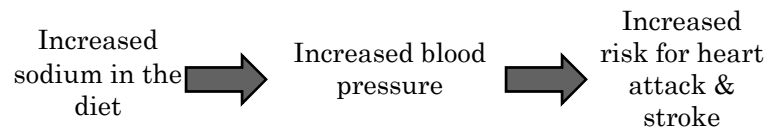


SODIUM REDUCTION IN COMMUNITIES

State- Community Management Team Meeting
May 27, 2011

WHY SODIUM?

- High blood pressure is a primary risk factor for heart disease and stroke.
 - **29% of NY adults report they have HBP**
- There is a strong link between consuming too much sodium and increasing blood pressure.
- Cardiovascular disease is the leading cause of death in New York and the United States.
 - **40% of deaths in NY due to CVD**



SODIUM INTAKE

- 2010 Dietary Guidelines for Americans recommendations:
 - less than 2,300 mgs per day.
 - **Less than 1500 mg/day** if AA, have HT, diabetes, chronic kidney disease, 51+
 - ~ 50% of population
- Average American consumption (excluding salt at table or in cooking) **3400 mg**

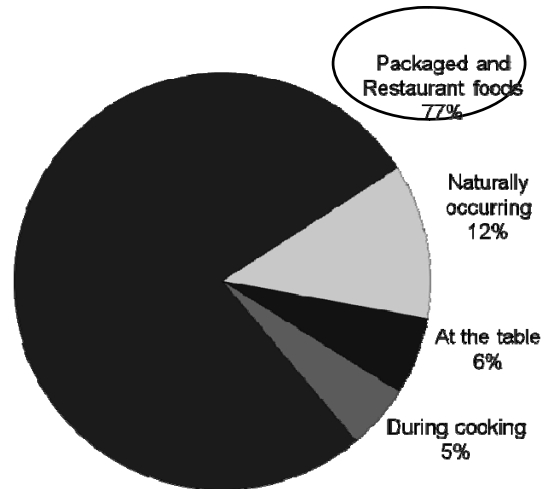
3

SALT AND SODIUM:

- Ninety percent of the sodium Americans consume comes in the form of salt.
 - Other sources include food additives, such as baking soda or MSG - minor
 - A small amount occurs naturally in foods like meat and eggs.
- The food industry uses salt in every food category to enhance flavor, condition dough, preserve foods, and retain moisture.

4

SOURCES OF SODIUM IN US DIET



5

TOP 10 FOOD GROUP SOURCES OF SODIUM IN US DIET

- Yeast breads: 7.3%
- Chicken/mixed chicken dishes: 6.8%
- Pizza: 6.3%
- Pasta: 5.1%
- Cold cuts: 4.5%
- Condiments: 4.4%
- Tortillas, burritos, tacos: 4.1%
- Sausage, franks, bacon, ribs: 4.1%
- Cheese: 3.5%
- Grain-based desserts: 3.4%
- (Number 11: Soups: 3.3%)

6

CHALLENGES TO LOWERING SODIUM

- Only about 10% of Americans meet recommendations for sodium intake.
 - **Only 6% of US adults with HT meet the 1500 mg/day recommendation**
- 84% of NY adults with HT are trying to reduce sodium intake
- Consumer choice – consumers don't currently have adequate low sodium choices.

7

INTERNATIONAL: PRODUCT VARIABILITY

Burger King Double Whopper

	Sodium per serving	Sodium per 100 gm
Brazil	1,300 mg	349 mg
Australia	1,153 mg	321 mg
US	1,090 mg	291 mg
Germany	1,010 mg	285 mg
Canada	980 mg	263 mg
UK	875 mg	246 mg
Italy	819 mg	231 mg

Kellogg's Special K

	Sodium per serving	Sodium per 100 gm
Canada	270 mg	931 mg
Mexico	260 mg	867 mg
US	220 mg	710 mg
France	200 mg	450 mg
Italy	200 mg	450 mg
UK	100 mg	450 mg
Turkey	200 mg	400 mg

8

World Action on Salt and Health.

EFFECTS OF REDUCING SODIUM INTAKE

- Reducing the average sodium intake of the US adult population to 2,300 mgs per day could:
 - **Reduce cases of HBP by 11 million**
 - **save an estimated \$18 billion per year in health care costs.**
- Even people with normal blood pressure benefit from lowering their salt intake.
 - The health benefits start immediately – blood pressure decreases within weeks.

Reducing Salt = Reducing Mortality

9

INSTITUTE OF MEDICINE REPORT - 2010

- Primary Strategy
 - FDA should initiate a process to set mandatory national standards for the sodium content of foods.
- Interim Strategy
 - Voluntary reductions by food industry
- Supporting Strategies
 - Revise Daily Value for sodium on food label
 - Require nutrition labeling for products intended for use in foodservice
 - Government food procurement policies to implement sodium standards

10

WHY ACTION IS NEEDED AT STATE & LOCAL LEVELS

- Strong scientific evidence supports the need for population-wide sodium reduction.
- Individual behavior change is difficult.
- Most effective population approach to reducing sodium intake is to reduce the sodium content of restaurant and processed foods.
- All current approaches are voluntary.

11

SODIUM REDUCTION IN COMMUNITIES GOALS

- Reduce sodium intake across populations thru policy, system, and environmental change strategies.
- Build upon existing community policies.
- Implement at least one major policy.
- Evaluation and surveillance.
- Build public health evidence/practice.

12

SODIUM REDUCTION IN COMMUNITIES

- NY receives \$325,000 per year for three years from CDC (through 9/2013)
- Five Grantees:
 - California Department of Public Health
 - Shasta County
 - Kansas Department of Health & Environment
 - Los Angeles County, Department of Public Health
 - New York City Department of Health and Mental Hygiene
 - New York State Health Department
 - Broome County
 - Schenectady County

13

INTERVENTIONS

- Broome County:
 - Reduce sodium content of school meals served.
 - Increase availability and sales of lower sodium products in grocery stores.
- Schenectady County:
 - Reduce sodium content in meals served at senior center, through home delivered meals, and at senior residential facilities.
 - Increase availability and sales of lower sodium items at restaurants frequented by seniors.

14

KEY MESSAGES OF NY SRC PROJECT

- Most people consume far too much sodium.
- Reducing sodium requires industry action to gradually reduce the amount of salt in their products.
- Salt is an acquired taste.
- Even people with normal blood pressure benefit from lowering their salt intake.
- The National Salt Reduction Initiative:
www.nyc.gov/html/doh/html/cardio/cardio-salt-initiative.shtml
- Avoid use of salt shaker as an image.

15

HEALTHIER FOOD ENVIRONMENT = HEALTHIER POPULATION

- Changing the food environment gives consumers a broader range of healthful foods from which to choose.
- Policy and environmental strategies are effective at the state and local level and help drive demand for federal action.
- One of the most promising strategies to decrease the prevalence of heart disease and stroke is to lower sodium content of processed and restaurant foods.
- Sodium reduction will benefit most Americans.

16

ROLE OF STATE-COMMUNITY MANAGEMENT TEAM

- Advise and assist community projects.
- Learn from experiences of community projects.
- Adopt and disseminate results from community projects as appropriate.
- Explore other ways to reduce sodium in foods available to New Yorkers.
- Possibly quarterly meetings/conference calls.