

# **The National Salt Reduction Initiative**



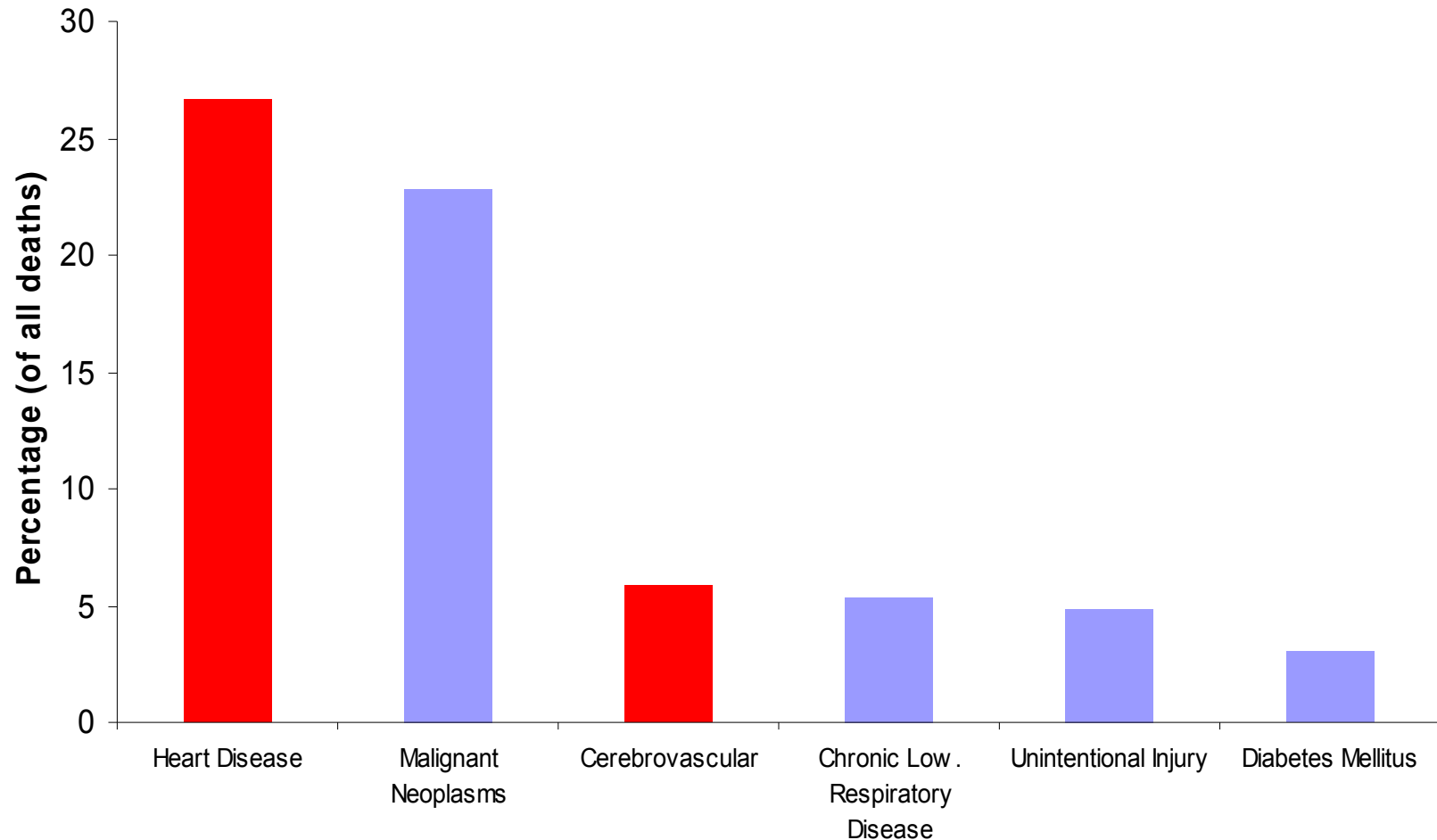
## **A Voluntary Framework to Reduce Population Sodium Intake**

**Culinary Institute of America  
January 21, 2010**

**Sonia Angell, MD, MPH  
Director, Cardiovascular Disease Prevention and Control Program  
NYC Department of Health & Mental Hygiene**



# Cardiovascular Disease is Leading Cause of Death in U.S.

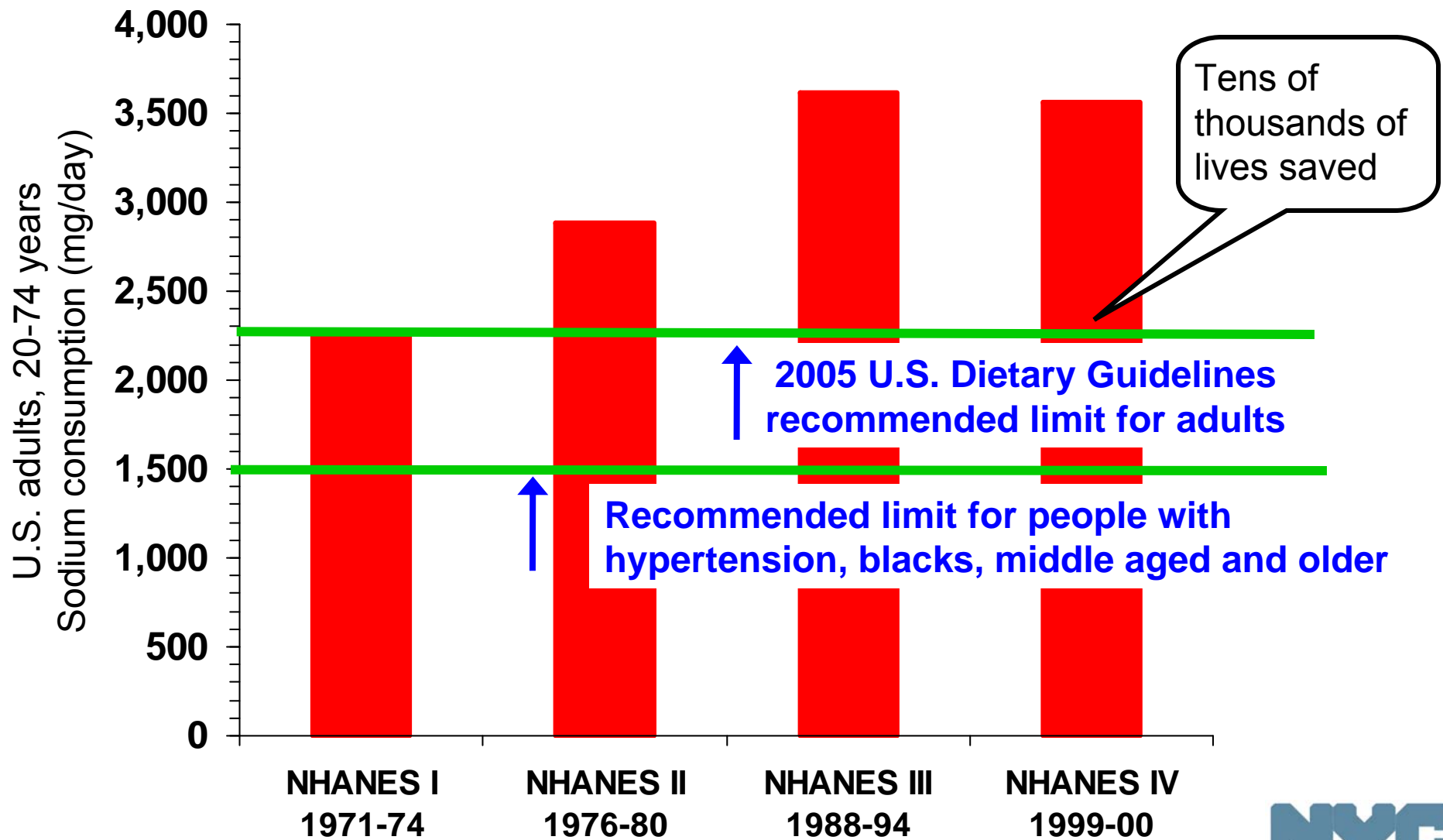


CDC Wonder: <http://wonder.cdc.gov/>, accessed 3/24/2009

WISQARS Produced By: Office of Statistics and Programming, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention Data Source: National Center for Health Statistics (NCHS), National Vital Statistics System

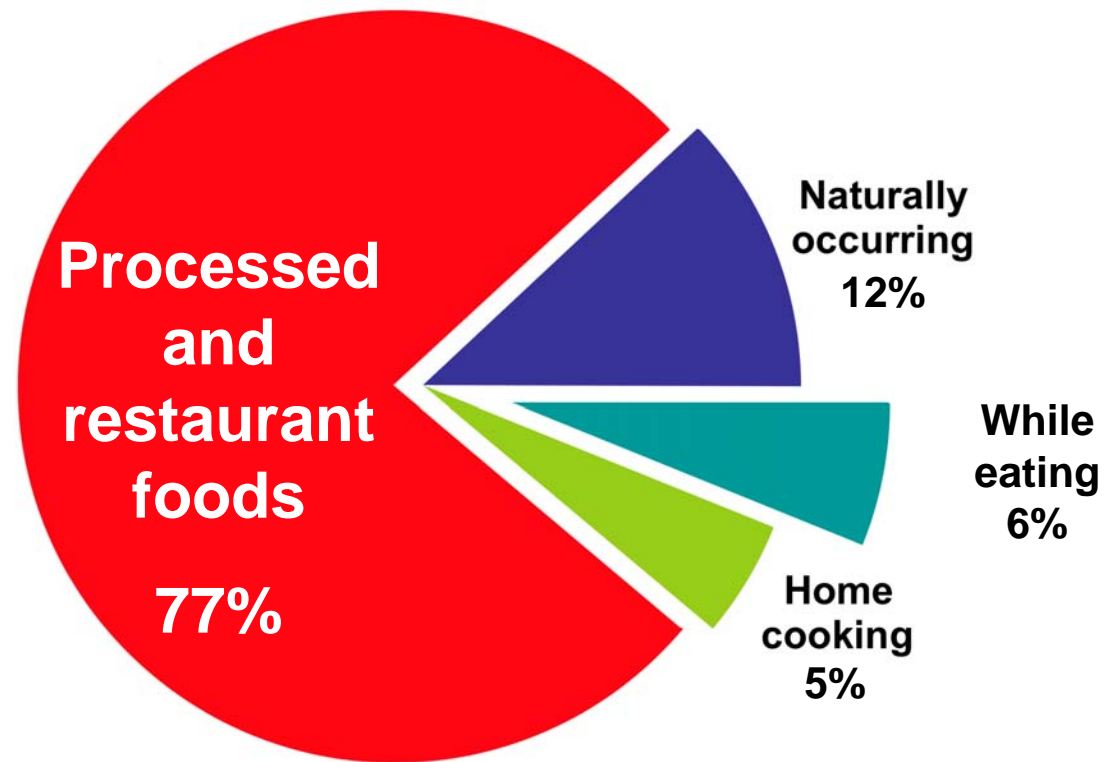


# Blood Pressure Reduction Through Reduced Salt Intake Would Save Lives



Data from Briefel RR, Johnson CL. Secular trends in dietary intake in the United States. Annu Rev Nutr. 2004;24:401-431

# Most Salt Comes from Processed and Restaurant Foods

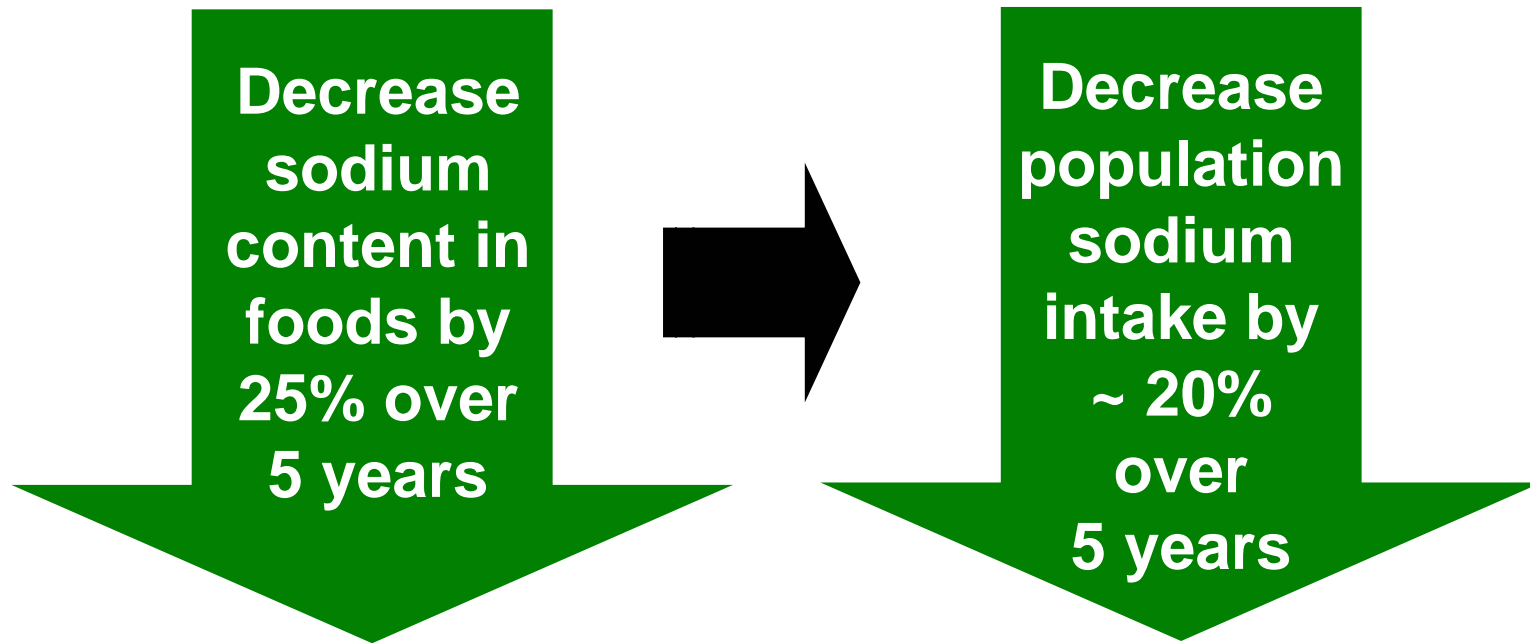


Source: Mattes, RD. *Journal of American College Nutrition*, 1991, 10:383-393.

# UK Salt Campaign

- Goal: Reduce salt intake by 1/3 from 2005 to 2010
- Strategy: Set targets by food category
  - Gradual reductions across product categories
  - Allows time for population taste to adjust
  - More than 50 commitments from all sectors of the food industry
- Product salt reductions achieved
  - Heinz: 28% to 33% ↓ in some canned products
  - Nestle: 25% ↓ in soup mixes
  - Kellogg's: 25% ↓ in cornflake cereals
- Population salt intake reduction is encouraging:  
3,800 mg in 2000-2001 → 3,440 mg in 2008

# Goal: 20% Reduction in Sodium Intake in 5 Years



*Reductions will vary among food categories*

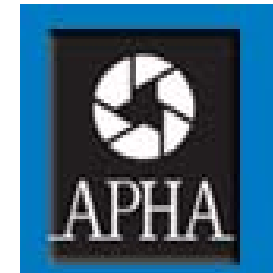
# U.S. Strategy: Model based upon UK Success

- Government-industry collaboration
- Set targets for reduction that are
  - Substantive
  - Achievable
  - Gradual
  - Voluntary
  - Measurable

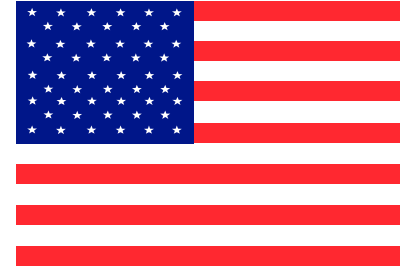
# National Effort

Leading national health organizations have signed on to become partners

- American College of Cardiology
- American College of Epidemiology
- American Heart Association
- American Medical Association
- American Public Health Association
- American Society of Hypertension
- Association of Black Cardiologists
- Consumers Union
- InterAmerican Heart Foundation
- International Society of Hypertension in Blacks
- Joint Policy Committee, Societies of Epidemiology
- National Hispanic Medical Association
- National Kidney Foundation
- New York State Chapter, American College of Cardiology
- Preventive Cardiovascular Nurses Association
- Society for the Analysis of African-American Public Health Issues
- World Hypertension League



# Nationwide Effort



- Association of State and Territorial Health Officials
- National Association of Chronic Disease Directors
- National Association of County and City Health Officials
- Council of State and Territorial Epidemiologists

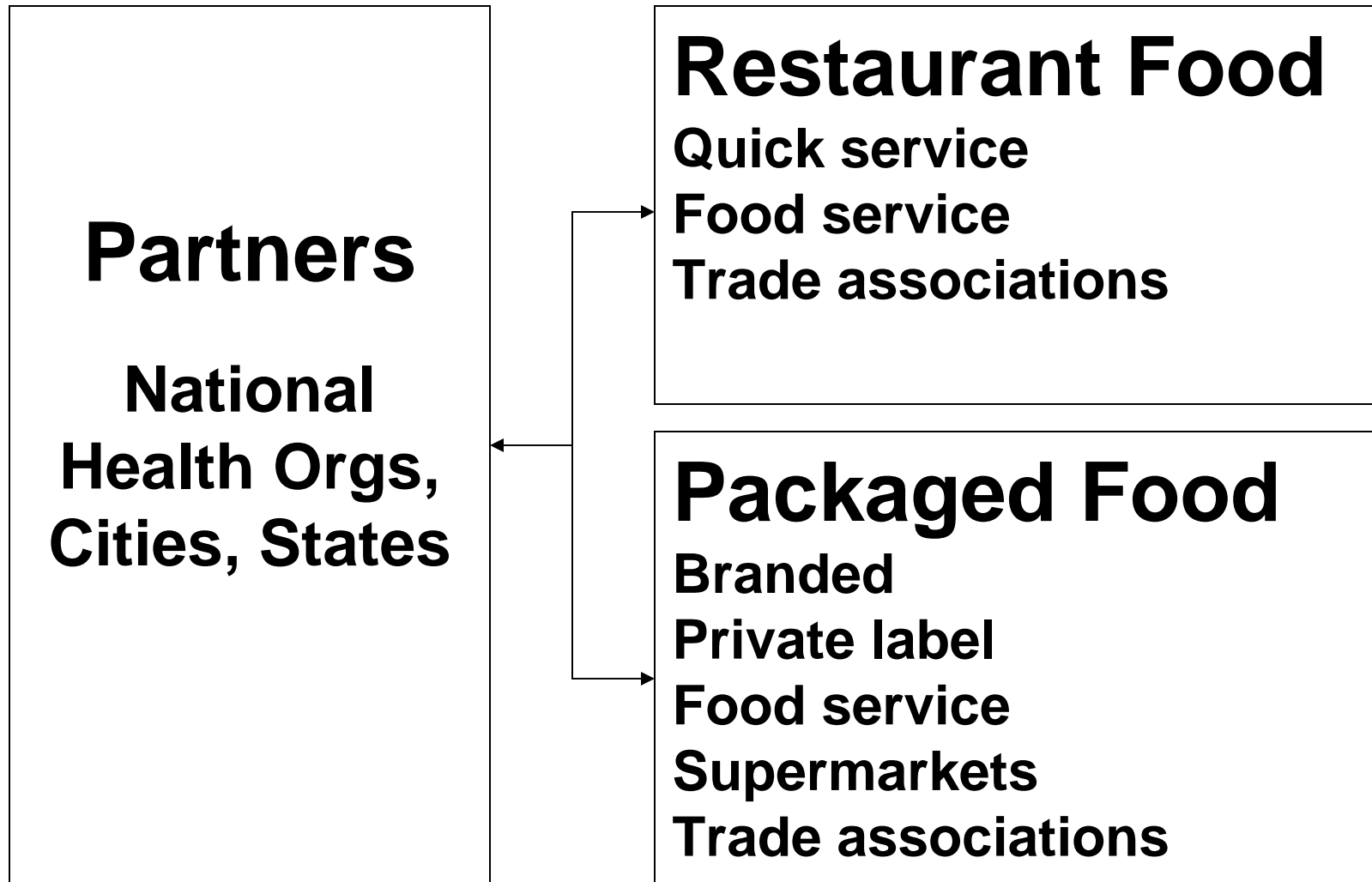
## States

- Alaska Department of Health and Human Services
- California Department of Public Health
- Delaware Department of Health and Social Services, Division of Public Health
- District of Columbia Department of Health
- Maine Center for Disease Control and Prevention
- Maryland Department of Health and Mental Hygiene
- Massachusetts Department of Public Health
- Michigan Department of Community Health
- New York State Department of Agriculture and Markets
- New York State Department of Health
- North Carolina Department of Health and Social Services, Division of Public Health
- Oregon Department of Health and Human Services, Division of Public Health
- Pennsylvania Department of Health
- Tennessee Department of Health
- Washington State Department of Health
- West Virginia Department of Health and Human Resources; Bureau for Public Health

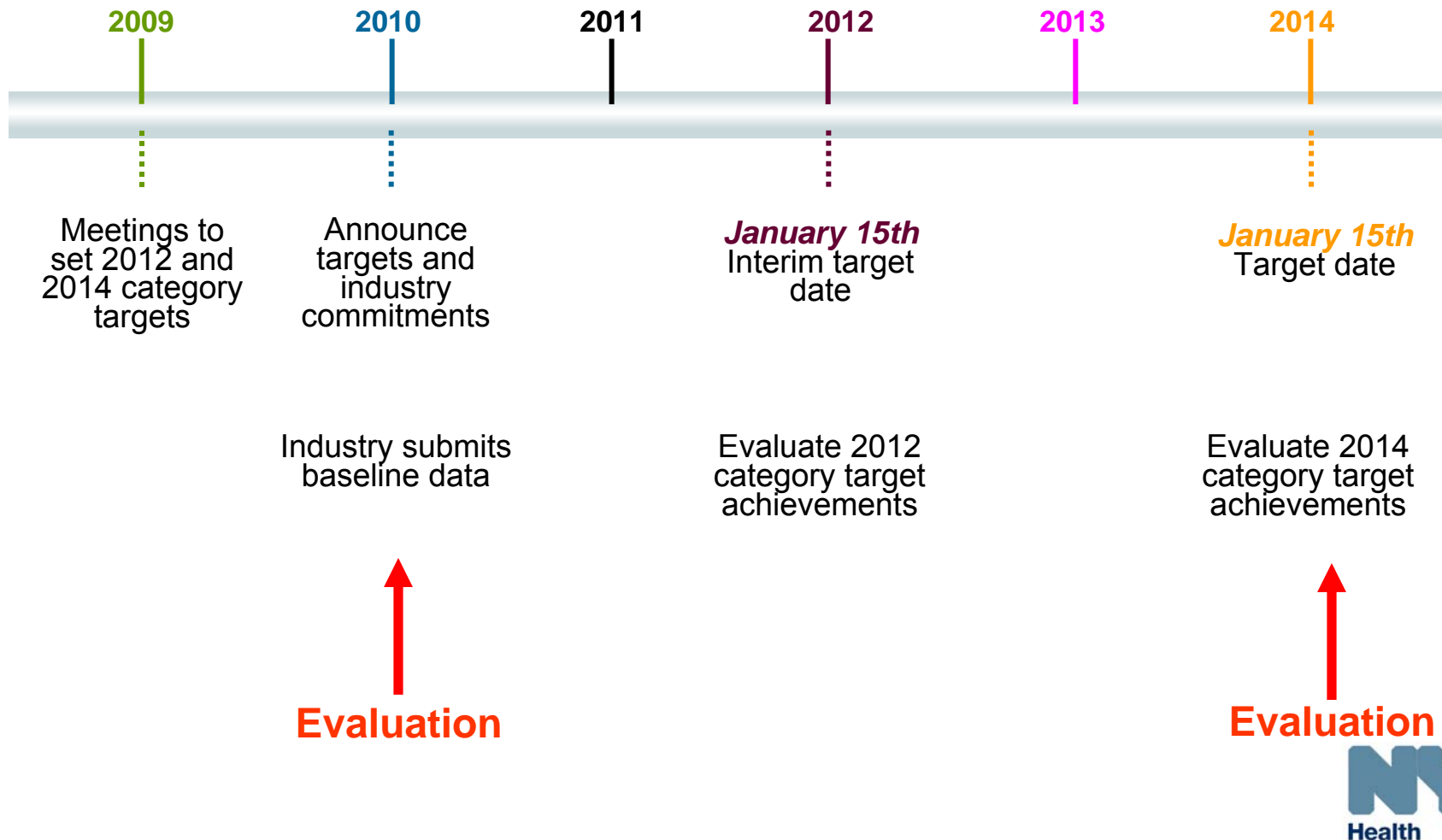
## Cities

- Boston Public Health Commission
- Chicago Department of Public Health
- Los Angeles County Department of Public Health
- New York City Department of Health and Mental Hygiene
- Philadelphia Department of Public Health
- Public Health, Seattle and King County

# National Salt Reduction Initiative



# Timeline for Targets



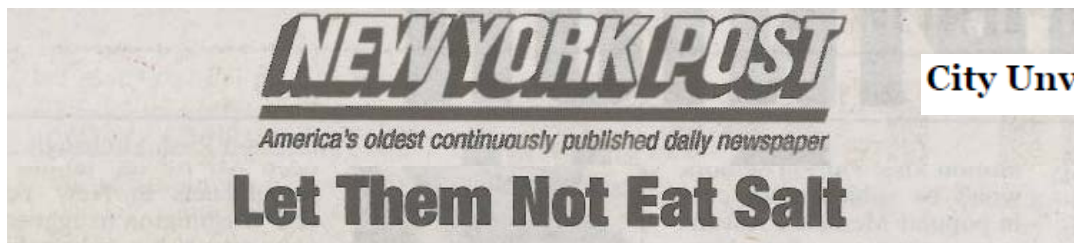
# Restaurant Target Setting

- Restaurant specific database created
  - Based on publicly-available nutrition data
  - Adjustment based upon market share data
  - Metric mg sodium/g product by product
  - Maximum for all products
  - By food category and by restaurant
- 25 restaurant categories created
- Following a process of industry consultation for category, metrics, monitoring and all targets
- Released with 61 packaged food category targets to public for technical comment  
February 11, 2010

# January 2010, Release of Proposed Targets

Less Salt, Please, the City Asks

**Nanny Mike: It's like asbestos**



City Unveils Plan to Trim Food Industry's Use of Salt

NYDailyNews.com  
**DAILY NEWS**

New salt proposal has some realizing just how much hidden sodium exists in food

*After a string of local initiatives, a city widens its ambitions.*



New York City leads drive to cut U.S. salt intake

**BusinessWeek**

**Salt-loving Mike's next target: sodium**

New York Pushes for Salt Reduction in Restaurant, Packaged Food

January 11, 2010, 10:52 AM EST

**Food-nanny Mike to NY: Halt the salt**

New city plan pushes for 25% reduction of salt in nearly all food products

*Citing Hazard, New York Says Hold the Salt*



Updated: Wed., Jan. 13, 2010, 6:16 AM

*Latest Health Initiative Seeks a 25% Cut*

As-salt on science

**Some sour over city food as-salt**



*Citing Risks, New York Tries to Cut Salt in Food*

NYC Asks Food Manufacturers to Cut Salt Content

**With a grain of salt**

**New city foe: salt**

Plan would urge whopping 25% reduction in nearly all food products



# Next Steps

## Packaged and Restaurant Food Strategy

- Technical comment period through Monday, February 1
- Announce final targets and industry commitments in Spring 2010

## Evaluation

- Monitor packaged and restaurant food sodium levels
- Implement baseline 24 hr urinary evaluation

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