

NEWSLETTER

CASH News

- o CASH welcomes new staff
- o National Salt Awareness Week 2010
- o Consumer action - Less Salt Please!
- o Reducing salt in pizza restaurants

CASH in the News

- o Salty Summer barbecues
- o Takeaways near schools
- o Curries high in salt
- o Salt in your soup
- o Festive menus

Salt News

- o Front of Pack Labelling
- o NDNS Survey Results

Industry News

- o Big brands make salt reductions
- o FSA salt targets update

Science News

- o NICE recommendations for CVD
- o Salt reduction as a public health target
- o Review of worldwide salt reduction
- o Strategies to reduce sodium intake

WASH News

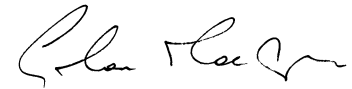
- o World Salt Awareness Week 2010
- o World Health Organisation support
- o Spotlight on the United States

Introduction from Professor Graham MacGregor, Chairman of CASH

CASH brought together all of the experts on salt and blood pressure in the UK, with the aim of bringing about a gradual reduction in salt intake, based on the evidence that our high salt intake is the major cause of raised

blood pressure. We hope you enjoy our newsletter.

Best wishes,

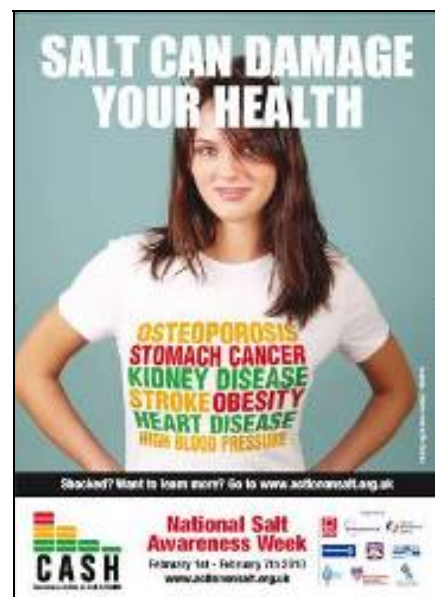


CASH News

Please welcome to the CASH team our new part time Press Officers Amy Thorne and Emily Blewett, and our new Assistant Nutritionist Kay Dilley. We are pleased to be able to expand our work on salt reduction. We are very grateful to The Marcela Trust and British Heart Foundation for their continuing support of CASH.

National Salt Awareness Week 2010 - Salt and your health

CASH would like to thank all those who made Salt Awareness Week 2010 such a successful event.



National Salt Awareness Week received strong support around the country, with over 500 supporting events in schools, hospitals, surgeries, libraries and universities. Activities ranged from providing displays of posters and leaflets to cooking demonstrations, quizzes and low salt menu changes.

CASH held a Parliamentary reception, attended by many key figures from Government, health groups, the Food Standards Agency and the food industry, and featured blood pressure testing by the Blood Pressure Association.

Blood pressure testing



Speaker Gillian Merron MP



A survey for Salt Awareness Week revealed that Brits still don't know why salt is bad for them. Whilst as many as 9 out of 10 people in the UK know salt can damage their health, very few have any idea how it does this. For instance only 34% are aware a high salt intake can lead to stroke, and 61% heart disease. Even less people are aware salt is linked to conditions such as osteoporosis (4%), stomach cancer (6%),

obesity (13%), kidney stones and kidney disease (27%), which can affect anyone.

[Click here for further information](#)

Less Salt Please! We have had a great consumer response to our campaigns, and are helping the public speak up and ask for *Less Salt Please!* We are encouraging the general public to write to manufacturers & local restaurants if their food is too salty; ask for less salt when eating out; and to let us know if they come across products that are high in salt. We hope you will pass the message on! You can also find us on [Twitter](#). Click for more information:



CASH and FSA published the findings of a pilot study to reduce salt in pizza. CASH and the Food Standards Agency published the results of a pilot project with independent and small-chain pizza restaurants to develop a toolkit to help them reduce salt levels in their pizzas.

Overall, the project indicated that simple practical advice, targeting specific kitchen practices, can help smaller businesses to

produce lower salt food particularly if an appropriate communication channel is used.



[Click here for the full report](#)

CASH in the news

CASH has had a busy six months campaigning to reduce salt in our foods, with strong media support for our surveys, reaching millions of people:

June 2010. Research carried out by CASH found dangerously high levels of salt in barbecue products. The salt content of 603 typical barbecue food products including sausages, burgers, marinated meat, bread rolls, cheese slices, potato salad, coleslaw, crisps and dips were surveyed from the major supermarkets and brands. Huge variations were found, a typical barbecue meal could contain less than 3g of salt, or as much as 12g of salt - more than double the daily maximum recommendation.

[Click here for the full press release](#)

May 2010. Research carried out by London Environmental Health Teams on behalf of CASH found shocking levels of

salt and saturated fat in takeaway meals chosen by school children for lunch and as an after school snack. One kebab and chips meal was found to contain as much as 7.4g of salt, more than an adult's maximum daily salt recommendation. The campaign received wide coverage, especially in London, encouraging some great discussion about school children and takeaways.

[Click here for the full press release](#)

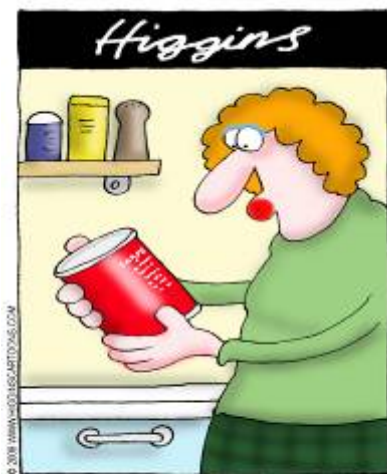
April 2010. Research carried out by CASH found shocking levels of salt in curries. The salt content of 784 Indian and South Asian products from the major food retailers, independent stores and Brick Lane takeaway restaurants was sampled in the biggest survey of its kind in the UK. A shop bought curry with all the extras (Rice, Naan, Sag Aloo, Poppadom and Chutney) could provide over 22g of salt. The survey was widely supported by both UK and international media.

[Click here for the full press release](#)

Click below for the BBC report:



February 2010. Research carried out by CASH showed huge variations in the salt content of soups and that 25% of the surveyed soups still fail to meet the FSA 2010 salt targets. 575 soups from the 7 major food retailers and 3 large cafes were surveyed. High street cafes were some of the worst offenders and many popular household brands were still far too high in salt. [Click here for the full press release](#)



Mavis discovers how much soup there is in her salt

(Image courtesy of Higgins Cartoons)

December 2009. Research carried out by CASH has shown high levels of salt in products from Christmas menus. Fast food outlets and cafes had the highest salt content, and also had poor labelling. 87 products from Christmas menus in cafes, fast food chains and supermarkets were surveyed, including sandwiches, salads, pastries and cakes. A whole meal from the McDonalds festive menu contained over the daily maximum recommendation for salt and one sandwich from EAT. contained 4.2g of salt.

[Click here for the press release](#)

Salt News

Food Standards Agency agreed to a flexible approach on Front of Pack labelling. In what is seen as a very disappointing move, the FSA's Board decided to encourage food manufacturers to use two out of the three, rather than all three, elements found by independent research to help UK consumers interpret nutritional information: traffic light colours (red, amber and green), text (high, medium or low) and percentage Guideline Daily Amounts (% GDAs). Several health charities, including Which?, have pushed for a single, consistent approach to food labelling to save confusion for shoppers. [Click here for the FSA Report](#)

Bread is still the highest contributor of salt to our diet according to the figures for the sources of salt in our diet which have been published as part of the phase one National Diet and Nutrition Survey (NDNS) rolling programme. The second phase, to be published next year, will announce results of the 24hr urinary sodium analysis.

[Click here for the full report](#) (pg 46)

Science News

NICE placed salt at the top of their recommendations for prevention of cardiovascular disease at population level. CASH welcomed the expert guidance from the National Institute for Health and Clinical Excellence, NICE, on salt reduction as it endorses and strengthens the current UK

campaign being carried out by the FSA and CASH. Furthermore, we welcome the reduction in the salt target from 6g a day to 3g a day by 2025 as this will prevent many thousands more deaths from stroke and heart disease. [Click here for the guidance](#)

A new study further confirms salt reduction as a major international public health target. A new paper by Bibbins-Domingo *et al* published in the New England Journal of Medicine makes a further compelling case for salt reduction throughout the world. The paper emphasises the enormous public health benefits, and medical cost reductions, of salt reduction on cardiovascular disease. [Click here for the paper](#)

Reducing Population Salt Intake Worldwide: From Evidence to Implementation. He & MacGregor (2010) published a review of the current and planned salt reduction approaches that are being put in place around the world. The paper also reviews the increasing evidence that a high salt intake may directly increase the risk of stroke, left ventricular hypertrophy, and renal disease; is associated with obesity, renal stones and osteoporosis; and is probably a major cause of stomach cancer. [Click here for the paper](#)

Industry News

Below are some highlights of the UK's salt reduction progress:

Jamie Oliver has made a very large reduction in his pasta sauce following our press release. The salt content has come down from 5.3g to 0.9g per portion - over 80%!

Kellogg's have agreed to cut the levels of salt in their cereals by a further third following pressure from CASH, other campaigners and consumers.

Mars is pleased to announce they have achieved 93% of the 2010 FSA 2010 voluntary salt targets.

Subway announced they would be reducing the average level of salt across their range by 33% with thanks to pressure from CASH.

The Food and Drink Federation announced that the salt content of food bought in UK supermarkets has reduced by the equivalent of nearly 8,000 tonnes in the past two years.

The **Food Standards Agency** published the industry commitments to salt reduction, showing all the major retailers are on track to meet the 2010 salt targets with many other manufacturers making significant reductions so far. Keep up the good work!

[Click here for the FSA commitments](#)

Additionally, CASH are encouraged to see many chefs and broadcasters talking about salt - whoever you are, it's never too late to start using less salt!



World Salt Awareness Week

World Action on Salt and Health successfully held its second World Salt Awareness Week February 1st - 7th 2010, reflecting the UK theme of Salt and Your Health. World Salt Awareness Week was observed all over the world, including: Australia, Barbados, Bulgaria, Canada, Cuba, Estonia, India, Italy, Jamaica, Japan, Lithuania, The Netherlands, Nigeria, Poland, Portugal, Serbia, South Africa, Spain, Turkey, UK and USA.

World Health Organisation Support for Salt Reduction

Following a technical meeting in Paris, stimulated by pressure from CASH, the WHO is now getting all of its regional offices to start initiating salt reduction policies including Europe (via the European Salt Action Network), the Americas (via the Pan-American Health Organisation) and Asia-Pacific.

The WHO and The Food Standard's Agency jointly hosted a meeting in the UK last week to examine the requirements for a successful salt reduction strategy. Discussions at the meeting covered consumer engagement, awareness campaigns and reformulation of foods.

Various countries presented details on what actions they have taken and their achievements, which will be published in a final report setting out recommendations to WHO on how salt in the world population's diet could best be reduced. [Click here for further details](#)

Spotlight on the United States

The United States has made significant steps towards salt reduction the last six months:

1) The Institute of Medicine has released the report 'Strategies to Reduce Sodium Intake in the United States', recommending that the US Food and Drug Administration (FDA) set mandatory national standards for the sodium content in foods. [Click here for the IoM Report](#)

2) New York City set a salt reduction goal of gradually reducing the amount of salt in packaged and restaurant food by 25 percent over the next five years. The plan is voluntary for food companies and involves no legislation; however it does require cooperation on a national scale. [Click here for the targets](#)

3) The U.S. Centers for Disease Control and Prevention, CDC, studied salt intakes and found that 9 out of 10 Americans eat too much salt with most of them getting more than twice the recommended amount. [Click here for the press release](#)

CASH Contact Details

Wolfson Institute of Preventive Medicine,
Queen Mary, University of London, London, EC1M 6BQ
Telephone: 020 7882 5941 / 6018
cash@qmul.ac.uk

Professor MacGregor *Chairman & Professor of Cardiovascular Medicine*
E-mail: g.macgregor@qmul.ac.uk Tel: 020 7882 6217

Katharine Jenner *Campaign Manager & Nutritionist, CASH & WASH*
E-mail: k.jenner@qmul.ac.uk Tel: 020 7882 6018

Amy Thorne *Press Officer*
E-mail: amy@taste-pr.com Tel: 020 7221 5040

www.actiononsalt.org.uk
www.worldactiononsalt.com

Follow us on twitter! CASHSALT



Newsletter Editor: Katharine Jenner

