

I Love You Salt, but You're Breaking my Heart

AHA's Sodium Reduction Efforts for Consumers

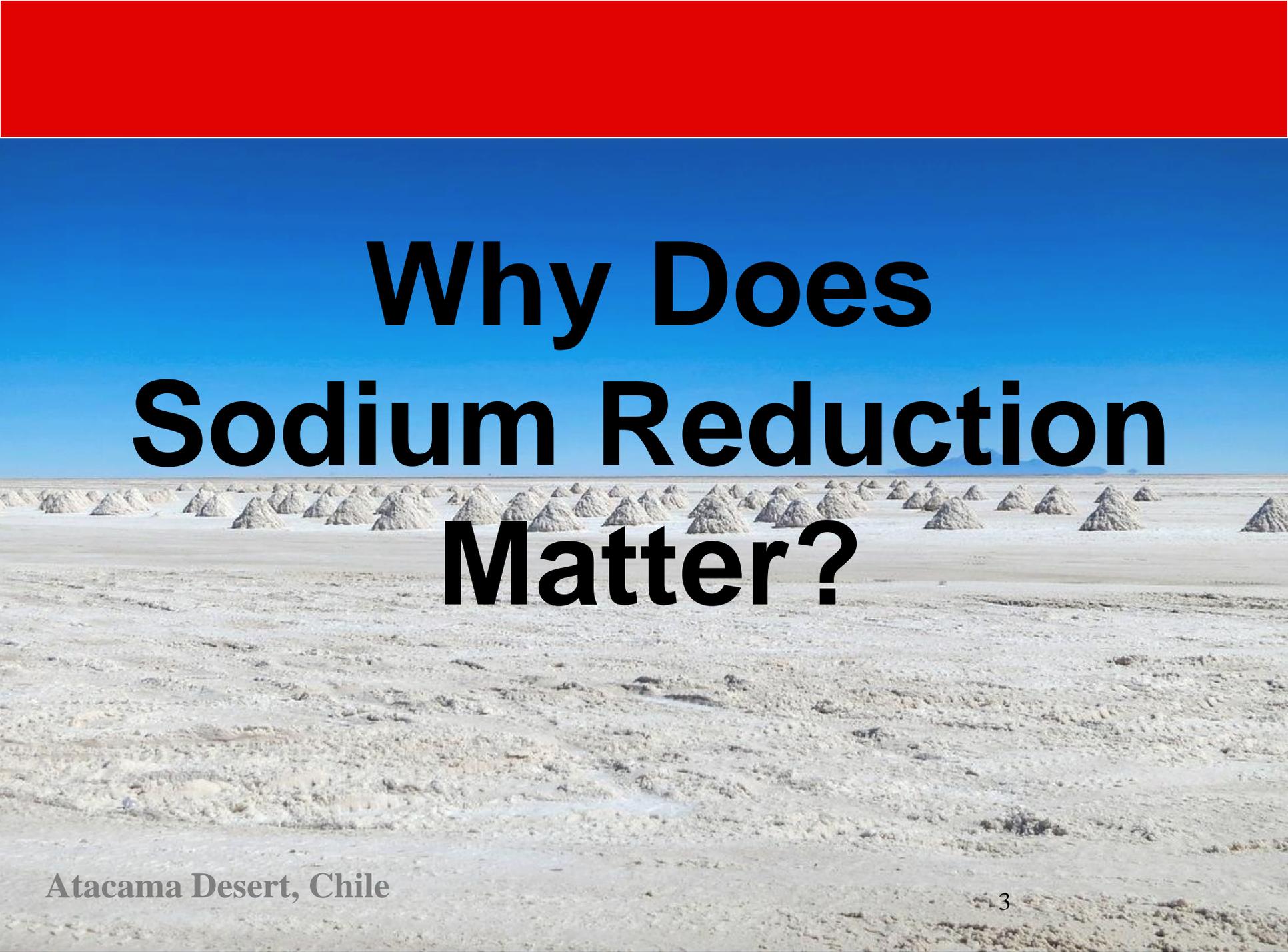
Changing the Menu
September 29, 2015

Caitlin W. Howe, MS, MPH

Manager of Healthy Eating Strategies and Sodium Reduction
American Heart Association, National Center

What's on our Menu?

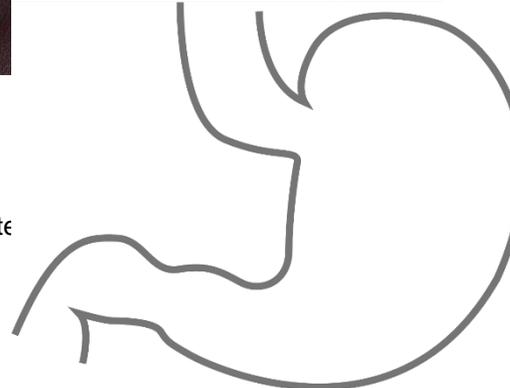
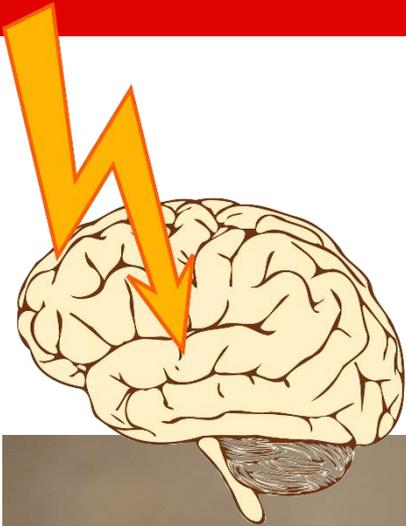
- By the end of this hour, we'd like you to...
 - Understand why sodium reduction is so important to public health
 - Identify progress made both nationally and in CA
 - Gain strategies for sodium reduction
 - Share your #SaltyBreakup story



Why Does Sodium Reduction Matter?

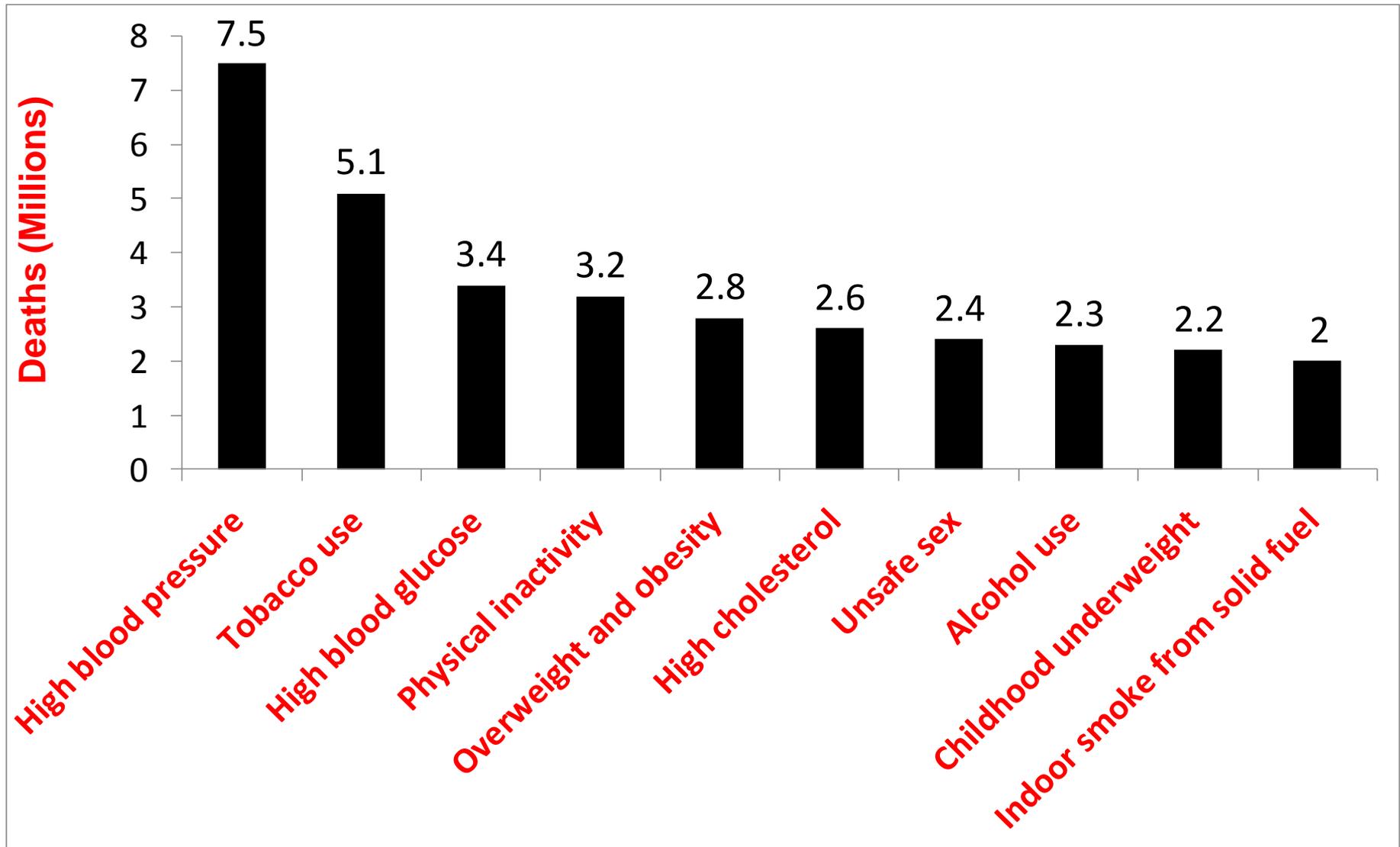
Atacama Desert, Chile

Sodium Impact: Health



Whelton, *Circulation*, 2012
Appel, *Journal of Clinical Hypertension*. 2015
He, *J Hum Hypertens.*, 2008
IOM. 2010. *Strategies to Reduce Sodium Intake in the United States*
Appel, *Circulation*, 2011
Appel, *Circulation*, 2011
Appel, *Circulation*, 2011
Appel, *Circulation*, 2011
He, *J Hum Hypertens.* 2009

Worldwide, Elevated BP is the Leading Cause of Preventable Deaths



U.S. Health Needs

- 1/3 of adults have hypertension; another 1/3 have pre-hypertension.¹ And, people with and without clinically-defined hypertension benefit from lowering sodium⁴
- ~50% of the U.S. population age 2+ is comprised of subgroups likely to be “salt-sensitive”²
- 90% lifetime risk of developing high blood pressure³
- Modeling suggests substantial benefits to morbidity and mortality from population sodium reduction⁵

¹Mozaffarian et al. *Circulation* 2015; 131: e29-e322

²CDC. *MMWR*. 2011;60(41):1413-1417.

³Vasan et al. *JAMA*. 2002;287:1003–1010

⁴He et al. *J Hypertens*. 2009;27(1):48Y54; Sacks et al. *NEngl J Med*. 2001;344(1):3-10.

⁵Coxson et al, *Hypertension*. 2013;61(3):564-570; Bibbins-Domingo et al., *NEJM* 2010;362(7):590-599.

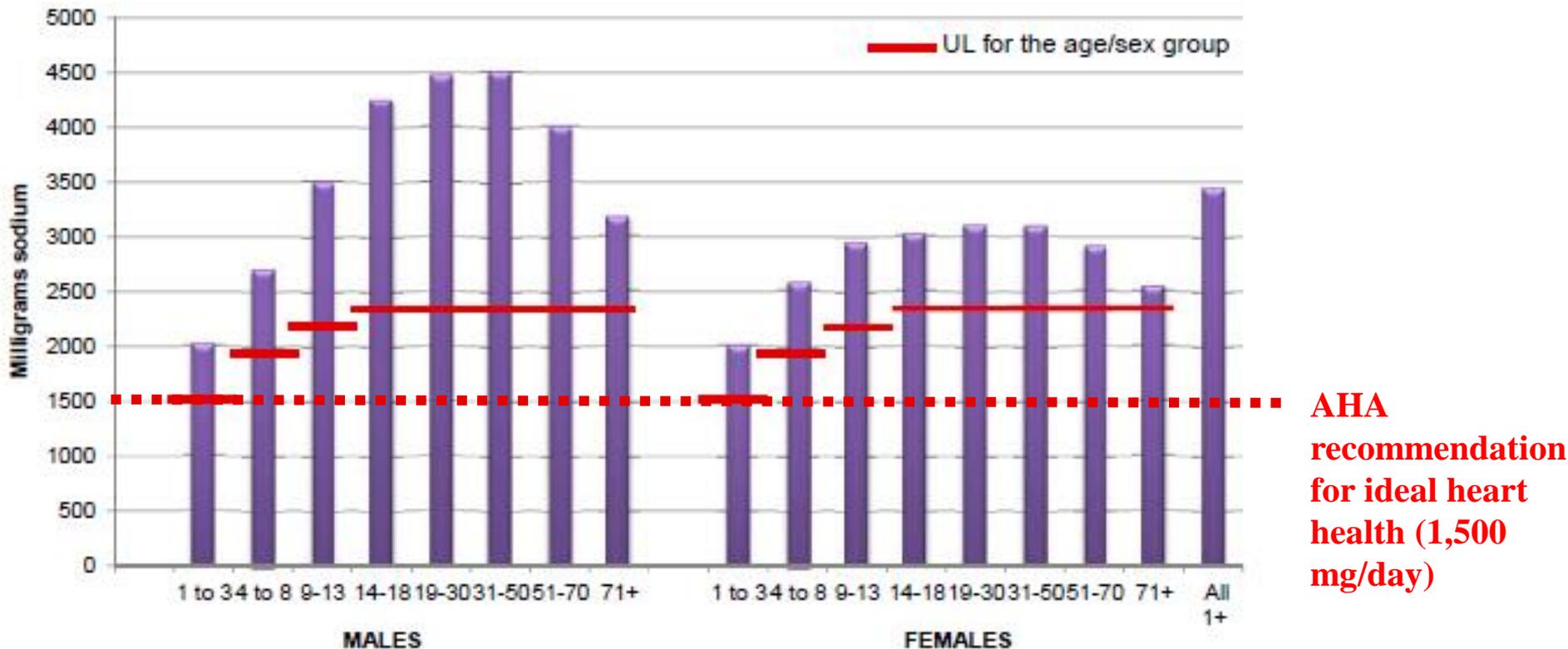
Sodium Recommendations

Average U.S. sodium intake= 3,478 mg/d¹

This is at least 1,000 mg/d greater than *any* of the recommendations.

How much is consumed?

Average: Nearly 3,500+ mg/day for males and females age 1+ years

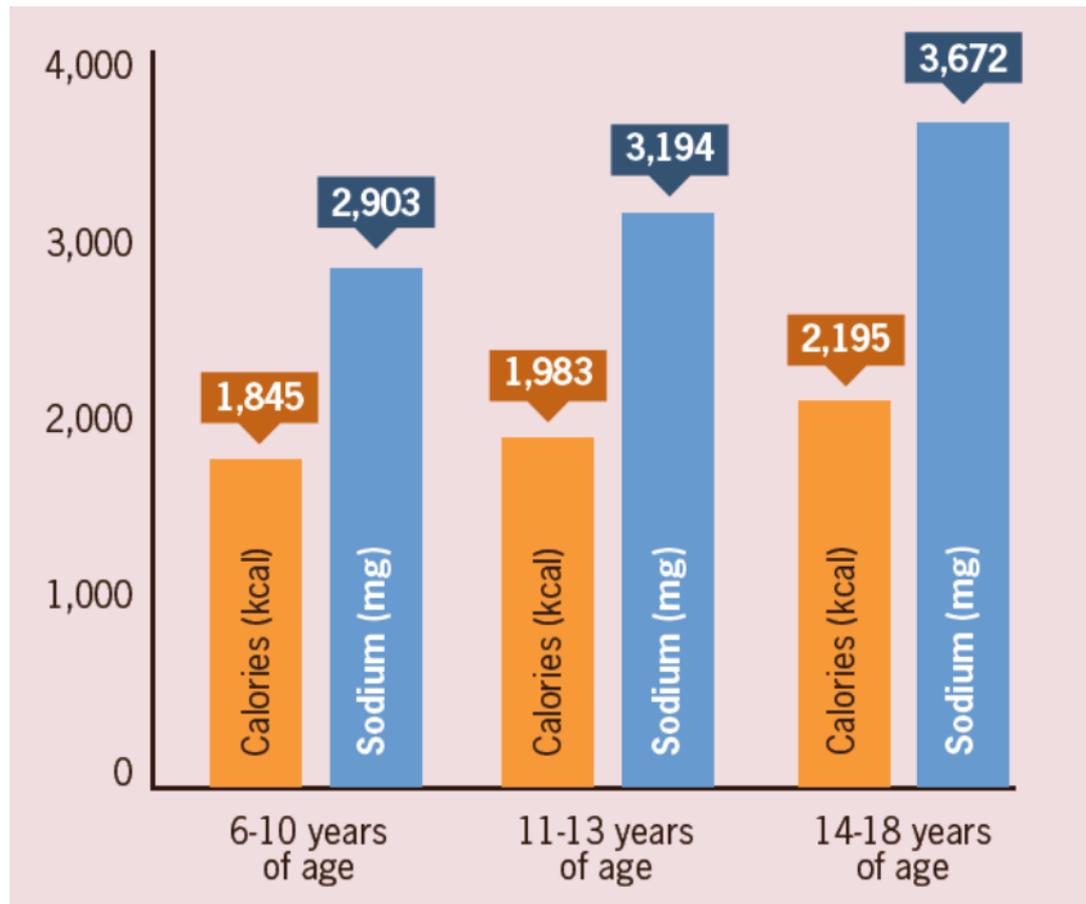


Note: UL = Upper Level, per the 2005 IOM DRI report on electrolytes

Source: What We Eat in America, NHANES 2007-2010 (National Health and Nutrition Examination Survey), self-reported dietary intake

Children's Sodium Intake

About 90% of U.S. children ages 6-18 years eat too much sodium (before salt is added at the table)

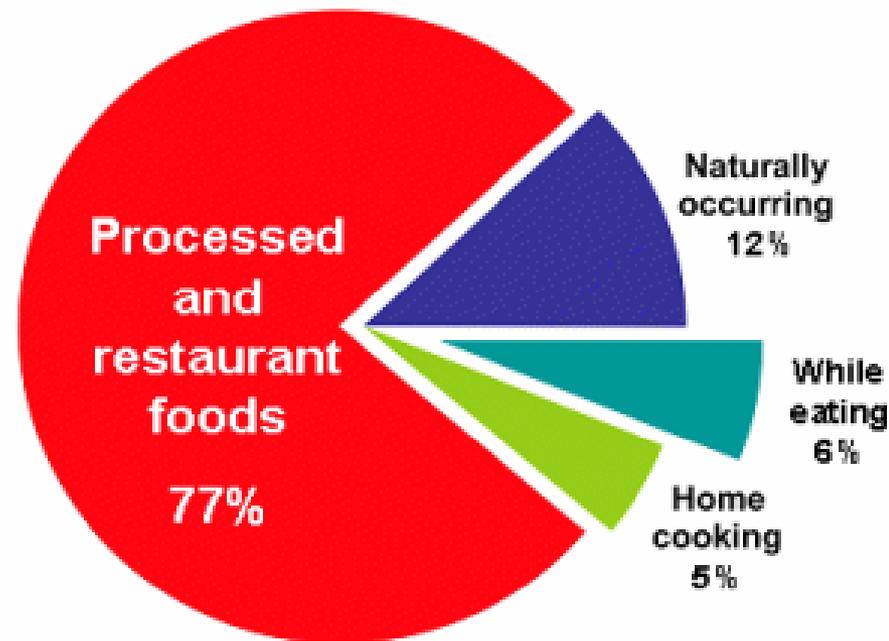


Do People Realize They Eat Too Much?

- **AHA Consumer Survey, November 2013 (1,000 U.S. adults)**
 - 97% underestimate (or cannot estimate) their sodium intake
 - 58% have tried to reduce dietary sodium; most common strategies are using less salt at table and in cooking
- **IFIC Food and Health Survey, 2015 (1,000 U.S. adults)**
 - 65% try to cut back on salt
 - Sodium is the #2 ingredient people try to avoid, after sugars
- **BRFSS survey, (~180,000 adults in 26 states and P.R.)**
 - 51% are watching or reducing sodium
 - 22% received medical advice to reduce sodium

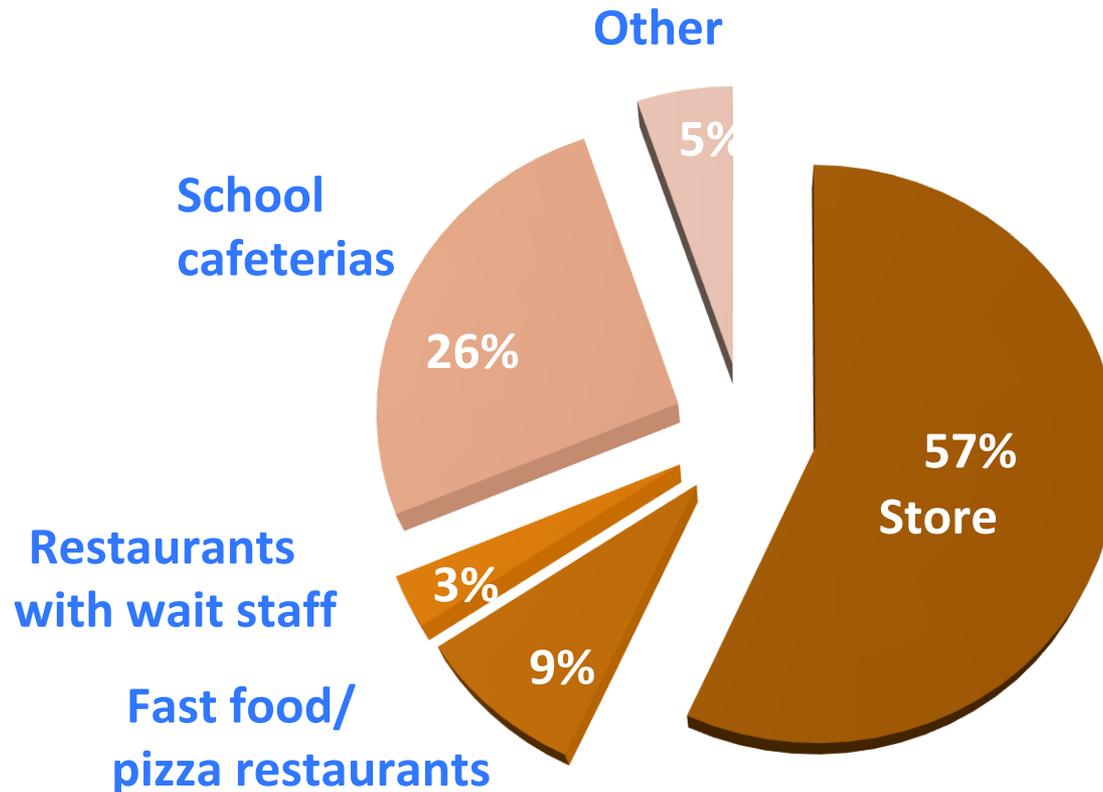
Sources of Sodium in our Diets

Most Sodium Comes from Processed and Restaurant Foods



Dietary Sources for Children

On days a school meal is consumed:



Top Dietary Sodium Sources

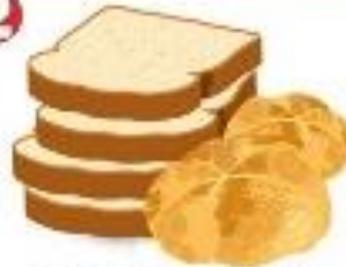
FOODS THAT ADD THE MOST SODIUM TO THE DIET, AGES 6-18:

1



PIZZA

2



BREADS & ROLLS

3



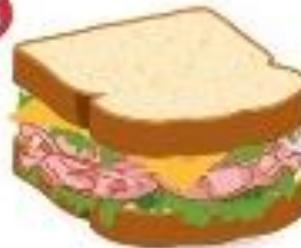
COLD CUTS & CURED MEATS

4



SAVORY SNACKS

5



SANDWICHES

6



CHEESE

Simple Swaps = Big Changes!

Higher Sodium Choices

Lower Sodium Choices

Top slice of bread
200 mg

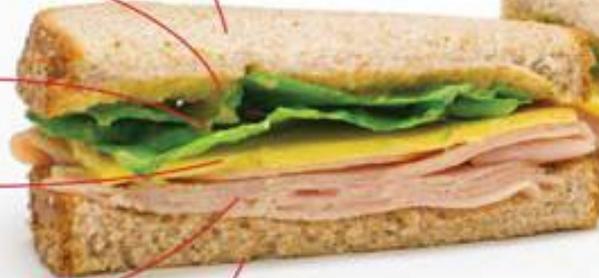
1 teaspoon mustard
120 mg

1 leaf of lettuce
2 mg

1 slice of cheese
310 mg

6 thin slices of turkey
690 mg

Bottom slice of bread
200 mg



Top slice of bread
110 mg

1 teaspoon mustard
55 mg

1 leaf of lettuce
2 mg

1 slice of cheese
135 mg

6 thin slices of turkey
440 mg

Bottom slice of bread
110 mg



Total = 1,522 mg

Savings: 670 mg

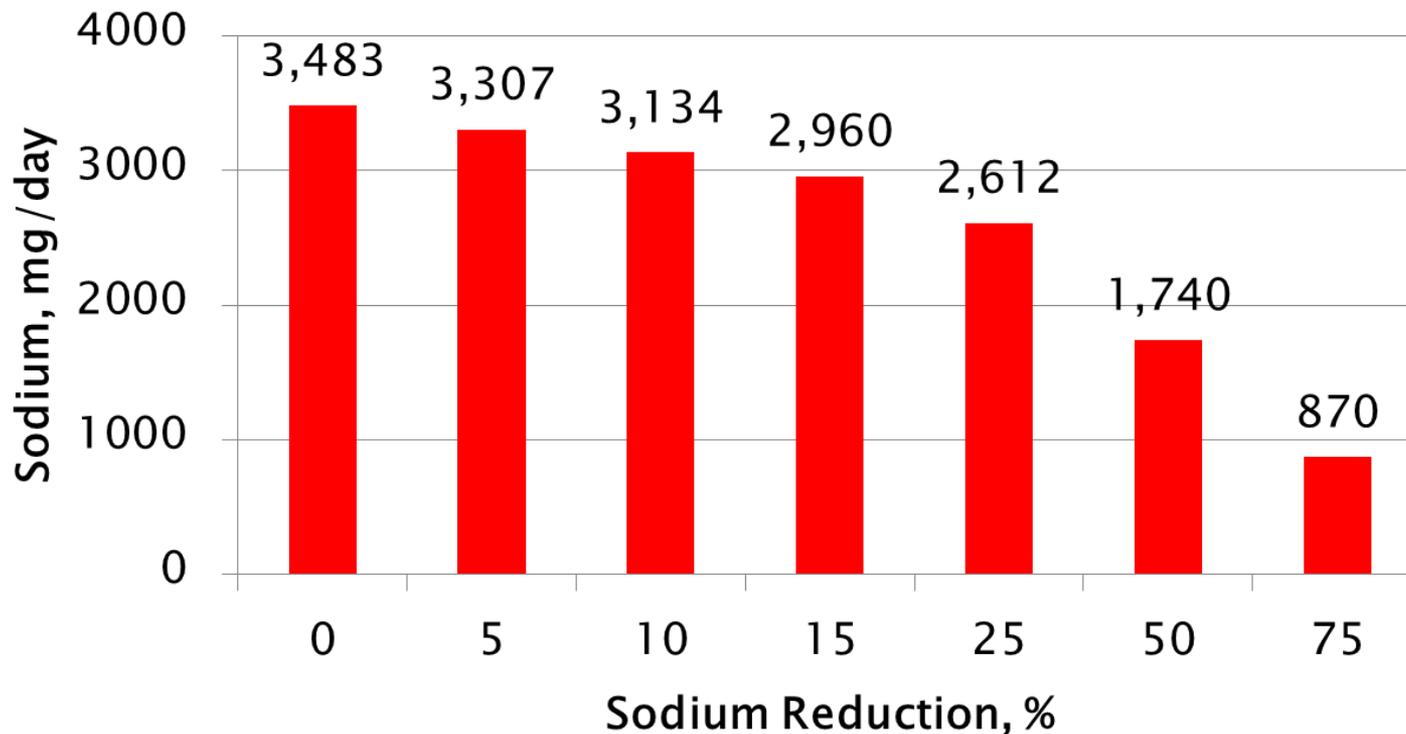
Total = 852 mg

Sodium Impact: A Success Story

- Two boarding schools reduced sodium in meals by 15–20%
- Students were not instructed to change their eating habits
- Over the academic year, researchers saw a significant reduction in blood pressure
- Modest, attainable changes in sodium intake, if maintained, could have a significant effect on adolescents' blood pressure

Modeling Impact

It will take a 25-50% sodium reduction in the food supply for Americans' average sodium intakes to meet the U.S. Dietary Guidelines for Americans recommendation of less than 2,300 mg/day



What have you been up to?

Bolivian Salt Flats

Stand Up! (please)

STAY STANDING if your organization...

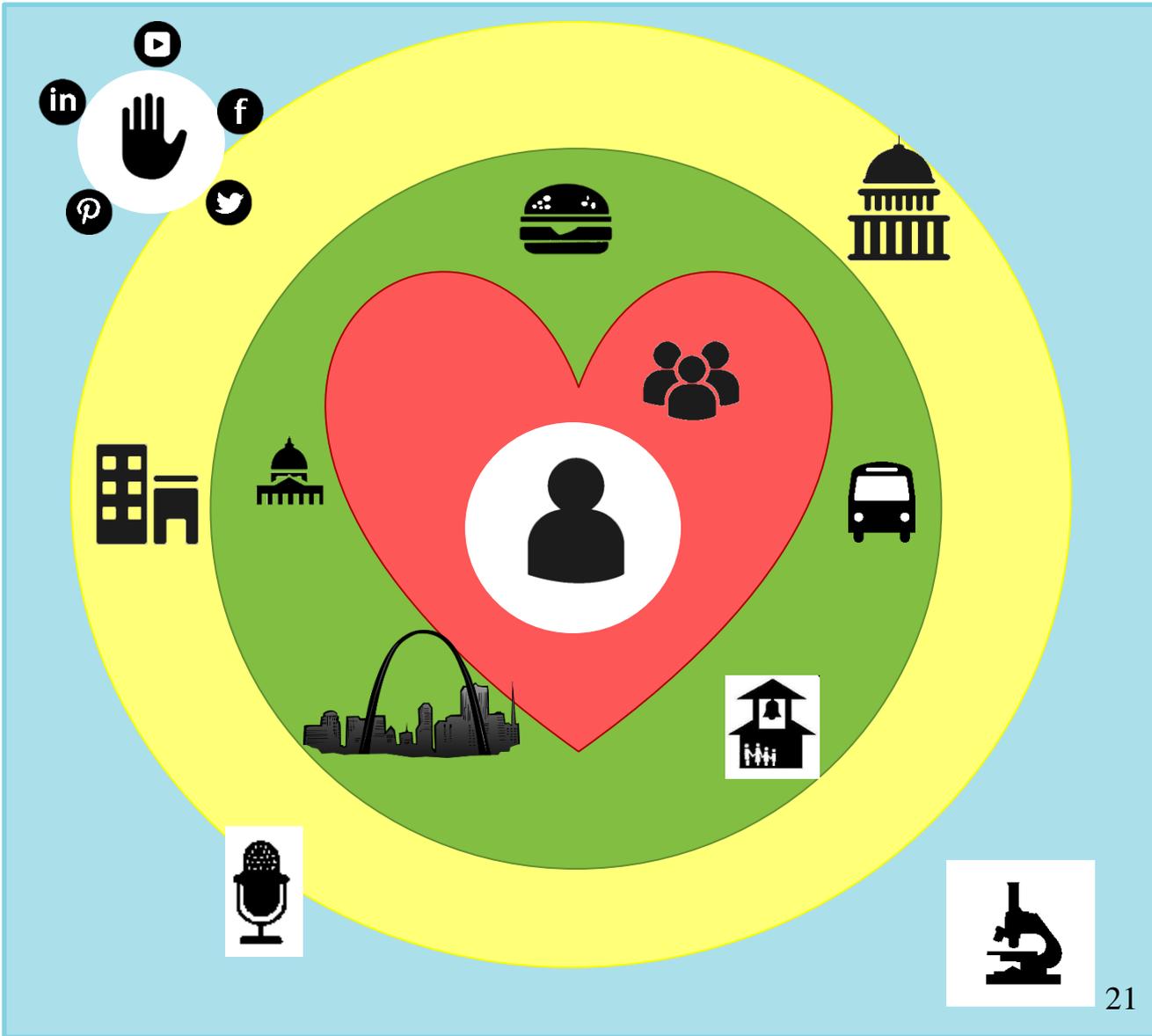
- Implemented a program to educate individuals about sodium reduction
- Implemented an initiative to educate organizations (your own or others) about sodium reduction
- Passed a policy that lowers sodium on any menu
- Passed a policy that lowers sodium in school meals
- Passed a policy that lowers sodium in vending machines
- Passed a policy that lowers sodium in restaurants

A large, conical pile of white salt dominates the foreground, its surface showing some texture and shadows. The background features a flat, salt-covered landscape under a clear blue sky with a few wispy clouds. The overall scene is bright and sunny.

**What have we
been up to?**

Saltzburg, Austria

Who are we impacting?

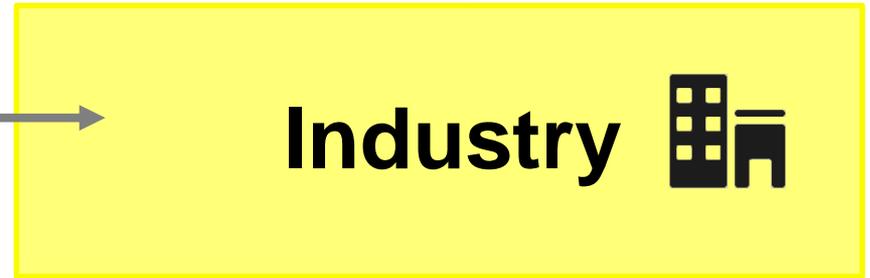


Strategic Approach for greatest impact

2020 Goal: Decrease Americans' sodium intakes by 20%



Reduce sodium in the food supply



Creating a groundswell of support

Consumer Demand and Scientific Support

Attract new advocates to make commitments to reduce personal sodium intake



Collaborate with and challenge the food industry to improve sodium-dense foods



At opportune times, participate in conversations to reduce sodium at the Federal level.



Build and strengthen groundswell to position supporters for action

Work with partners to carry out state-level sodium reduction initiatives

Consumer Website

As of August 2015, we have 95,000 consumers who support reducing sodium and eating healthier for yourself, your family, and your community.



We offer consumers an opportunity to get active with industry and policy

Take the Pledge | Salty Scoop | Sodium 41 | Action Center | Contact Us | Already a member, please [log in](#). If not, please [register](#).

I love you but you're breaking my heart.

Pledge to break up with excess sodium and start living healthier!

[Take The Pledge](#)

We have a lot of content that we are adding to expand the breadth of blog content

We have many different infographics and information about sodium for consumers.



Sodium Quiz

[Test Your Knowledge](#)

www.heart.org/sodium

Consumer Campaign Video

“Don’t Let Salt Sneak Up On You”



Consumer Infographics

DID YOU KNOW? THE SALTY SIX

THESE SIX POPULAR FOODS CAN ADD HIGH LEVELS OF SODIUM TO YOUR DIET

The American Heart Association recommends that you aim to eat less than 2,300 mg of sodium per day.

Look for the Heart-Check mark to help you make smarter choices about the food you eat.

- BREADS & ROLLS**: Consuming bread is a common habit. Every time you eat bread, you're adding a lot of sodium to your diet. High sodium intake can lead to high blood pressure, heart disease, and kidney disease.
- COLD CUTS & CURED MEATS**: Cold cuts, salami, or other slices of meat are common in sandwiches, pizza toppings, and other dishes. They're often high in sodium because of the curing process.
- PIZZA**: A slice of pizza with several toppings can contain more than half of your daily recommended sodium intake. Look for the Heart-Check mark to help you make smarter choices.
- POULTRY**: Sodium levels in poultry can vary a lot. Some brands use a lot of salt to keep the meat moist. You can find lower sodium options if you look for the Heart-Check mark.
- SOUP**: Sodium is one way to boost the flavor of soups. Many soups are high in sodium. Look for the Heart-Check mark to help you make smarter choices.
- SANDWICHES**: A sandwich is a great way to get your daily recommended sodium intake. Look for the Heart-Check mark to help you make smarter choices.

For Kids THE SALTY SIX

On average, 80% of kids eat too much sodium. Kids' preferences for salty-tasting foods are shaped early in life. Parents and caregivers can help lower sodium by influencing how foods are produced, purchased, prepared and served.

FOODS THAT ADD THE MOST SODIUM TO THE DIET, AGES 6-10:

- PIZZA
- BREADS & ROLLS
- COLD CUTS & CURED MEATS
- SAVORY SNACKS
- SANDWICHES
- CHEESE

Most of the sodium kids eat is already in the foods they get from:

- GROCERY STORES
- RESTAURANTS
- SCHOOL CAFETERIAS

...and not from the salt shaker

Learn more at heart.org/sodium

FACE FEEL PUFFY? JEANS FIT TIGHTER?

In 3 weeks you can:

- Change your sodium intake
- Start enjoying foods with less sodium
- Reduce bloating

On average, American adults eat more than 3,400 milligrams of sodium daily - more than double the American Heart Association's recommended limit.

3,400 mg sodium daily (average intake)

1,500 mg sodium daily (recommended limit)

CHANGE your SALTY WAYS

IN ONLY 21 DAYS

Learning to read a Nutrition Facts label and making food choices can help you make healthier choices.

WEEK ONE

- Look for lower sodium items
- Track your sodium consumption
- Log how much sodium you've shaved out of your diet

WEEK TWO

- If you do eat pizza, make it one with less cheese & meats
- Add veggies to your pizza instead
- Use fresh poultry rather than meat, canned or processed

WEEK THREE

- One cup of chicken noodle soup can have up to 1,000 mg of sodium
- Check labels & buy lower sodium brands
- Use leaner sodium meats, cheeses & condiments & plenty of vegetables to build healthier sandwiches

Look for the Heart-Check mark to find products that can help you make smarter choices about the foods you eat. heartcheckmark.org

KNOW THE SALTY 6

Common foods that may be loaded with excess sodium:

- Breads & Rolls
- Cold Cuts & Cured Meats
- Pizza
- Poultry
- Soup
- Sandwiches

Choose wisely, read nutrition labels & watch portion control.

AMERICANS NINE out of 10 CONSUME TOO MUCH SODIUM

On average, American adults eat more than 3,400 milligrams of sodium daily - more than double the American Heart Association's recommended limit of 1,500 milligrams.

3,400 mg sodium daily (average intake)

1,500 mg sodium daily (recommended limit)

WHERE does the sodium we eat come from?

- 25% comes from restaurants
- 65% comes from food bought in retail stores
- 10% comes from home cooking & at the table

Excess sodium increases a person's risk for **HIGH BLOOD PRESSURE**, which can lead to heart disease and stroke.

Choose lower-sodium foods and cook at home more often.

Look for the Heart-Check mark to find products that can help you make smarter choices about the foods you eat.

Check the Nutrition Facts label for the amount of sodium per serving AND the number of servings per container.

Read food labels. Assorted brands of the same food often have different sodium amounts.

HOW can I control how much sodium I eat?

Source: Centers for Disease Control (CDC)

<http://heart.org/sodiuminfographics>

THE EFFECTS OF EXCESSIVE SODIUM ON YOUR Health & Appearance

9 out of 10 Americans consume too much sodium.

WHERE DOES IT COME FROM?

- 65% restaurants, convenience stores
- 25% snacks
- 10% fast-food outlets

3,400 milligrams is the amount of sodium the average American consumes in a day.

1,500 milligrams is the recommended daily allowance of sodium.

YOUR HEALTH

Excess levels of sodium/salt may put you at RISK for:

- STROKE
- HEART FAILURE
- OSTEOPOROSIS
- STOMACH CANCER
- KIDNEY DISEASE
- KIDNEY STONES
- ENLARGED HEART
- MUSCLE HEADACHES

YOUR APPEARANCE

Excess levels of sodium/salt may cause:

- INCREASED WATER RETENTION, LEADING TO:
 - Puffiness
 - Bloating
 - Weight gain

heart.org/sodium

7 SALTY MYTHS BUSTED

1. ELIMINATE sodium COMPLETELY for GOOD HEALTH

2. SEA SALT has LESS SODIUM than TABLE SALT

3. I usually don't SALT my FOOD, so I DON'T EAT too MUCH SODIUM

4. HIGH levels of SODIUM are FOUND only in FOOD

5. LOWER SODIUM foods have NO TASTE

6. My BLOOD PRESSURE is NORMAL, so I DON'T NEED to WORRY about how much SODIUM I eat

7. I DON'T EAT a lot of SALTY FOOD so I DON'T EAT too much SODIUM

75% of sodium from your diet comes from processed foods - not the salt shaker.

heart.org/sodium

75% OF AMERICANS WANT LESS SODIUM IN PROCESSED & RESTAURANT FOODS

ON AVERAGE, AMERICANS EAT MORE THAN 3,400 MG OF SODIUM DAILY

3,400 MG

97% DO NOT KNOW OR UNDERESTIMATE THEIR SODIUM INTAKE.

AMERICANS ESTIMATE THEIR SODIUM INTAKE PER DAY AT:

AMERICANS' SODIUM INTAKE COMES FROM:

- 6% while cooking
- 5% added
- 12% at restaurants
- 77% Processed and restaurant foods

58% have tried to reduce the amount of sodium in their diet.

57% want more choice or control over the sodium content in their food.

56% think the government should play a role in reducing sodium in foods by setting mandatory (31%) or voluntary (25%) limits.

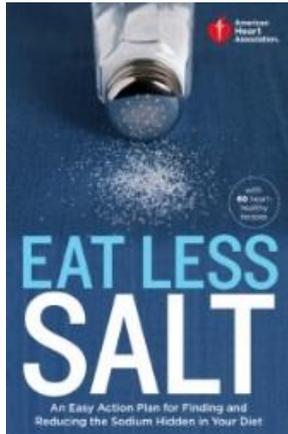
21% incorrectly believe that there are already limits on how much sodium can be added to processed foods.

15% incorrectly believe there are already limits for restaurant foods.

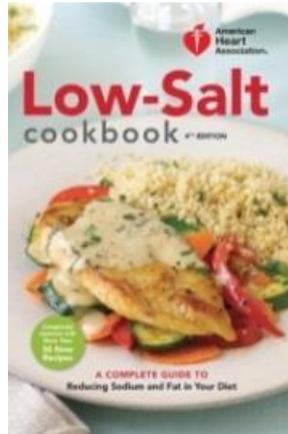
HEART.ORG/SODIUM

Consumer Publications

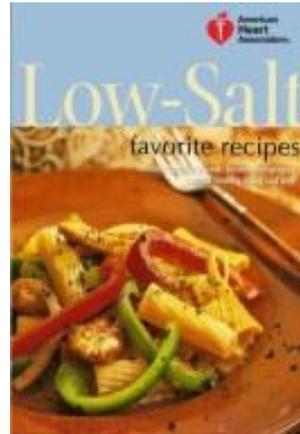
<http://heart.org>



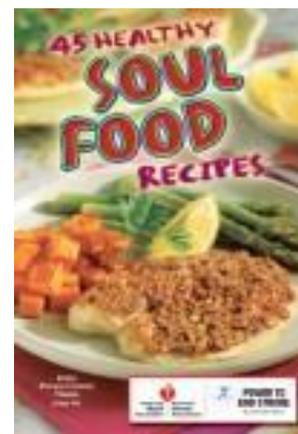
Lifestyle book; practical strategies to maintain a lower-sodium life; 60 recipes



Cookbook of 200+ lower-sodium recipes; info on shopping and cooking, resources, and healthy lifestyle tips



Magazine cookbook; 40 lower-sodium recipes; info on how to eat a healthy, lower-sodium diet



Magazine cookbook; 40 lower-sodium recipes plus cooking tips for those who love Southern comfort foods



Cookbook of 22 lower-sodium recipes that will appeal to a variety of Hispanic cultures

Scientific Support

Published in *Circulation*:

- Stakeholder Discussion to Reduce Population-Wide Sodium Intake and Decrease Sodium in the Food Supply – AHA Conference Proceedings Report (Antman et al.) (May 2014)
- AHA Science Advisory: Methodological Issues in Cohort Studies that Relate Sodium Intake to CVD (Cobb et al.) (Feb. 2014)
- AHA/ACC Guideline on Lifestyle Management to Reduce Cardiovascular Risk - includes guidance on sodium intake and dietary patterns (Nov. 2013)
- Presidential Advisory I (Appel et al.) (Jan. 2011) and II (Whelton et al.) (Nov. 2012)

Industry Success Story: Nestle

- **Nestle announced plans to reduce sodium** in over 250 US food products including DiGiorno®, Hot Pockets®, and Lean Pockets®
- Over **1000 satisfied consumers** sent letters, thanking Nestle for the company's commitment to reduce sodium.
- **Customer service statistics support the impact**
 - It is 6-7 times more expensive to acquire a new customer than it is to keep a current one ²⁴
 - Consumers are two times more likely to share their bad customer service experiences than they are to talk about positive experiences ²⁵

Industry Success Story: Aramark

- **AHA and Aramark are working together:**
 - On menu commitments to:
 - ◆ reduce calories, saturated fat and sodium levels by 20%, and
 - ◆ increase consumption of fruits, vegetables and whole grains by 20%.
 - On a skills-building educational campaign focusing on:
 - ◆ Eating at home
 - ◆ Healthier cooking
 - ◆ Four communities: Dallas, Philadelphia, Chicago, Houston (plans to scale after one year)
- AHA and Aramark's *Healthy for Life 20 by 20* initiative will impact **10 billion meals over five years.**
- The initiative will look to **replace less nutritious ingredients** on the menu with flavorful alternatives like fruits, vegetables, and whole grains.

Policy: School Lunch Petition

- March 2015, Congress threatened sodium decreases in school meals
- In an effort to preserve sodium standards, **over 23,000 supporters petitioned** Congress to preserve the planned decreases in school meals' sodium levels

Quiz!

...everyone please stand



Sodium Quiz

Which of the following items are NOT in the “Salty Six” for adults?

a) Breads and Rolls (hop up and down)

b) Chips (reach for the sky)

c) Cold cuts (touch your toes)



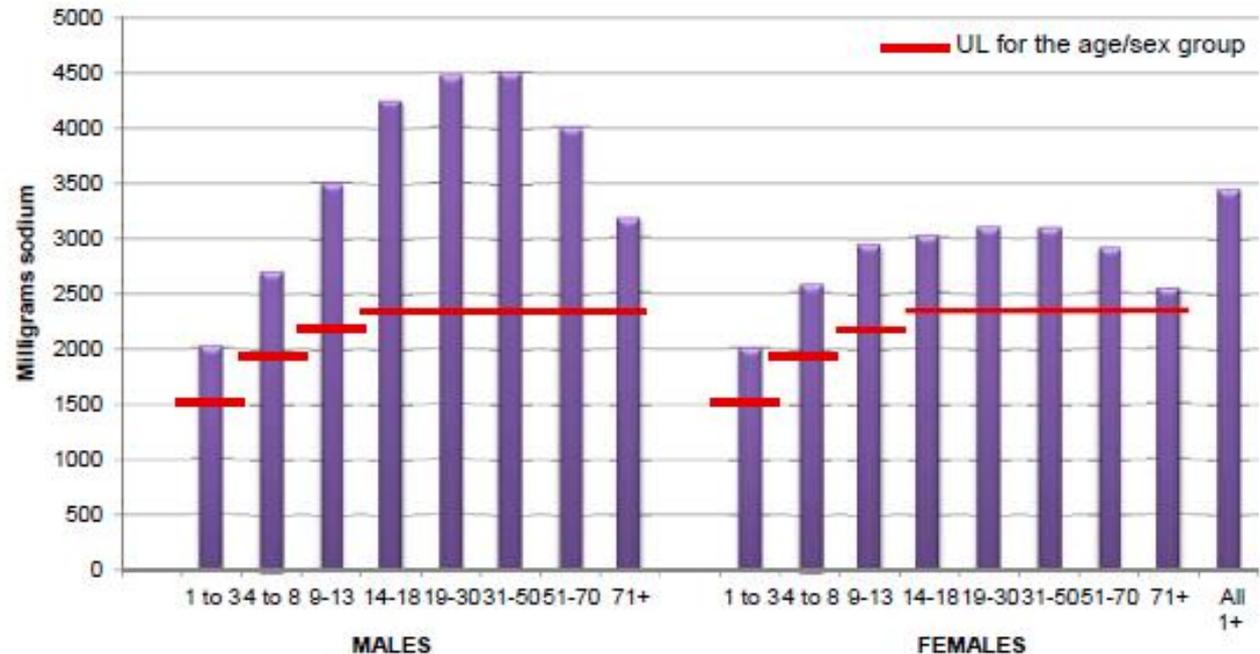
Sodium Quiz

The average sodium intake for Americans is about...

a) 3,500 mg (snap your fingers)

a) 1,500 mg (cl

c) 6,000 mg (stc



Sodium Quiz

True or false: If an adult does not have clinically defined hypertension, that adult does not have to worry about sodium intake.

a) True (high five the person to your right)

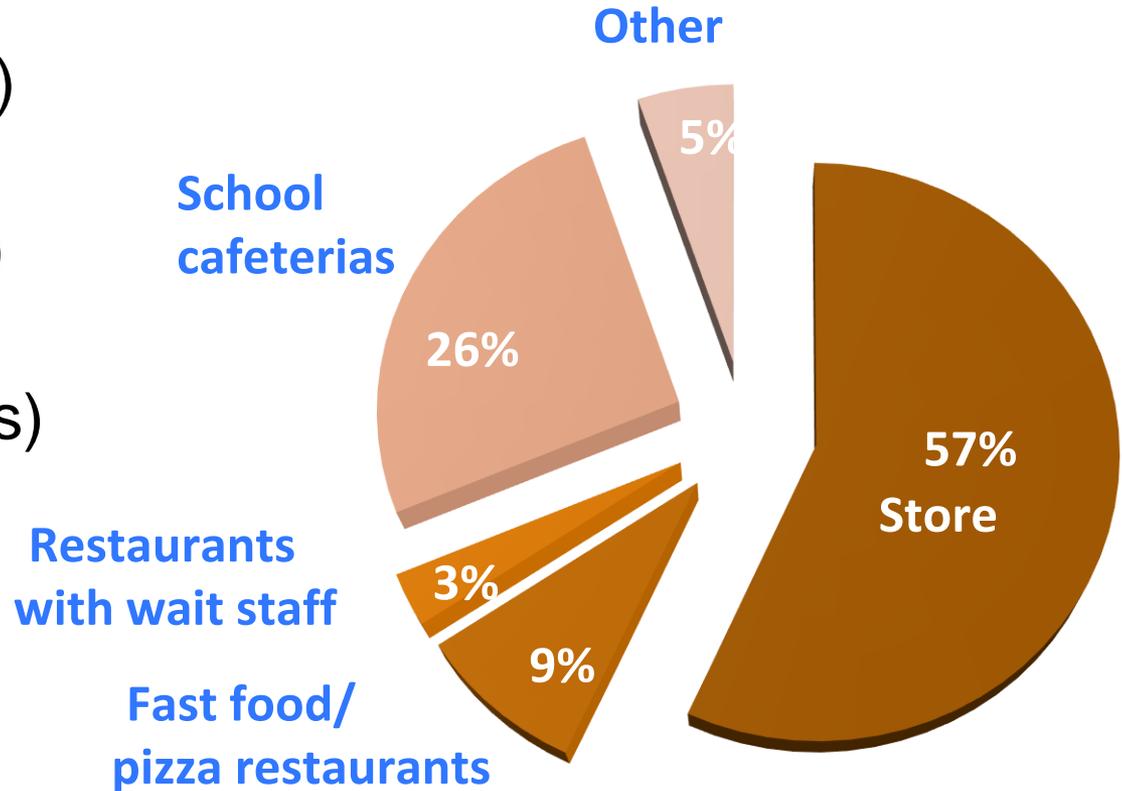
a) False (high five the person to your left)

⁴He et al. J Hypertens. 2009;27(1):48-54; Sacks et al. N Engl J Med. 2001;344(1):3-10.

Sodium Quiz

What percent of sodium in a child's diet comes from school meals, on an average school day?

- a) 33% (pat your head)
- b) 17% (pat your belly)
- c) 26% (pat your knees)**

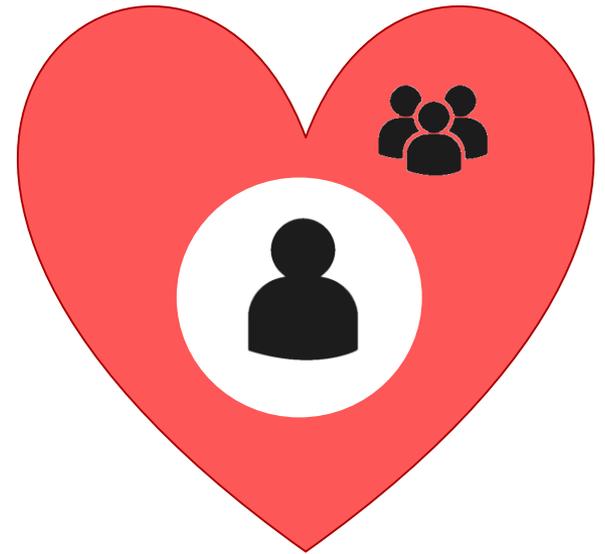


Strategies for Sodium Reduction



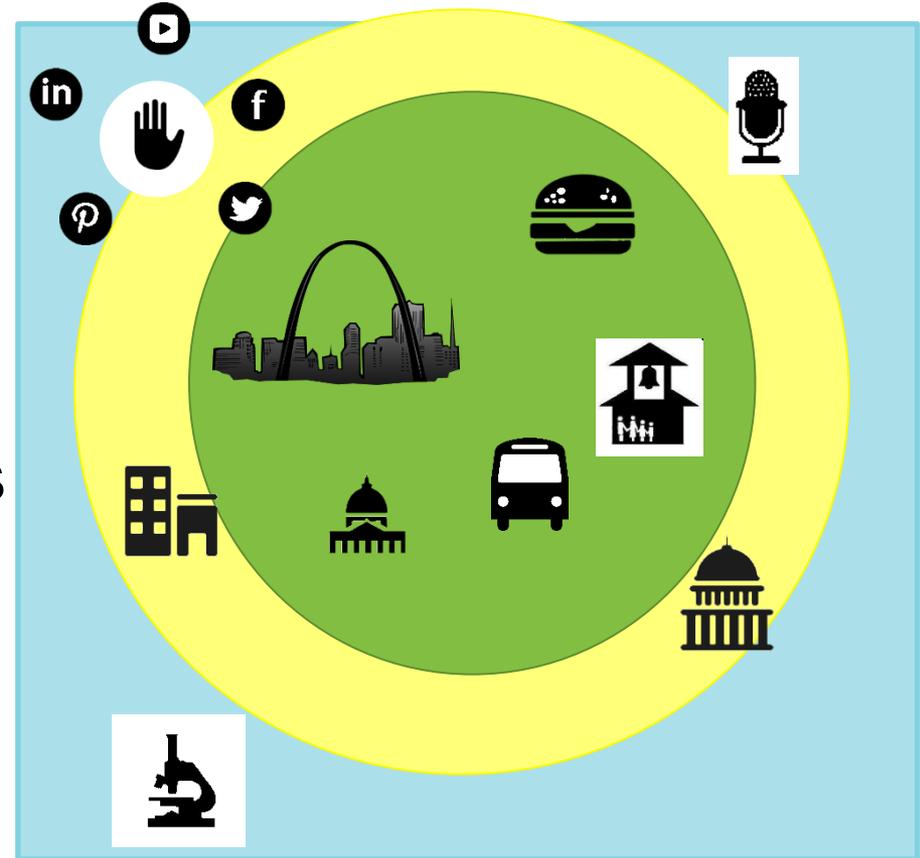
Ways you can help individuals

- Take the Sodium Pledge!
 - www.heart.org/sodium
- Check the food label
- Cook at home with less salt
- Choose wisely at a restaurant



Ways to help your community

- Follow our Action Alerts
 - www.heart.org/sodium
- Improve your organization's foods and beverages
- Submit your own resources for the Sodium Reduction Leaders Community



www.sodiumreductionleaders.heart.org

Food and Beverage Toolkit

- A **turn-key resource** that can be used by anyone involved with workplace food and beverage procurement or policy
- Practical and actionable guidance in **four key areas**
 - Meetings
 - Snacks
 - Catered Meals
 - Vending
- The toolkit **provides**
 - recommendations, tips, suggestions and nutrition standards
 - user tools to facilitate implementation, including worksheets, action plans and sample emails.

Get the toolkit now!

www.Heart.org/foodwhereur

A close-up photograph of a person's hand, palm up, holding a generous amount of white, crystalline salt. The hand is positioned over a light-colored, textured surface that appears to be sand or a similar granular material. The lighting is bright, highlighting the individual grains of salt and the texture of the skin and sand. The background is slightly out of focus, emphasizing the hand and the salt.

Share your Story

#BreakUpWithSalt

#ChangingTheMenu

Share your story

- Find your **Share Your Story** handout
- **Write down** your sodium story.
 - What have you done to reduce sodium?
 - What has your organization done to reduce sodium?
 - What has your community done to reduce sodium?
- Turn to the **person sitting next to you**
- Tell each other a **sodium story**
- **Group share**
- **Sign the waiver and submit your story for the opportunity to be featured on our website!**

“We cannot solve our problems with the same thinking we used when we created them.”

-Albert Einstein



life is whyTM
es por la vidaTM 全为生命TM