

National Salt Reduction Initiative



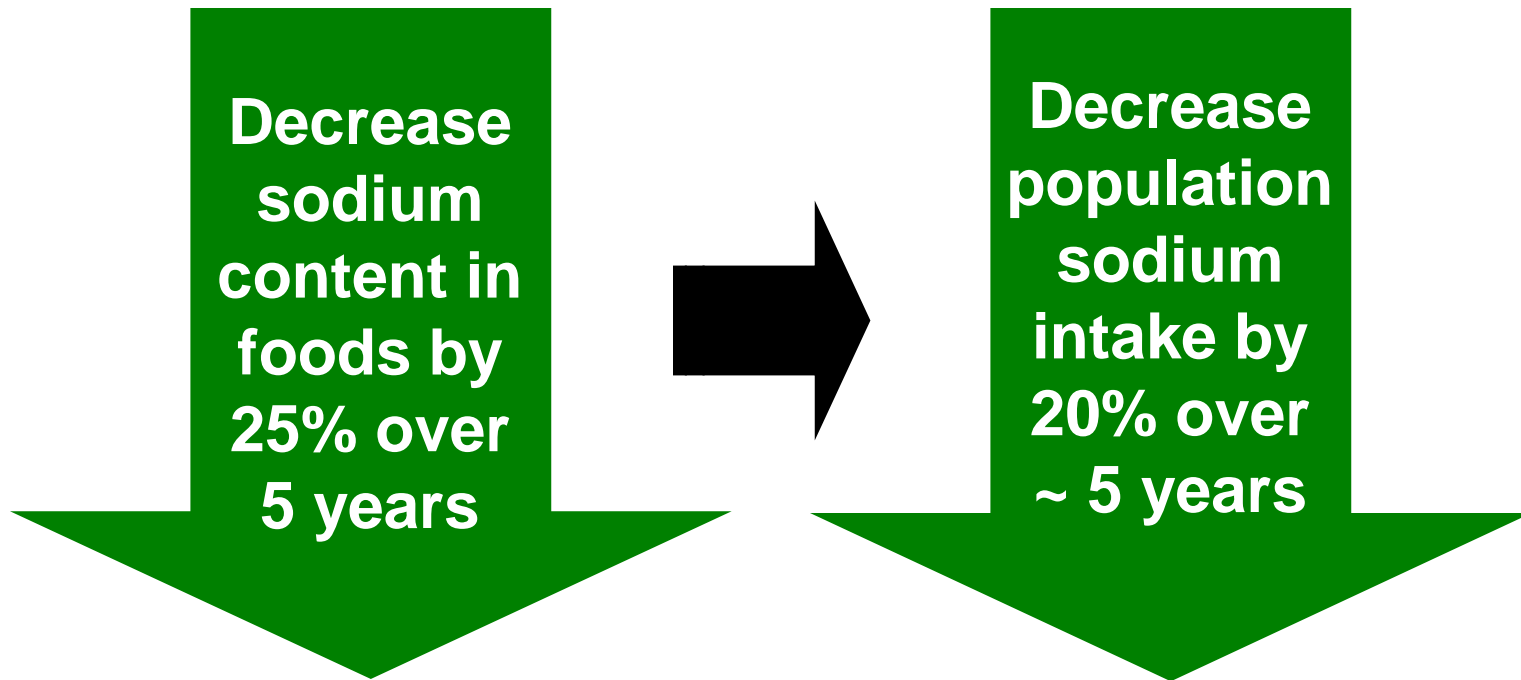
A Voluntary Framework to Reduce Population Sodium Intake

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National Salt Reduction Initiative (NSRI) Goal

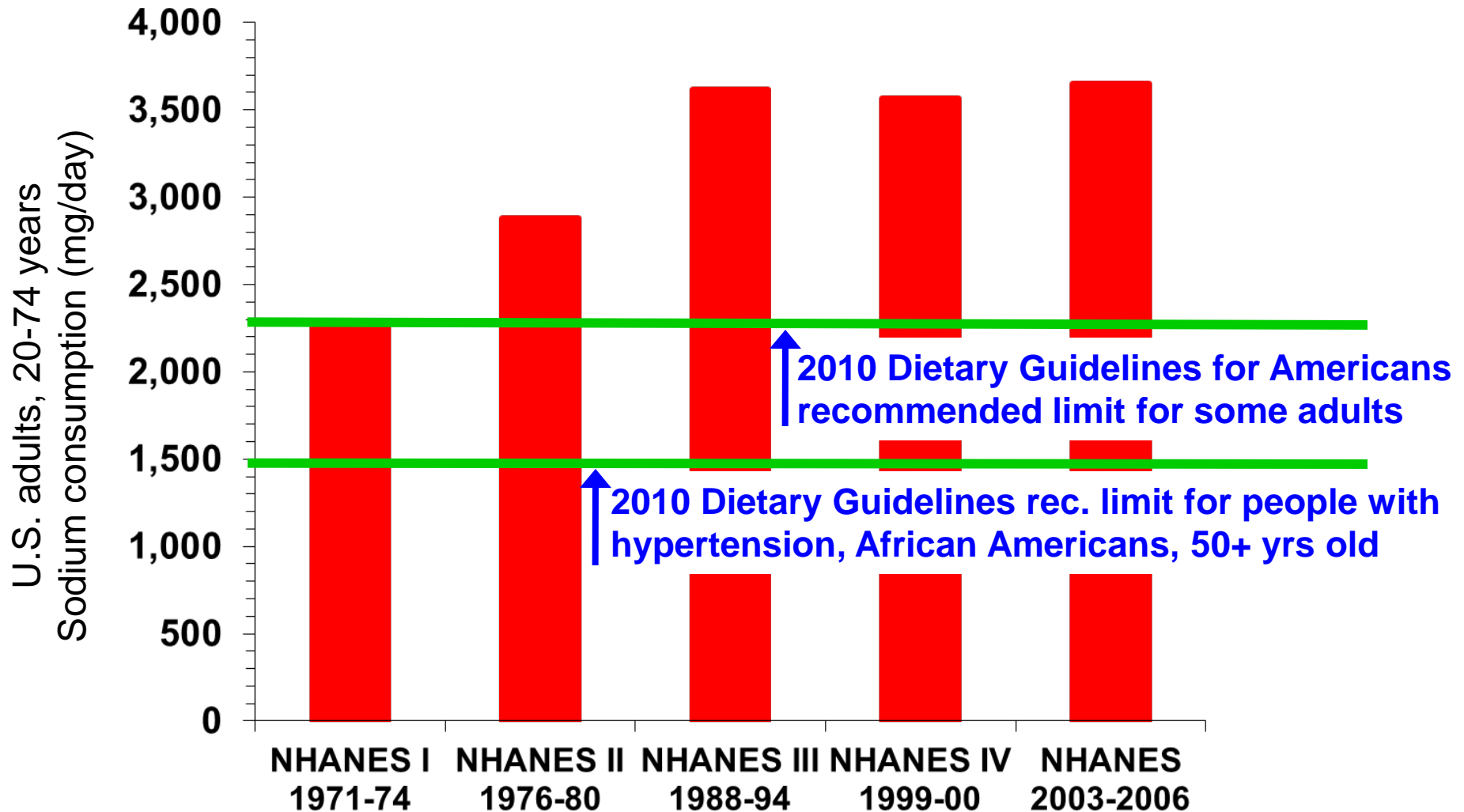


20% Reduction in Sodium Intake in 5 Years

NSRI Overview

- Partnership of 75+ cities, states, and national health organizations
- Voluntary sodium targets following 100+ meetings with industry
 - 62 packaged food categories
 - 25 restaurant food categories
- Commitments to NSRI targets from 28 companies

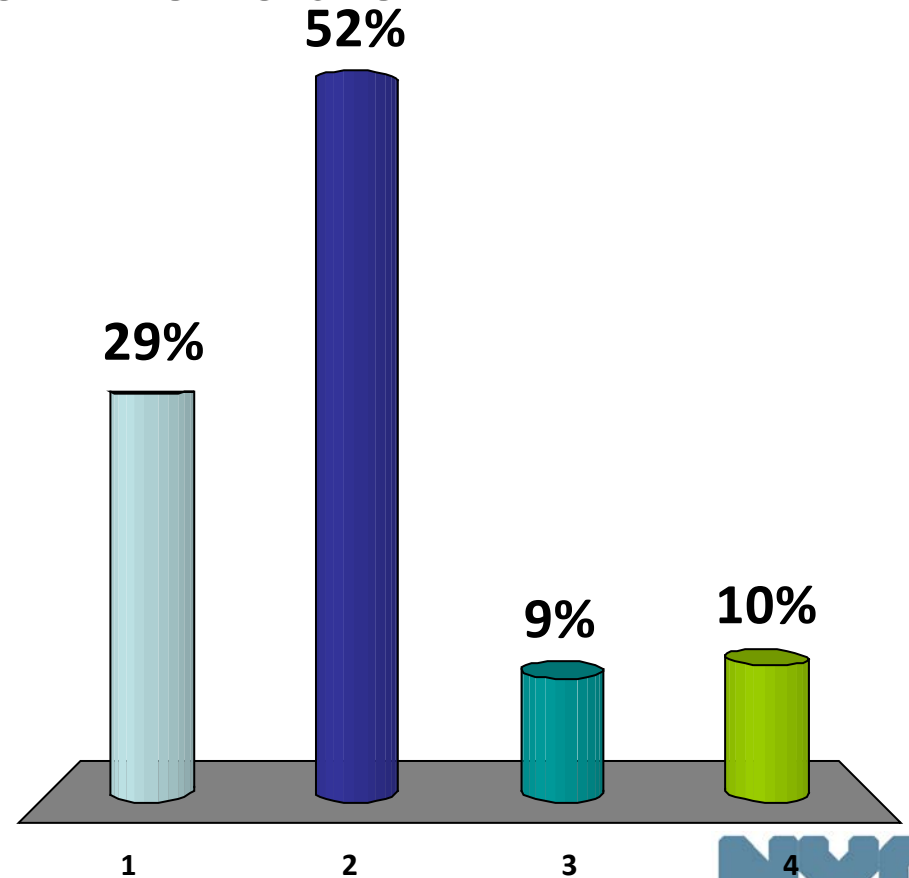
Blood Pressure Reduction Through Reduced Salt Intake Would Save Lives



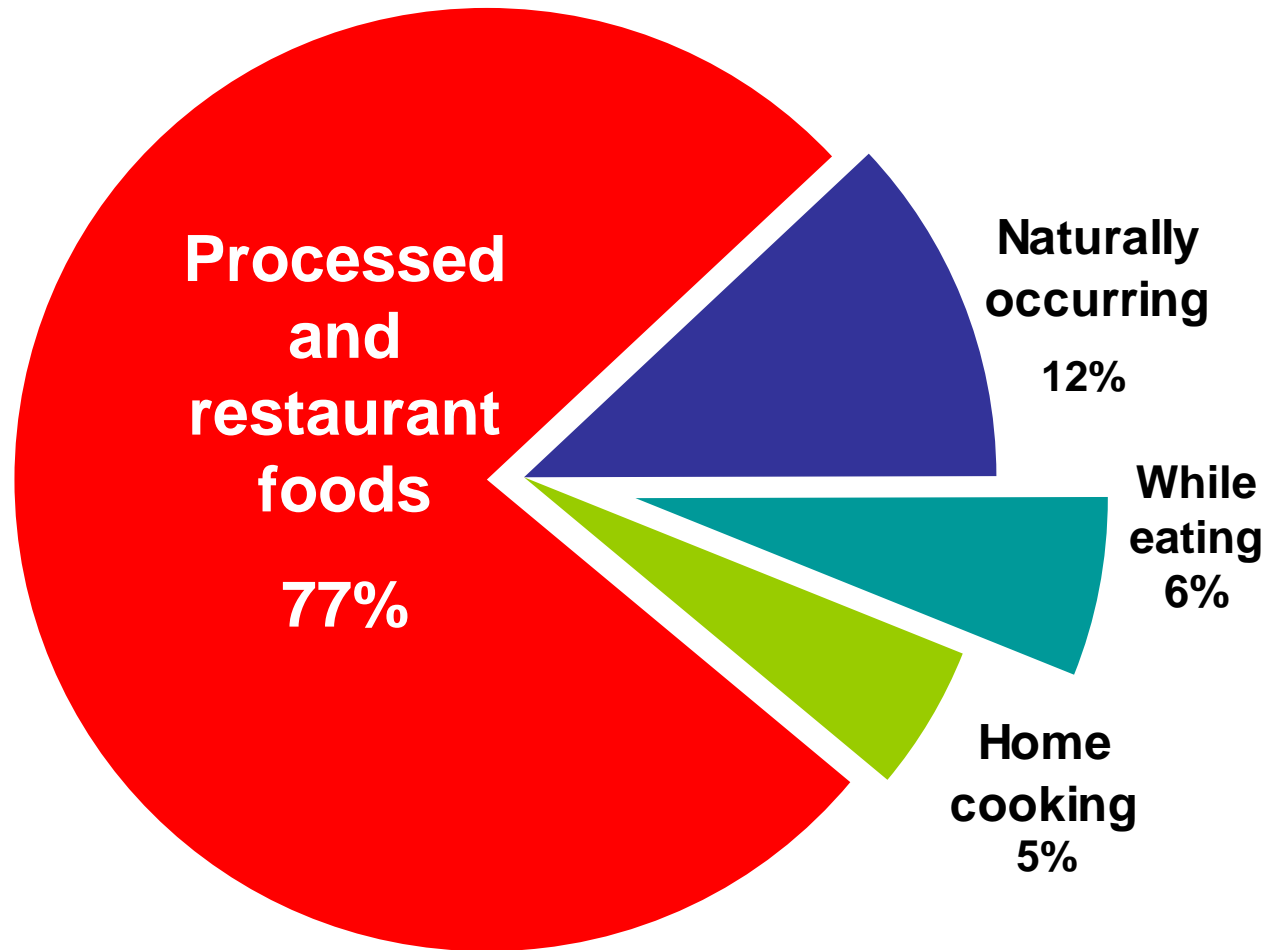
Brain Break

What percent of the average American's sodium intake comes from salt added during cooking or at the table?

- 1. 5%
- ✓ 2. 11%
- 3. 34%
- 4. 52%



Most Salt Comes from Processed and Restaurant Foods



2010 Dietary Guidelines for Americans

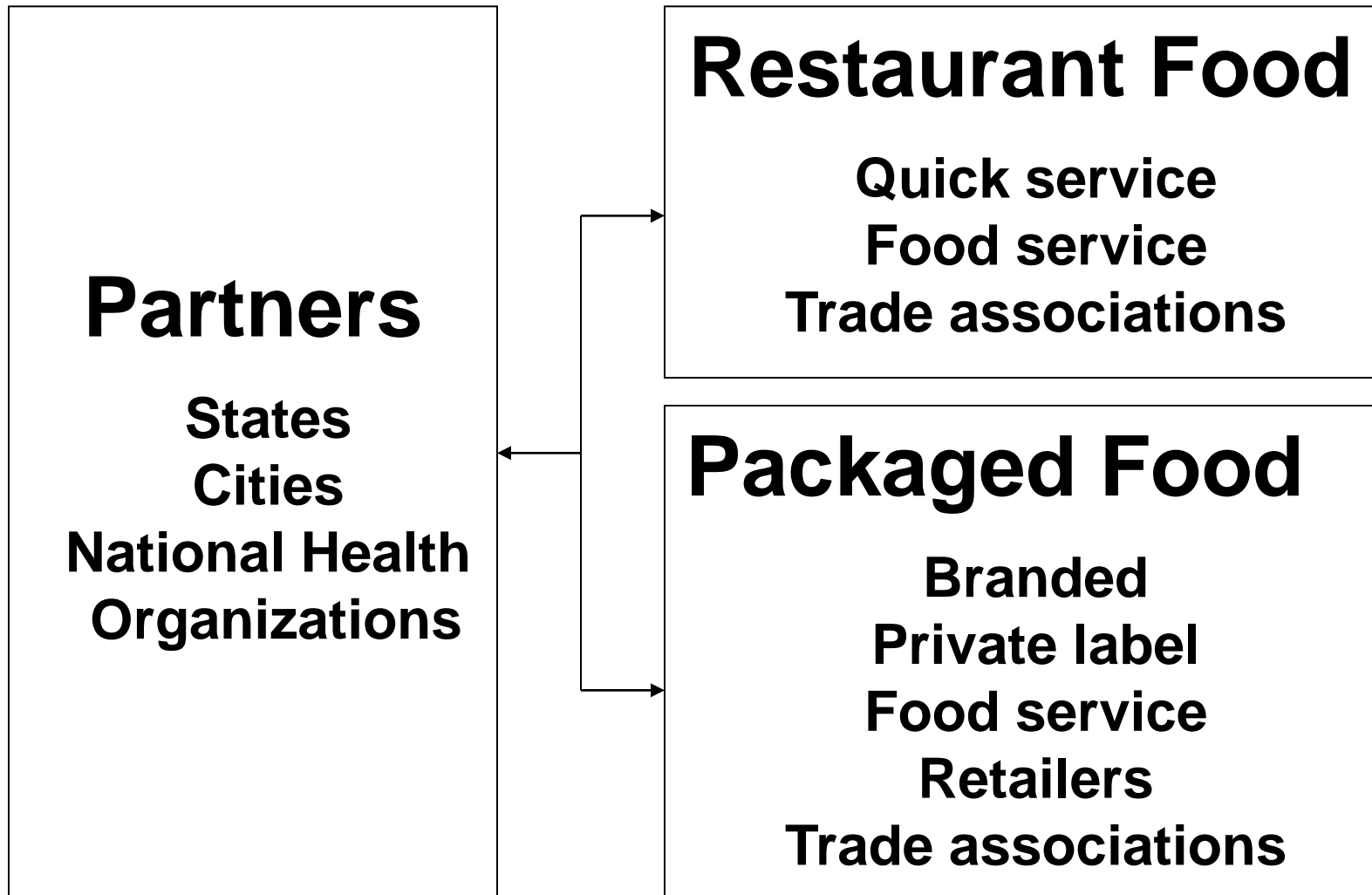
Sodium Recommendations:

- Reduce intake to $\leq 2,300$ mg/day
- Reduce intake to $\leq 1,500$ mg among persons who are 51+ and those of any age who are African American or have hypertension, diabetes, or chronic kidney disease
- Applies to majority of U.S. adults

Institute of Medicine Report Strategies to Reduce Sodium Intake

“The food industry, government, professional organizations, and public health partners should work together to promote voluntary collaborations to reduce sodium in foods.”

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 Forum for Heart Disease and Stroke Prevention
- National Hispanic Medical Association
- National Kidney Foundation
- Preventive Cardiovascular Nurses Association
- Society for the Analysis of African-American Public Health Issues
- World Hypertension League

Local and State Health Associations

- Association of State and Territorial Health Officials
- Council of State and Territorial Epidemiologists
- Mississippi Task Force on Heart Disease and Stroke Prevention
- National Association of Chronic Disease Directors
- National Association of County and City Health Officials
- New York State Chapter, American College of Cardiology
- Northern Illinois Public Health Consortium
- Northwest Kidney Centers
- Texas Medical Association
- Wisconsin Heart Disease and Stroke Alliance

National Effort

State Health Departments

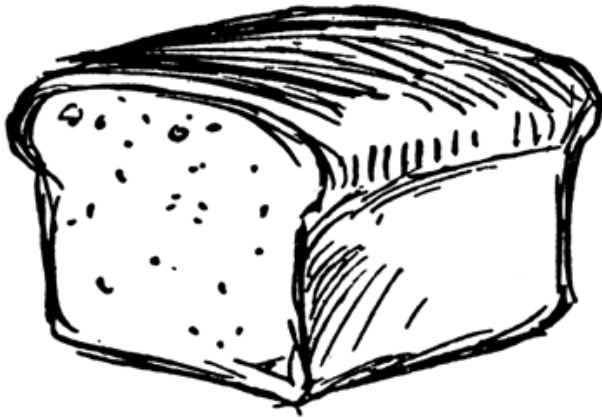
- Alaska Department of Health and Human Services
- Arizona Department of Health Services
- Arkansas Department of Health
- California Department of Public Health
- Colorado Department of Public Health and Environment
- Delaware Department of Health and Social Services, Division of Public Health
- Hawaii 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
- Mississippi State Department of Health
- New Hampshire Department of Health and Human Services, Division of Public Health
- New Jersey Department of Health and Senior Services
- New Mexico Department of Health
- 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
- Ohio Department of Health
- Oregon Health Authority, Public Health Division
- Pennsylvania Department of Health
- Rhode Island Department of Health
- Tennessee Department of Health
- Utah Department of Health
- Washington State Department of Health
- West Virginia Department of Health and Human Resources; Bureau for Public Health

City/Local Health Departments

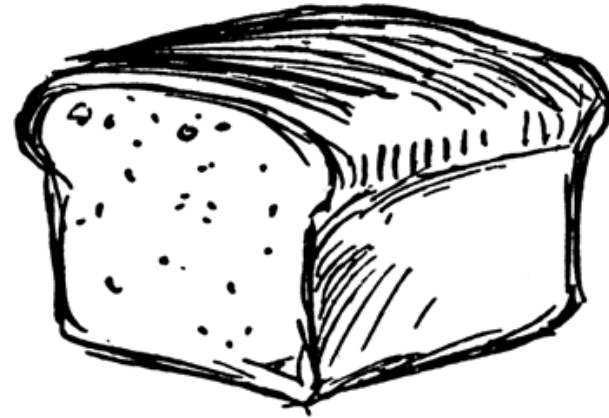
- Baltimore City Health Department
- Boston Public Health Commission
- Broome County Health Department
- Cambridge Public Health Department
- Chicago Department of Public Health
- Cook County Department of Public Health
- District of Columbia Department of Health
- Houston Department of Health and Human Services
- Los Angeles County Department of Public Health
- Maricopa County Department of Public Health
- Minneapolis Department of Health and Family Support
- NYC Department of Health and Mental Hygiene
- Philadelphia Department of Public Health
- Public Health, Seattle and King County
- Salt Lake Valley Health Department
- Summit County (Utah) Health Department
- Shasta County Health and Human Services Agency – Public Health

Packaged and Restaurant Food Strategy

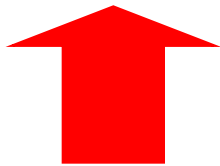
Wide Range of Sodium in Similar Products



Whole Wheat Bread
300mg sodium



Whole Grain Bread
100mg sodium



3X amount of sodium

Databases to Assess Sodium Content

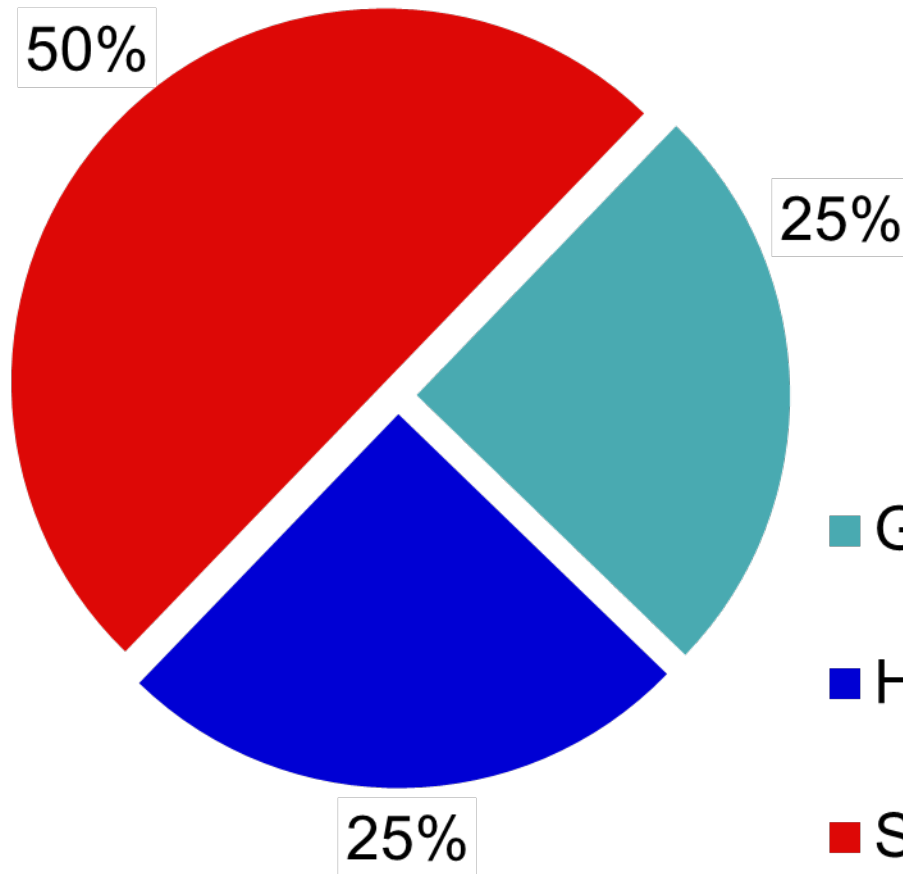
- Packaged Food Database
 - Merges national sales data and nutrition data
 - Analyzed top 80% of items by sales
 - Calculated sales-weighted mean and range of sodium
- Restaurant Food Database
 - Merges national market share data and publicly-available nutrition data for 50 largest quick service restaurants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

NSRI Sodium Targets

- 2012 and 2014 targets
 - 62 packaged food categories
 - 25 restaurant categories
 - Restaurant item maximum
- Final targets announced April 2010 with first set of company commitments
- Committed company's sales weighted mean sodium must meet the relevant target, even if some individual products do not, by January of target year

NSRI Targets: Example

Company X's Cracker Sales

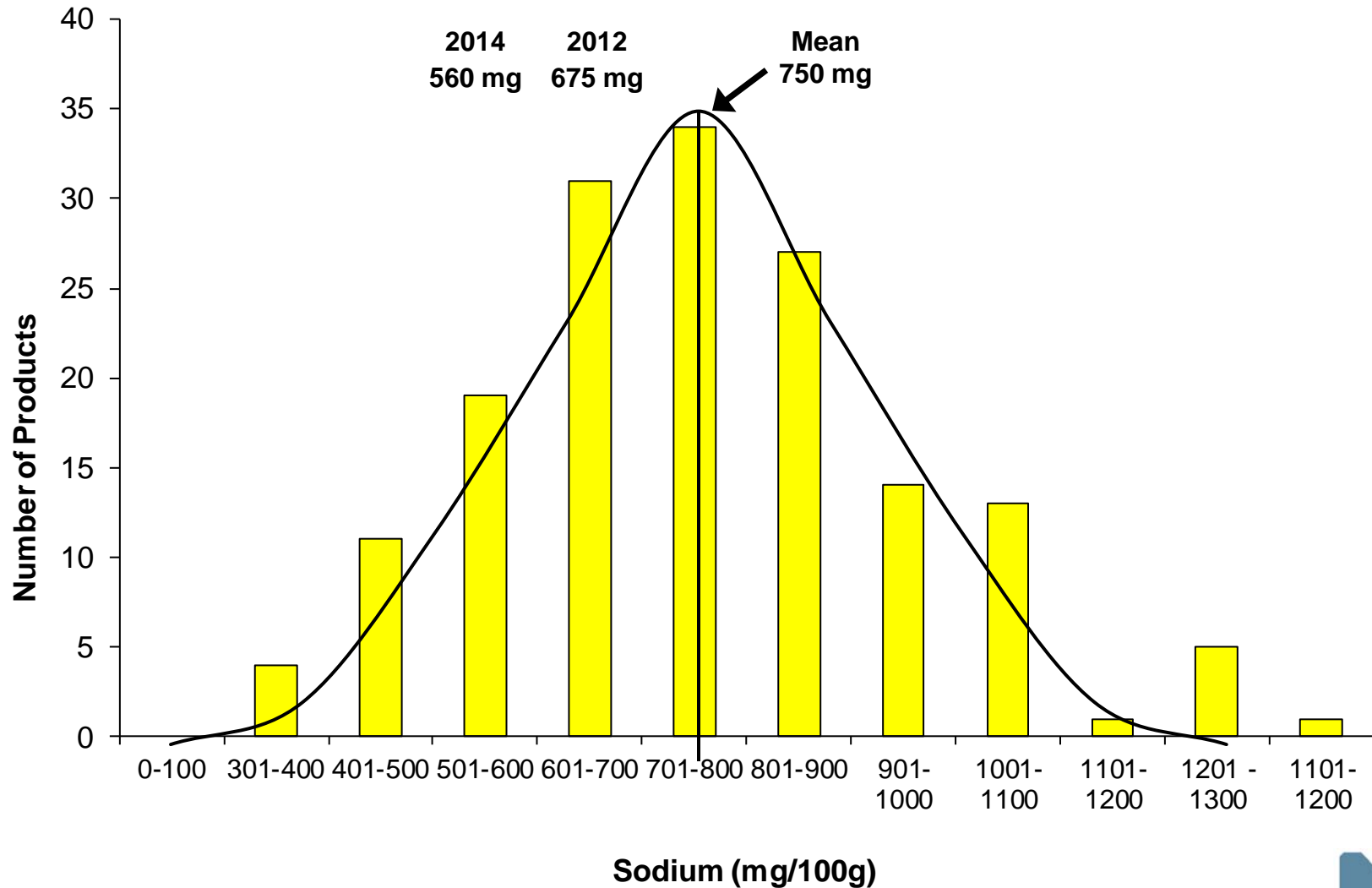


**Sales-weighted mean sodium:
450 mg/100g**

Sodium (mg/100g)

■ Garlic & Herb crackers	200
■ Honey Wheat crackers	400
■ Sandwich crackers	600

Sample Category Sodium Distribution



Commitments by 28 Companies

Packaged food

- ✓ Black Bear European Style Deli
- ✓ Boar's Head
- ✓ Butterball
- ✓ Campbell Soup Company
- ✓ Delhaize America
- ✓ Dietz & Watson
- ✓ Fresh Direct
- ✓ Furmano's
- ✓ Goya
- ✓ Hain Celestial
- ✓ Heinz
- ✓ Hostess Brands
- ✓ Ken's Foods
- ✓ Kraft
- ✓ LiDestri Foods/
Francesco Rinaldi
- ✓ Mars Food
- ✓ McCain Foods
- ✓ Premio
- ✓ Red Gold
- ✓ Snyder's-Lance,
Inc.
- ✓ Target Corporation
- ✓ Unilever
- ✓ White Rose

Restaurant food

- ✓ Au Bon Pain
- ✓ Bertucci's Italian Restaurant
- ✓ Starbucks
- ✓ Subway
- ✓ Uno Chicago Grill

How We Assess Progress

- NSRI databases will be analyzed in 2012 and 2014 to track changes
- Companies report on status at baseline, 2012, and 2014 to track progress
- NYC conducted a 24-hour urinary sodium analysis in 2010 and will repeat in 2014

Next Steps for the NSRI

1. Announce industry progress in 2012
2. Engage companies about committing to 2014 targets
3. Continue to expand NSRI partnership and update federal agencies

National Nutrition Database Statement of Support

Calling for the creation of a national nutrition database that is:

- comprehensive
- product-specific
- publicly accessible

Statement of support submitted to FDA was signed by 36 jurisdictions and national health organizations

National Salt Reduction Initiative

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Population Sodium Intake**

nyc.gov/health/salt