



**Pan American  
Health  
Organization**

Regional Office of the  
World Health Organization

**PHAC/PAHO Policy Observatory for Chronic Noncommunicable Diseases**  
*Mobilizing for Dietary Salt Reduction Policies and Strategies in the Americas:  
Expert & Country Consultation*

*(Miami, Florida, 13–14 January 2009)*

# Panel: How the United Kingdom's experience has influenced other countries—Argentina

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North Karelia

Finland

CINDI

Puska WHO

WHO Global Strategy



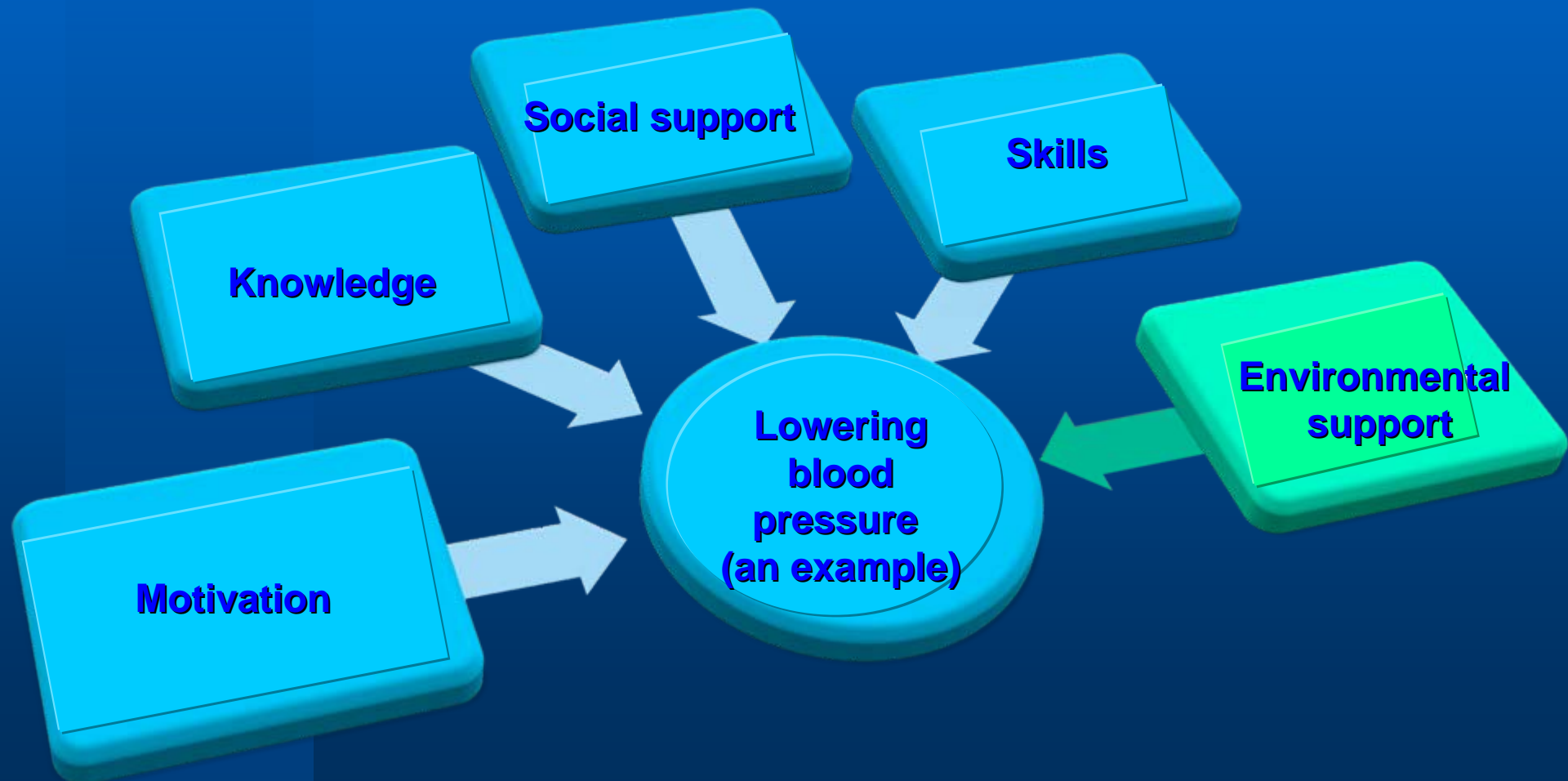
# Sixth International Conference on Preventive Cardiology

21 - 25 May, 2005 | Foz do Iguaçu, Brazil



**Quality of Dietary Fat and CVD in Latin America:  
“Good Fats for Latin America”**

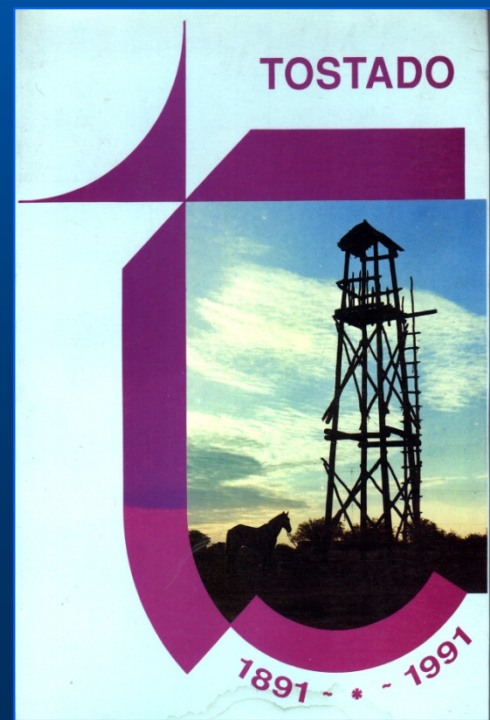
*A healthy human being is more than a group of genetic-biological factors; for this reason, human health cannot only be tackled through a sanitary perspective. It must recognize the importance of a physical, social and cultural environment in which people's lives develop, and it must contribute to determining that condition.*





# Guarda corazón

Demonstration Area  
Mar del Plata.  
Buenos Aires. Argentina



# Policies Concerning the Environment

1. **Modification of foods** to limit fat –especially saturated **fat** and trans-fatty acids, **salt**, and **sugar**
2. **Promotion of food products** consistent with a healthy diet, including providing **market incentives** to promote the **development, production**, and marketing of food products that contribute to a healthy diet.
3. Consideration of **agriculture policies** and their effect on national diets.
4. **School policies** that improve health literacy, promote healthy diet.
5. Introduction of **fiscal policies** to influence food choices.

# PROPIA Interventions

## (National University of La Plata)

- All with baseline (six of them have questionnaires and four have objective tests as well)
- An area with process evaluation.

- Creation of two canteens that produce healthy bread (30% less salt, phytosterols, omega 3 fatty acids, and zero trans fat)
- Holding workshops for bakers on how to develop healthy bread.
- Advising companies on bread production : Fargo, Workers Cooperative of Bahia Blanca, and Granix.
- Providing advise on for creation of Argentina's first *Healthy Shopping* campaign.
- Carrying out the *Health Promoters' Project* (PAHO/NHLBI).
- Study of the incorporation of iodine into vegetable oils.

# National Ministry of Health

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**Department of Noncommunicable Disease  
Prevention and Control**

**Steering Committee on** Noncommunicable Diseases

# National Ministry of Health Interventions

- Agreement between the Ministry of Health of Buenos Aires Province and the Association of Industry, Bakers , Cake Sellers, and Related (CIPPA) for development and transference of training and technology for bread and similar production with less salt in order to reduce Hypertension risk.
- Survey of salt use in craftwork bakery products in Argentina and performance of development and technological actions, technical assistance and extension with the purpose of lowering its use and consumption.
- Nutrition Guides for the Argentinean population.
- National Plan Healthy Argentina. It integrates the National Tobacco Control Program, promoting healthy nutrition and active living through the promotion of healthy habits, regulation of product and service offers, and promotion of healthy environments. It includes some measures for lowering salt consumption.
- Bill: Creation of the National Plan for Reduction of Sodium Chloride Consumption: Adherence, Registry, Products, Sanctions.
- Bill: Regulation on Sodium Content in the Nutrition Industry.
- Every public advertisement related to packaged food destined for human consumption exceeding 30% of the daily sodium recommendation of 100g, must include the inscription "*high salt content consumption may be harmful for human health*".
- Development of salt with less sodium



Thanks for your attention!