

National Salt Reduction Initiative

A Voluntary Framework to Reduce Population Sodium Intake

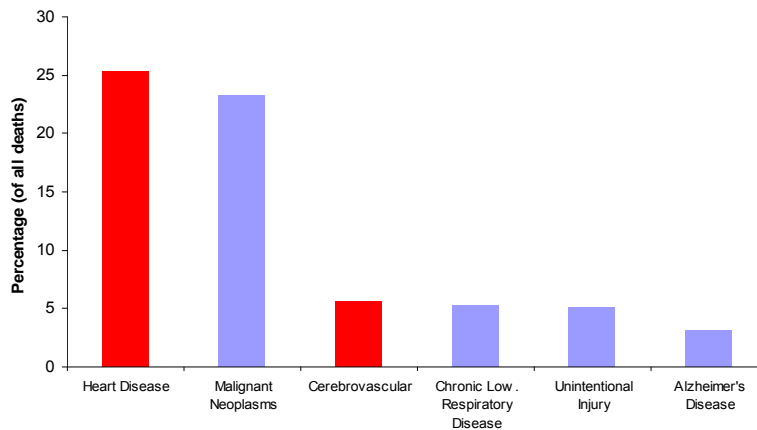


National Conference of State Legislatures
Friday, December 10, 2010
Phoenix, Arizona

Christine Johnson, MBA
Cardiovascular Disease Prevention and Control Program
New York City Department of Health and Mental Hygiene



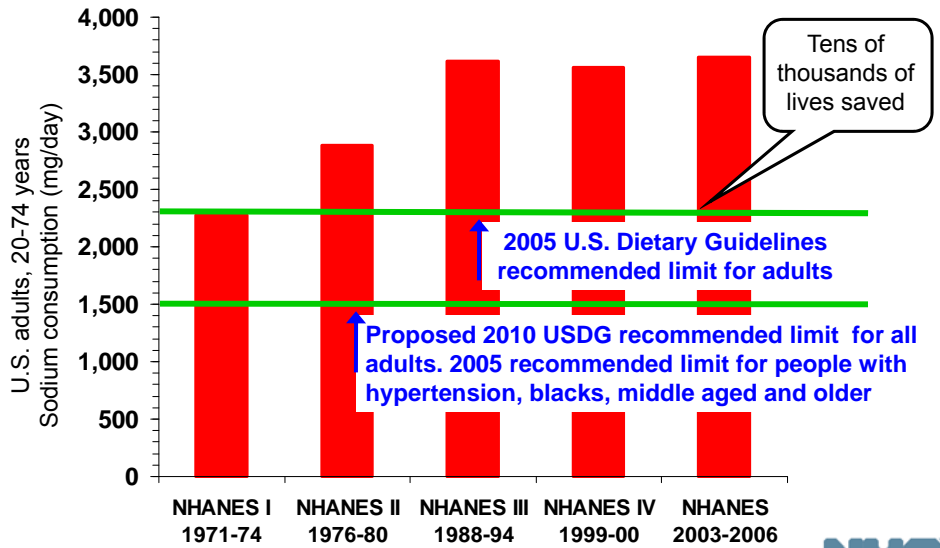
Cardiovascular Disease is Leading Cause of Death in U.S.



Deaths: Final Data for 2007. *National Vital Statistics Reports*. Vol. 58, No. 19, May 20, 2010.
http://www.cdc.gov/NCHS/data/nvsr/nvsr58/nvsr58_19.pdf



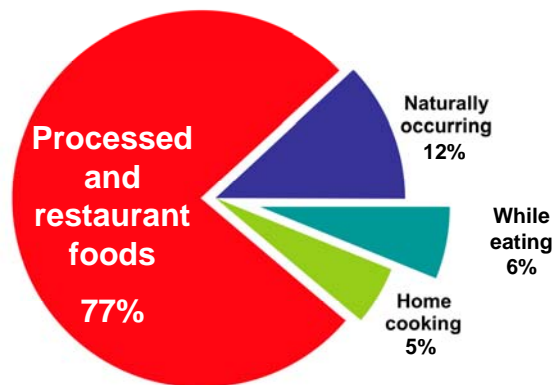
Blood Pressure Reduction Through Reduced Salt Intake Would Save Lives



Data from: Briefel RR, Johnson CL. Secular trends in dietary intake in the United States. *Annu Rev Nutr.* 2004;24:401-431; Institute of Medicine. *Strategies to Reduce Sodium in the United States, 2010*



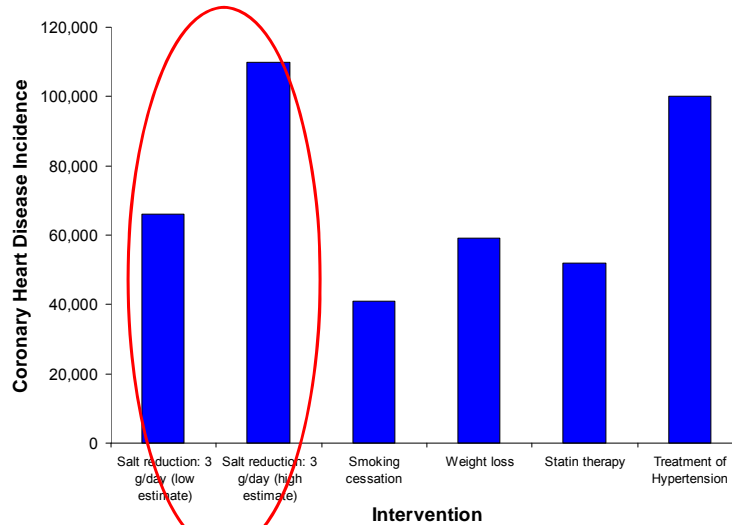
Most Salt Comes from Processed and Restaurant Foods



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



Impact of Annual Reductions: Comparison Across Various Interventions



Source: Data from Bibbins-Domingo K et al. Projected Effect of Dietary Salt Reductions on Future Cardiovascular Disease. 2010. *New England Journal of Medicine*. 362:590-9.

IOM Report Strategies to Reduce Sodium Intake

Primary strategy:

- FDA should initiate process to set mandatory national standards for the sodium content of foods

Endorsed voluntary strategies in the interim

- “Voluntary strategies could achieve meaningful reductions of sodium intake prior to implementation of mandatory standards.”
- “Voluntary ... public-private partnerships should continue during the time mandatory standards are being established.”

Reference: Institute of Medicine. *Strategies to Reduce Sodium Intake in the United States*, 2010



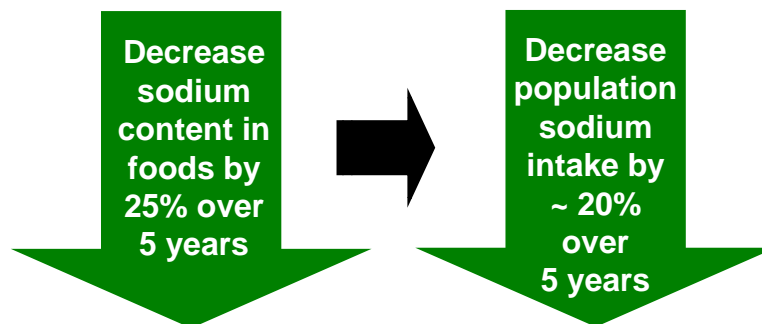
UK Salt Campaign

- Goal: Reduce salt intake by 1/3 from 2005 to 2010
 - More than 50 commitments from all sectors of the food industry
 - Gradual reductions across product categories
- Product salt reductions achieved
 - Heinz: 32% to 58% ↓ in some canned products
 - Nestle: 25% ↓ in soup mixes and bouillons
 - Kellogg's: 50% ↓ in some cereals
 - Kraft: 30% ↓ in cheese
- Population salt intake is encouraging: ~ 10% ↓

UK Food Standards Agency website. Accessed on 9/29/10 at <http://www.food.gov.uk/healthiereating/salt/>.
Summary Table of Salt reduction Commitments. Accessed on 9/29/10 at <http://www.food.gov.uk/multimedia/pdfs/saltcommitmentsmay2010.pdf>



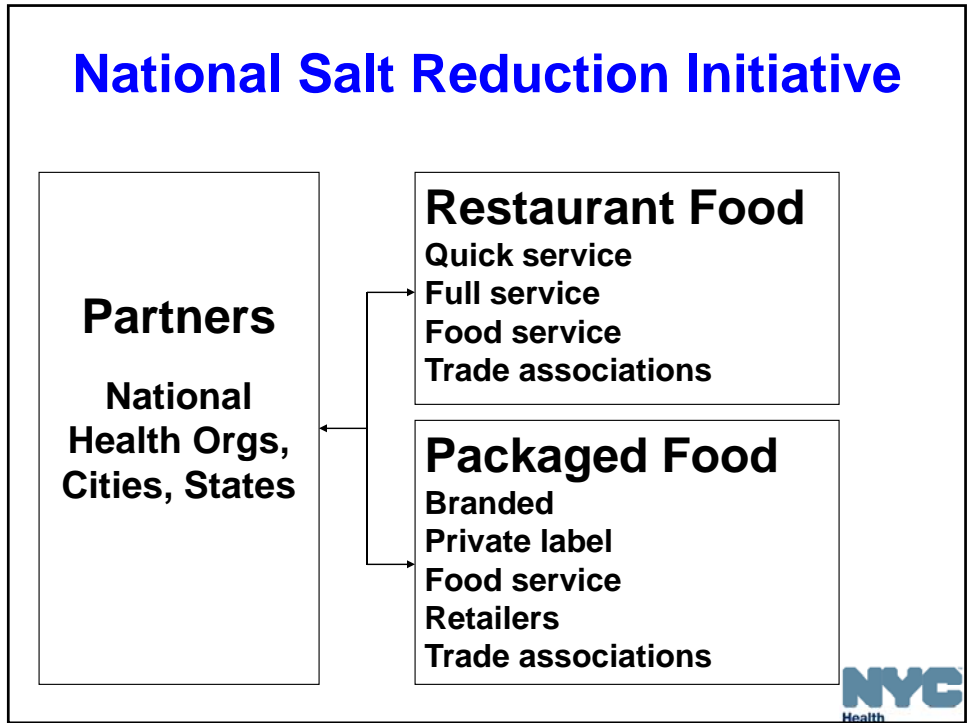
Goal: 20% Reduction in Sodium Intake in 5 Years



Reductions will vary among food categories



National Salt Reduction Initiative



National Effort

National Health Organizations

- American College of Cardiology
- American College of Epidemiology
- American Dietetic Association
- 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
- Kaiser Permanente
- 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
- Texas Medical Association
- World Hypertension League

Local and State Health Associations

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



National Effort

State Health Departments

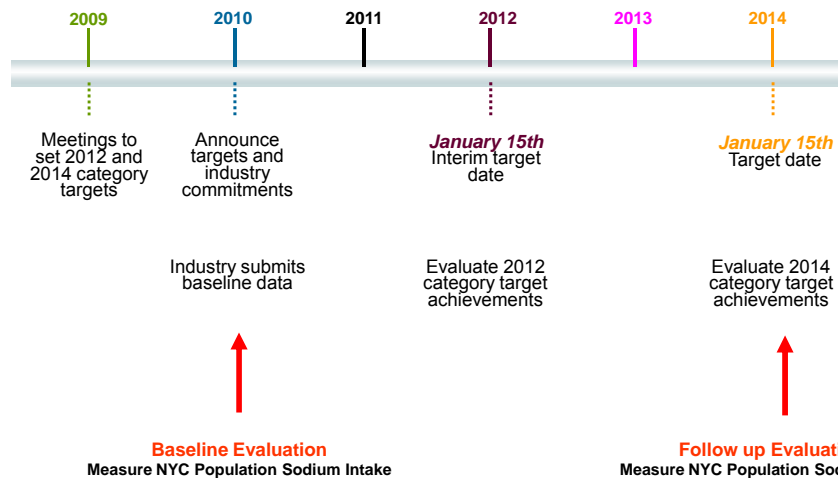
- Alaska Department of Health and Human Services
- Arizona Department of Health Services
- California Department of Public Health
- Colorado Department of Public Health and Environment
- Delaware Department of Health and Social Services, Division of Public Health
- Hawaii State Department of Health
- Idaho Department of Health and Welfare, Heart Disease and Stroke Prevention Program
- Maine Center for Disease Control and Prevention
- Maryland Department of Health and Mental Hygiene
- Massachusetts Department of Public Health
- Michigan Department of Community Health
- Minnesota Department of Health
- New Mexico Department of Health
- New Jersey Department of Health and Senior Services
- New York State Department of Agriculture & Markets
- New York State Department of Health
- North Carolina Department of Health and Social Services, Division of Public Health
- North Dakota Department of Health
- Northern Illinois Public Health Consortium
- Ohio Department of 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

City/Local Health Departments

- Baltimore City Health Department
- Boston Public Health Commission
- Broome County Health Department
- Chicago Department of Public Health
- District of Columbia Department of Health
- Los Angeles County Department of Public Health
- NYC Department of Health and Mental Hygiene
- Philadelphia Department of Public Health
- Public Health, Seattle and King County



Timeline



Packaged and Restaurant Food Strategies



Wide Range of Sodium in Similar Products



Raisin Bran
350mg sodium



Cinnamon Raisin Cereal
115mg sodium



3X amount of sodium



Databases

- Packaged Food Database
 - Merges national sales data and nutrition data,
 - Analyzed top 80% of items by sales
 - Calculated sales-weighted mean and range of sodium
- Restaurant Food Database
 - Merges national market share data and publicly-available nutrition data for 50 largest quick service restaurants (ranked by sales)
 - Calculated market share-weighted mean and range of sodium

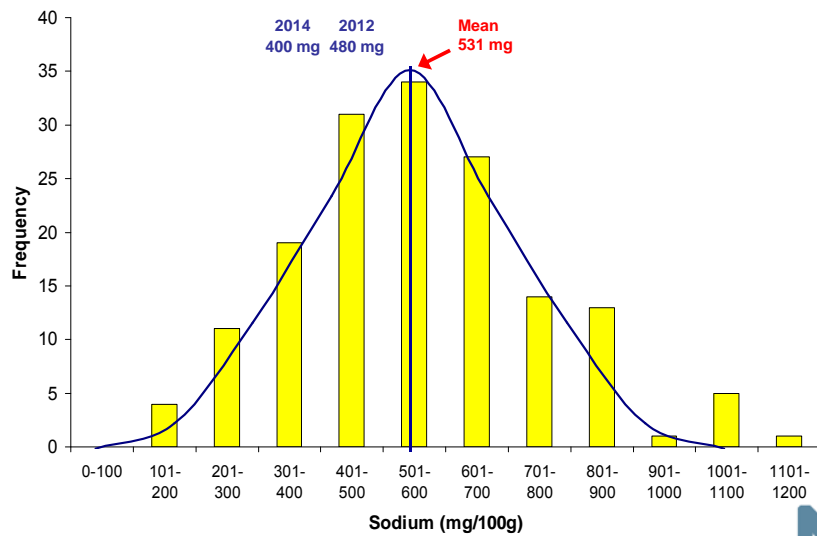


Targets

- 2012 and 2014 targets
 - 62 packaged food categories
 - 25 restaurant categories
 - Restaurant item maximum
- Proposed targets announced January 2010
- Final targets announced April 2010 with first set of company commitments

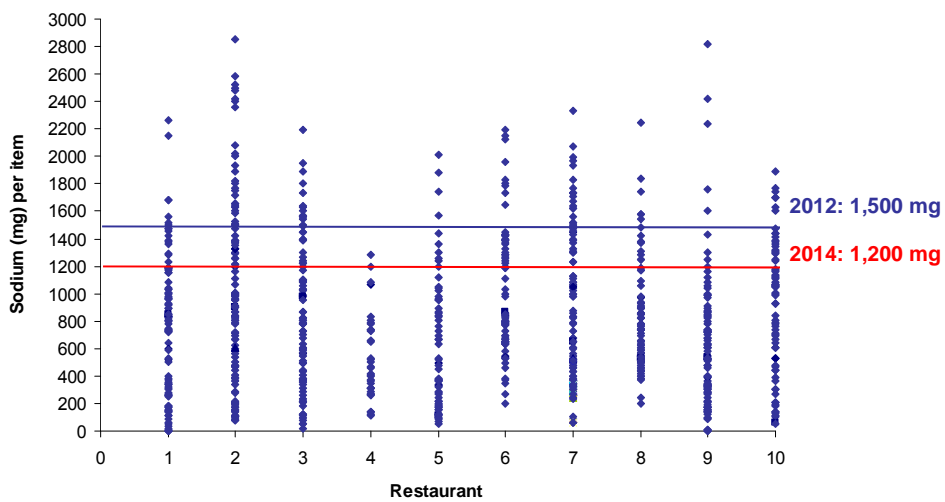


Sample Category Sodium Distribution



NYC
Health

Maximum Comparison to Top 10 QSR Chains



Note: One product (sodium = 3,540 mg) was omitted for clarity.

NYC
Health

Committing to Targets

Commitments to a food category target indicate that a company's sales-weighted mean sodium will be at or lower than the target by the target date.

- Companies must commit to at least one target that they do not already meet
- Companies must submit monitoring forms to track progress



NSRI Company Commitments

Packaged Food:

- Boar's Head
- Butterball
- Delhaize America
- Fresh Direct
- Furmano's
- Goya
- Hain Celestial
- Heinz
- Hostess Brands
- Kraft
- LiDestri
- Mars Food
- McCain Foods
- Premio
- Red Gold
- Snyder's of Hanover
- Unilever
- White Rose

Restaurants:

- Au Bon Pain
- Starbucks
- Subway
- Uno Chicago Grill

Monitoring and Evaluation

Food Content Monitoring

- Packaged Food and Restaurant Food Databases
 - Baseline and target year
 - By food category and by company
- Industry data
 - Baseline and target year
 - Unit sales and nutrition data

Evaluation

- 24-hour urinary sodium analysis from representative adult population
- Baseline and target year



National Nutrition Database

- IOM Recommendation
- Key components:
 - Creation of a national database
 - Mandated industry reporting of nutrition information
 - Updated annually
 - Interface for easy public access
 - Able to be merged by UPC



Conclusion

- National sodium reduction through a comprehensive plan to engage industry is crucial
 - If you want to learn more about participating in the NSRI, please let me know
- Databases that incorporate nutrition and sales data can assess changes in the food supply
- Population sodium intake can successfully be measured through 24-hour urine collection



NYC Food Standards

- Goal: To improve the nutrition quality of meals served by city agencies
 - Executive Order in 2008
 - 260+ million meals and snacks per year
- Standards for all meals and snacks served by NYC agencies
- Standards for all beverage vending machines on city property



National Salt Reduction Initiative

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



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nyc.gov/health/salt

