The summit was supported by Unilever, and held at the Hilton Hotel, Sandton, Johannesburg on Thursday 13th March 2014.

Themes explored at the Salt Summit included:

1. Understanding South Africa's current salt use, behaviours and attitudes
2. Finding solutions to the challenges faced by the industry and consumers
3. Identify key stakeholders and sectors, to develop a common language and agenda for salt reduction in SA.

Global and national researchers, health experts, government, food industry stakeholders, media, the health-care industry and various other stakeholders were invited to attend the summit.

6.2 MEDIA COVERAGE

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

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UPDATED 10 MARCH 2014

Too much salt could kill you

A staggering 80% of heart attacks and strokes with simple lifestyle changes - such as reducing salt intake - experts say.

South Africans have one of the highest rates of hypertension (high blood pressure) worldwide, and almost one in three South Africans 15 years and older are believed to be living with high blood pressure, making them more susceptible to life-threatening diseases like stroke and heart disease.

Latest research continues to paint a dark picture, revealing that South Africa has the highest rate of high blood pressure reported among people aged 50 and over for any country in the world, at any time in history, with almost 8 out of 10 people in this age group being diagnosed with high blood pressure.

High blood pressure is the leading cause of heart disease and strokes, with statistics showing that there are about 130 heart attacks and 240 strokes daily in South Africa. That means that 10 people will suffer a stroke and five people will have a heart attack every

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Health groups call on fast food giants to reduce salt

Contributor: Fuseworks Media

Monday, 10 March 2014 - 09:28

The Stroke Foundation and the National Institute for Health Innovation (NIHI) at the University of Auckland are calling on fast food companies in New Zealand to reduce the salt in their food as part of World Salt Awareness Week which takes place from 10th to 16th March. Recent research has shown that reducing our current salt intake to recommended levels could prevent nearly 500 deaths each day or over 500 each year.

The World Health Organization (WHO) recommends that we should consume no more than 5g of salt per day. This month's Consumer magazine highlights choosing lower salt options. Consumer quotes packed with 6.5 grams of salt, more than an average burger.

Research from NIHI found burgers are the saltiest of the most popular burger combinations. Some of the most popular burger combinations are packed with 6.5 grams of salt, more than an average burger.

Dr Helen Eyles, Nutritionist and Research Fellow at NIHI, says: "Salt is one of the most common causes of high blood pressure. As people become busier, fast food consumption, coming fourth behind Canada, is increasing. Last month a WHO commissioned study showed that 10% of people in New Zealand consume more than 10g of salt per day. This is a leading cause of stroke and heart disease. Dietitian and Stroke Foundation National Health Research Fellow, Dr Wilma Waterlander, says: "We found in our recent study that the salt content of fast food menu items is far more than recommended. It is possible to reduce salt."

A lot of people are unaware that fresh fruits contain potassium, which helps balance fluids in the body - Flippic.

Health peril of everyday food that's laden with hidden salt

MILLIONS of Britons are unwittingly stocking up on foods loaded with salt, a report warns.

By Nathan Rao
Published: Mon, March 10, 2014



A bottle of tomato ketchup can contain up to 7.2 grams of salt (GETTY)

An average shopping basket could contain 64 grams – more than 10 times the recommended

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Home / News / KFC encourages customers to ditch the salt

10 March 2014
Brea Carter
0 comments

KFC has launched a national initiative in support of World Salt Awareness Week, and encourages Australians to reduce their salt intake when they visit the chicken chain's restaurants and drive-thru outlets.

From 10 to 16 March KFC staff will wear special uniforms to promote the cause, including a t-shirt that reads "ask me for unsalted chips!"

According to KFC Australia's chief food innovation and technology officer, Fritz Meyer the company invested a significant amount of time and research into developing the initiative.

"KFC is committed to helping our customers reduce their salt intake. We have conducted a number of trials in-store to determine the best way to communicate and engage customers about their salt intake and we're very proud to launch during Salt Awareness Week," he said.

The Australian Division of World Action on Salt and Health (AWASH) approached KFC for its proactive approach to the campaign.

"It's great to see KFC getting on board with Salt Awareness Week. Having consumers understand the health risks associated with eating too much salt is a vital step. We hope other companies in the sector will follow this lead," said Professor Bruce Neal, chair of AWASH and senior director at

6.3 SOCIAL MEDIA

WASH used twitter to engage with world groups interested in the week and introduced the PAHO annual webinar organised by the Pan American Health Organisation (PAHO) to launch salt awareness week.

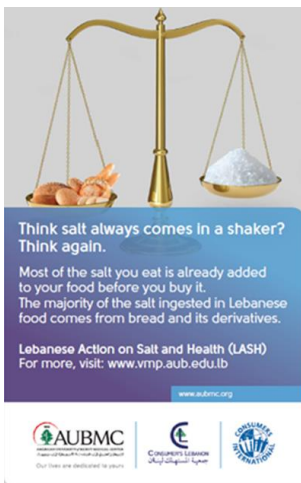
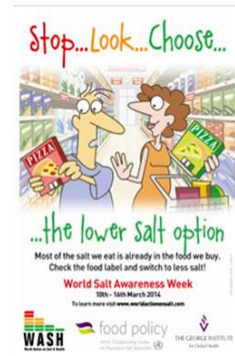
The World Cancer Research Fund also supported the week – using their social media networks. Corinna Hawkes, Head of Policy and Public Affairs at the World Cancer Research Fund International also posted a blog in support of the Week. The blog, titled 'The World is taking action to reduce salt intake', highlighted the importance for salt reductions, activities countries around the world are taking to reduce salt intakes, and the importance of monitoring efforts to identify effective policy efforts. The blog was shared via the WASH website and on Twitter and through WCRF's own social media channels.

Please [click here](#) to read the blog.

6.4 RESOURCES

Posters

Our resourceful WASH members translated the poster into 7 languages including Arabic; Chinese, Polish; Portuguese; Spanish, and our Lebanese action group even produced some extra posters to start their campaign.



7 EVALUATION

Salt Awareness Week 2014 was hailed a great success by all involved, with our ‘eat less salt’ message conveyed through national media, local events and worldwide actions. The week engaged healthcare professionals, food industry, government, NGOs and the general public on a global scale. After fifteen years of our salt campaign, Salt Awareness Week is clearly well established.

As a result of the week:

- ⇒ Subway International was the first company to sign the Public Health Responsibility Deal F10. Out of Home maximum per serving salt target, setting a good example for other caterers to follow.
- ⇒ 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 the launch of the SaltSwitch app, the basket survey and the Children and Salt Study. We had significant media interest prior to and during the week with journalists getting in contact enquiring about exclusive angles.

To coincide with the Week:

- ⇒ The Department of Health published Pledge F9: Salt Reduction targets for 2017 and F10. Out of Home maximum per serving salt targets as part of the Public Health Responsibility Deal.

Social Media

CASH twitter followers increased over the week, reaching over 1150 followers. The followers responded to our tweets and conversations, with people engaging with our questions and comments. Hundreds of tweets about the week, the SaltSwitch app and salt were also sent independently.

7.2 Parliamentary Reception

The annual Parliamentary Reception at the House of Commons had excellent attendance, with 124 registered guests, providing excellent networking opportunities. There were some very positive responses to our campaign, demonstrated through the number of organisations keen to exhibit. We would have liked to have had more MPs and Peers 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 revised resources. Many healthcare professionals contacted us in advance of the week to enquire and order our resource packs, which demonstrates the success and value of our materials.

We gave HCP’s 8 weeks to order resources, giving us one month for packing. Despite having ordered postage bags from the Post Office for distribution of resources, the bags were not delivered. The interest in resources has 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.

7.4 World Salt Awareness Week

World Salt Awareness Week (WASH) was a huge success with many countries taking part. Lots of countries are now running their own salt awareness weeks, and producing their own posters and resources, and sharing via WASH with WASH members worldwide, which adds to our wealth of resources and highlights action taking place globally. Our aim is to continue to gather momentum and stimulate other countries around the world to participate in the Week, and continue to support those already doing so.

As a result of the week:

- ⇒ WSAW raised both the profile of WASH, and of those countries engaged in salt reduction activities.
- ⇒ WSAW drew attention to the importance of salt reduction around the world, and the need for clear food labelling
- ⇒ WSAW provided the opportunity for countries to highlight salt reduction as an important public health intervention to reduce the global burden of disease from non-communicable diseases (life-style diseases such as cardiovascular disease, type II diabetes) and bring it to the attention of both consumers and governments – to implement salt reduction programs.

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.