

Sodium – Moving from Knowledge to Action to Results

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*WHO Pre-CCNFSDU Workshop on
sodium/salt and sugars
Sunday, October 31, 2010, 9.00 – 17.00*

Mary R. L'Abbé, PhD
Earle W. McHenry Professor and Chair,
Dept of Nutritional Sciences, University of Toronto



Nutritional Sciences
UNIVERSITY OF TORONTO



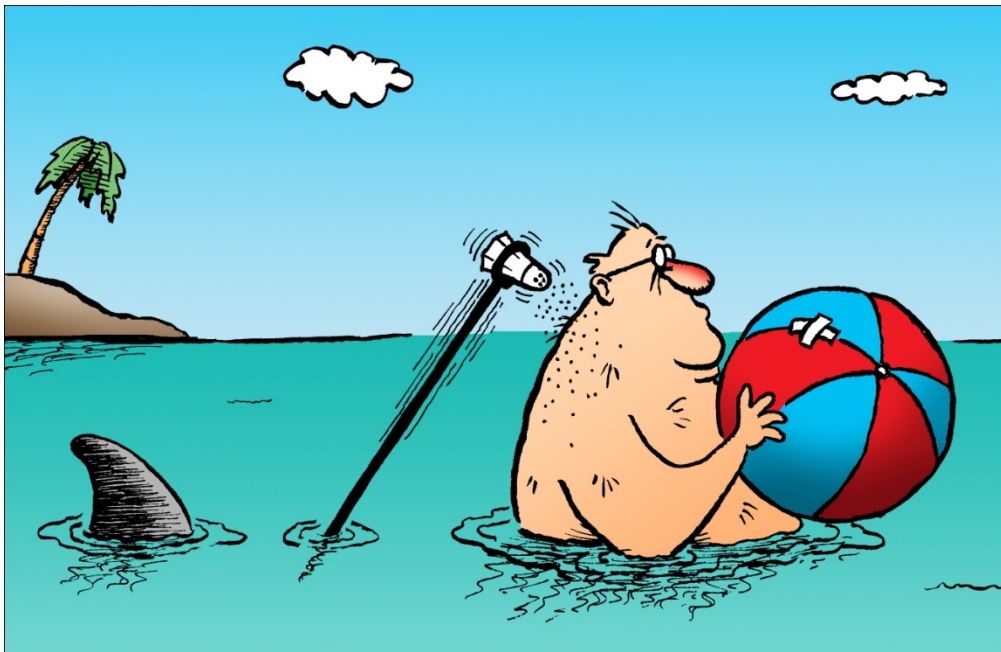
A Sodium reduction strategy has to address hidden salt



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➤ Outline

- Canadian multi-stakeholder Working Group
- Recommendations
 - Overview
 - Food Supply
- Sodium Reduction Targets



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Sodium Working Group



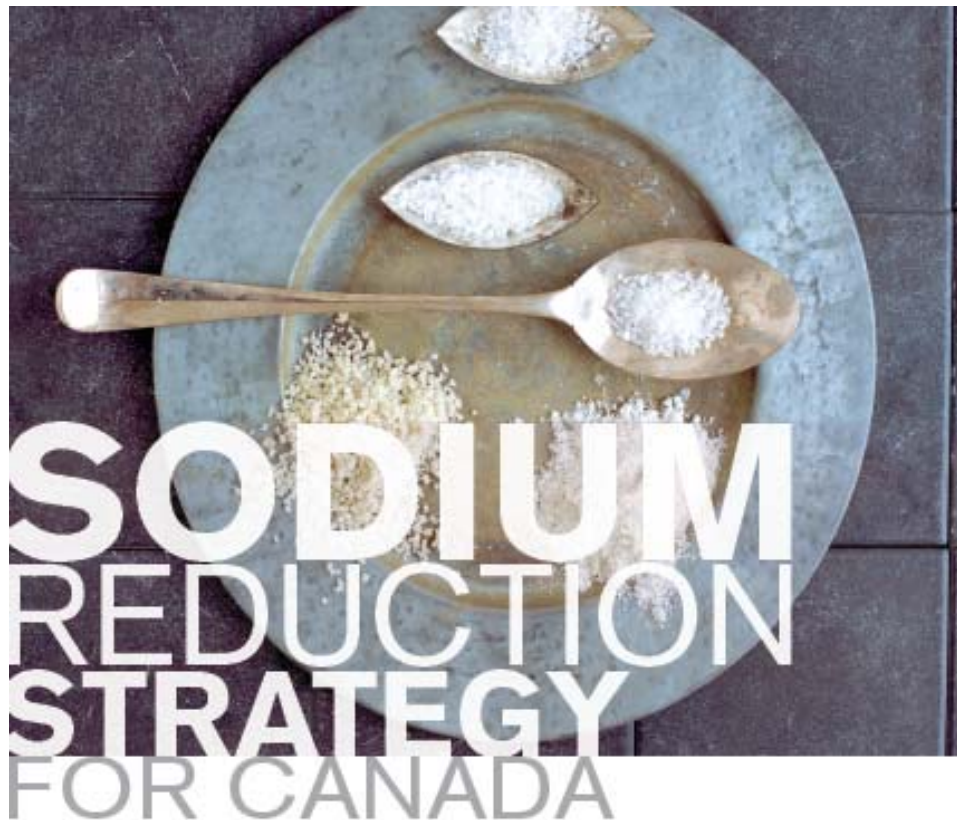
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- ❑ In October 2007, the Minister of Health announced the establishment of a multi-stakeholder Working Group to develop a strategy to reduce the sodium intake of Canadians (first meeting February 2008)
- ❑ Sodium Working group (SWG) includes 25 representatives from:
 - Scientific and Health-professional Community (6)
 - Health-focused & Consumer NGO (5)
 - Food Manufacturing & Food service Industry (7)
 - Government (7)

Sodium Working Group for Canada



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Report Released
July 29, 2010

www.hc-sc.gc.ca/fn-an/nutrition/sodium/sodium-working-travail-group-eng.php

The Strategy



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3-pronged approach:

- ☐ Awareness and education
- ☐ Research
- ☐ Structured voluntary reduction of sodium in the food supply

Complemented by monitoring and evaluation



SODIUM WORKING GROUP Recommendations

Six Overarching Recommendations



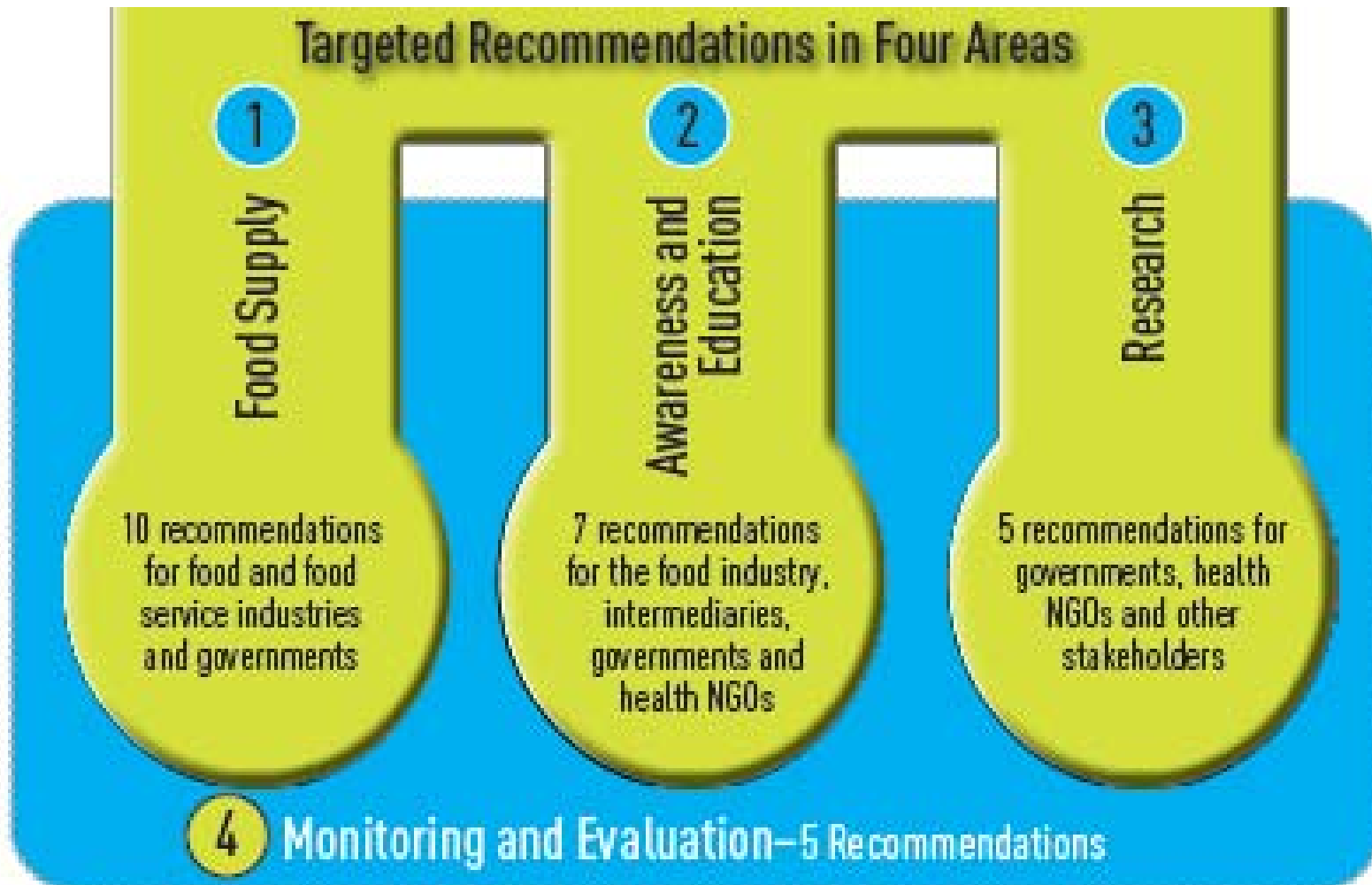
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- A. Interim intake goal of 2,300 mg of sodium per day to be achieved by 2016.
- B. Collaboration across all stakeholders for a coordinated and timely implementation.
- C. F/P/T governments to provide adequate funding to support implementation.
- D. Integration of sodium reduction into nutrition programs, guidelines and policies.
- E. Implementation process to include identifying steps and timelines for each recommendation, as well as monitoring completion of each step.
- F. All Canadians take personal steps to reduce sodium consumption as part of an overall healthy diet.

26 Targetted Recommendations in Four areas



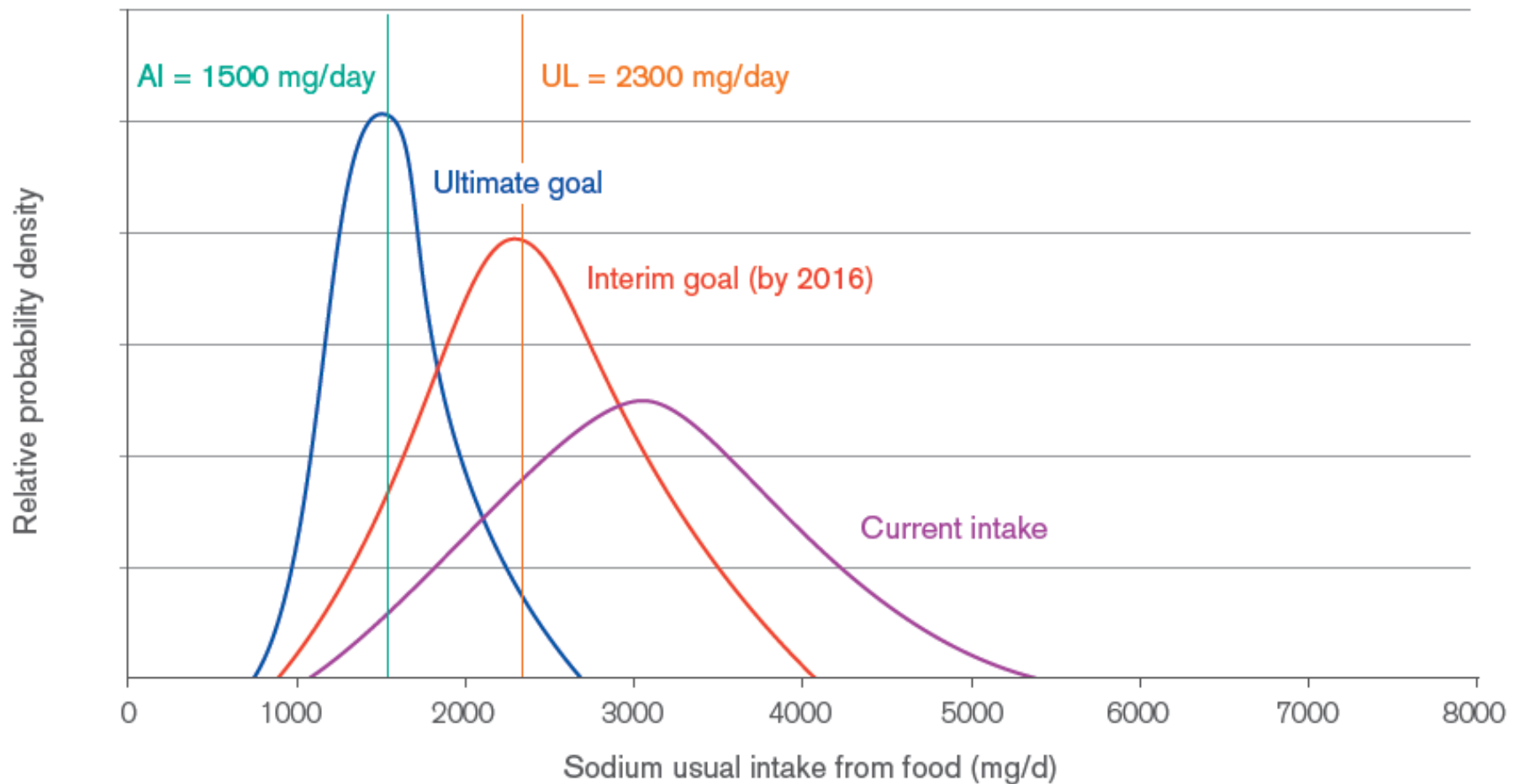
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Interim and ultimate Sodium reduction goals



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Food Supply 'Prong'



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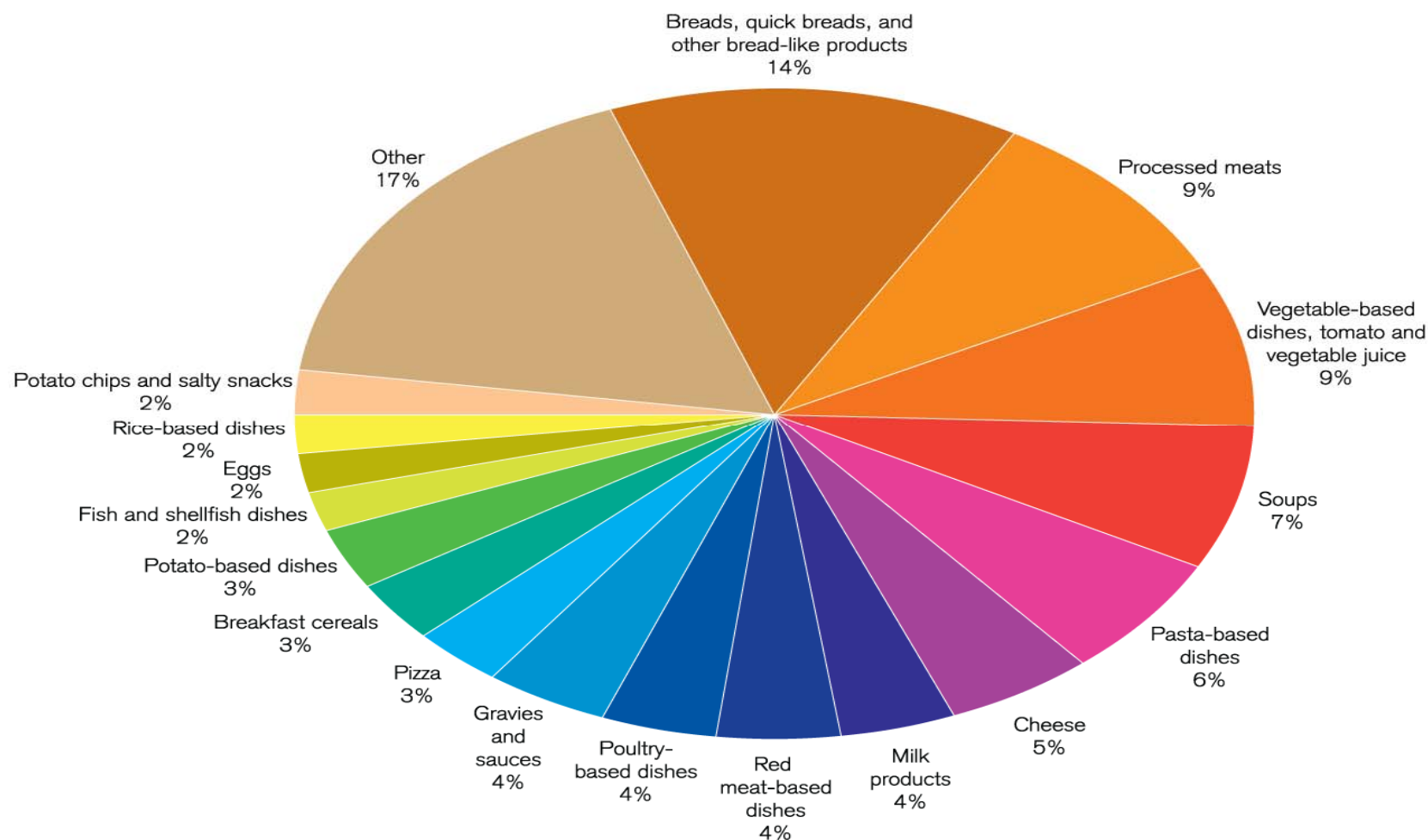
Objectives

- ❑ To reduce/remove sodium from commercially prepared foods
- ❑ To develop sodium reduction targets for retail and restaurant and foodservice foods using an approach similar to the UK; but adjusted to reflect the Canadian food supply

Major food group contributors to sodium intake*

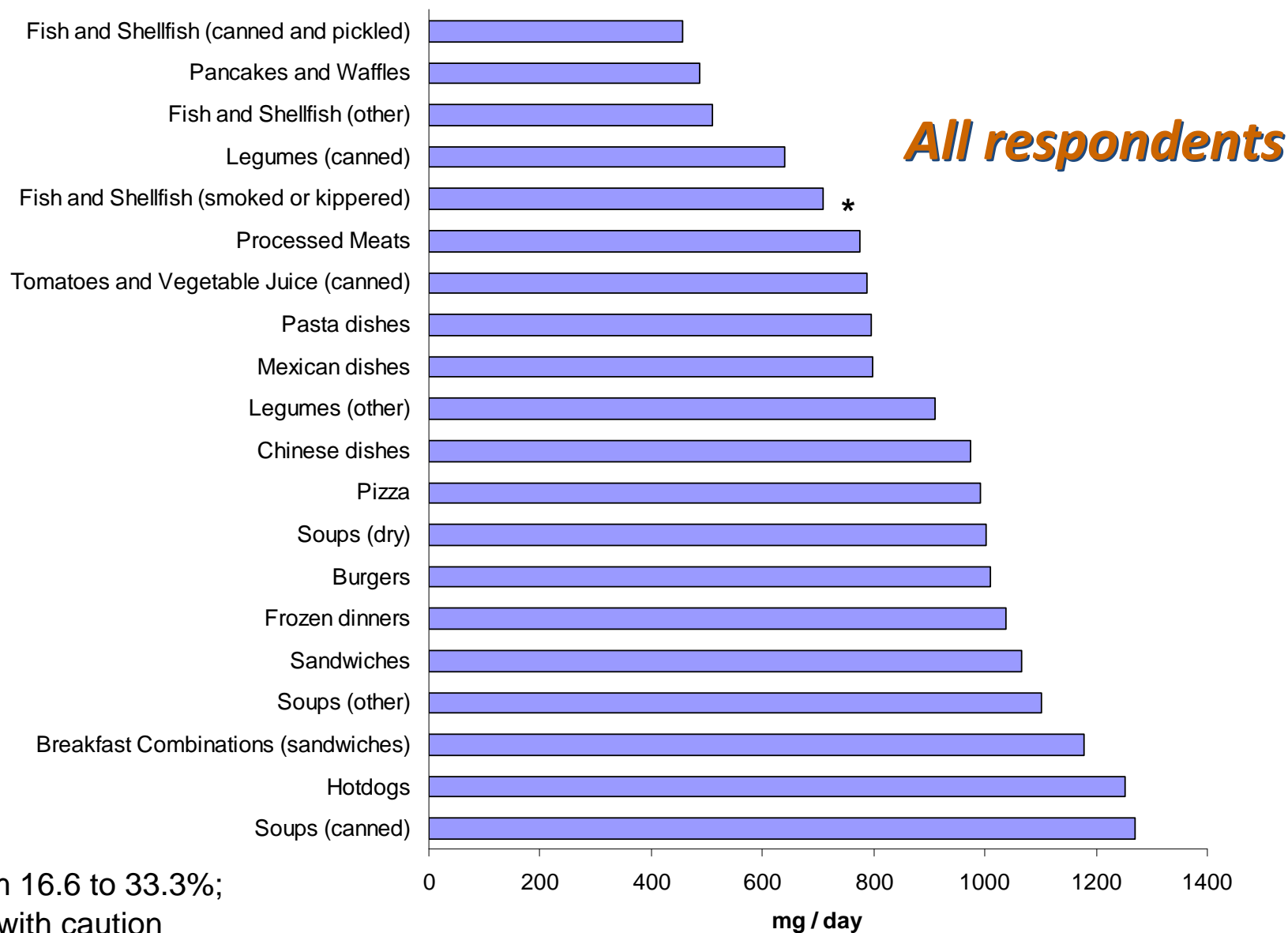


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Data from Canadian Community Health Survey - Cycle 2.2 on Nutrition, Statistics Canada, 2004; Fischer et al, 2009

Which foods to monitor? Top 20 food contributors to sodium intake (eaters of the food)



Canadian process to set sodium reduction targets



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- ❑ Use Canadian data for sodium levels in foods to set Canadian sodium reduction targets
- ❑ To understand the sodium levels of foods currently sold in Canada
 - Assess the weighted average of sodium levels among brands in a food category and determine the range of sodium content
 - Assess within and between - manufacturer variability of sodium levels in various foods (e.g. bread products, cheese products)
- ❑ Serve as a target-setting tool for setting baseline and a monitoring tool to track changes in sodium levels over time

Methodology of using Canadian sodium data



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- ❑ Sampling plan for the individual products within each food category was based on market share data (sales volume) (Nielsen)
 - Collectively the food products represented 80 to 99% of market share in a certain category
 - A randomized sampling plan based on market share data was used to identify the individual products to be collected
- ❑ How the data is being collected:
 - Food labels are picked up in various stores across Canada and delivered to HC
 - Information gathered directly through a specific company or through information posted on Internet (verified by the company afterwards)

Examples of food categories for which HC is gathering sodium data/setting targets



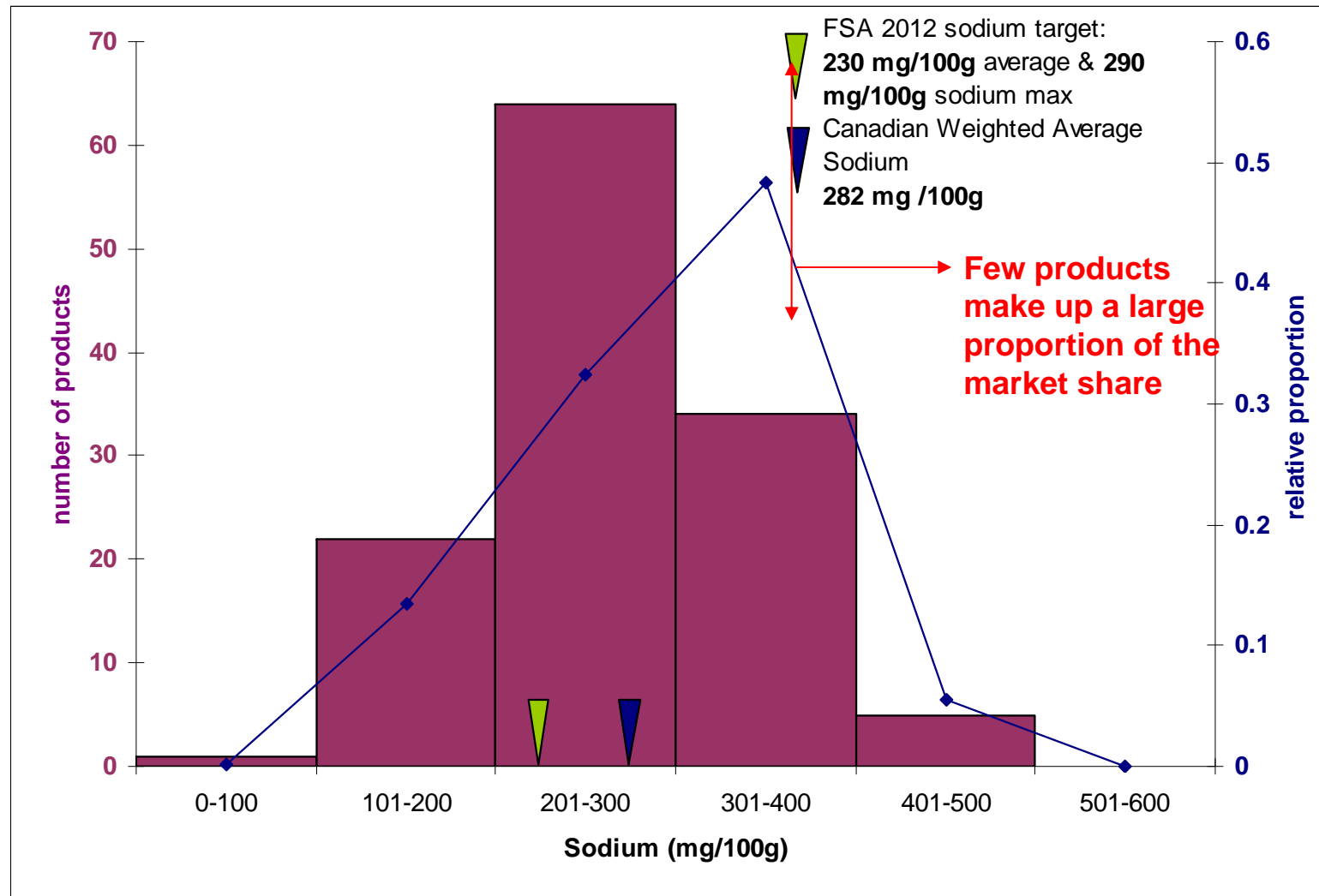
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Main Category	Sub-category
Bakery products	Prepackaged bread products (Baguette, Cinnamon Raisin Bread, Crusted Bread-White, Diet Bread, Garlic Bread, Multigrain Bread, Other Bread, Rye Bread, Whole Wheat Bread, White Bread)
	Prepackaged rolls and buns (Bagels, Croissant, Dinner Roll, English Muffin and Crumpets, Hamburger, Hot Dog Bun, Hot Cross, Kaisers/Vienna, Miscellaneous Rolls, Naan, Pizza crusts, Pita, Salad Rolls, White Hamburger/Hot dog buns, Whole Wheat Hamburger/Hot dog buns)
	Cracker (Cheese Cracker, General Crackers)
	Cookies (Chocolate chip/chocolate covered, Fruit filled cookies, Marshmallow, Other cookies, sandwich type, Shortbread, Social tea/sugar type, Sugar wafer)
	Pre-packaged baked desserts (Brownies, Cakes, Dessert with fruit, Cheesecake, Donuts, Fruit Pie, Mousse type dessert, Muffin, Pastry snack cake, Puff pastry, Snack cakes, Sugar pie type, Sweet rolls cinnamon)

Sodium distribution and sales proportion for Ready-to-serve soup



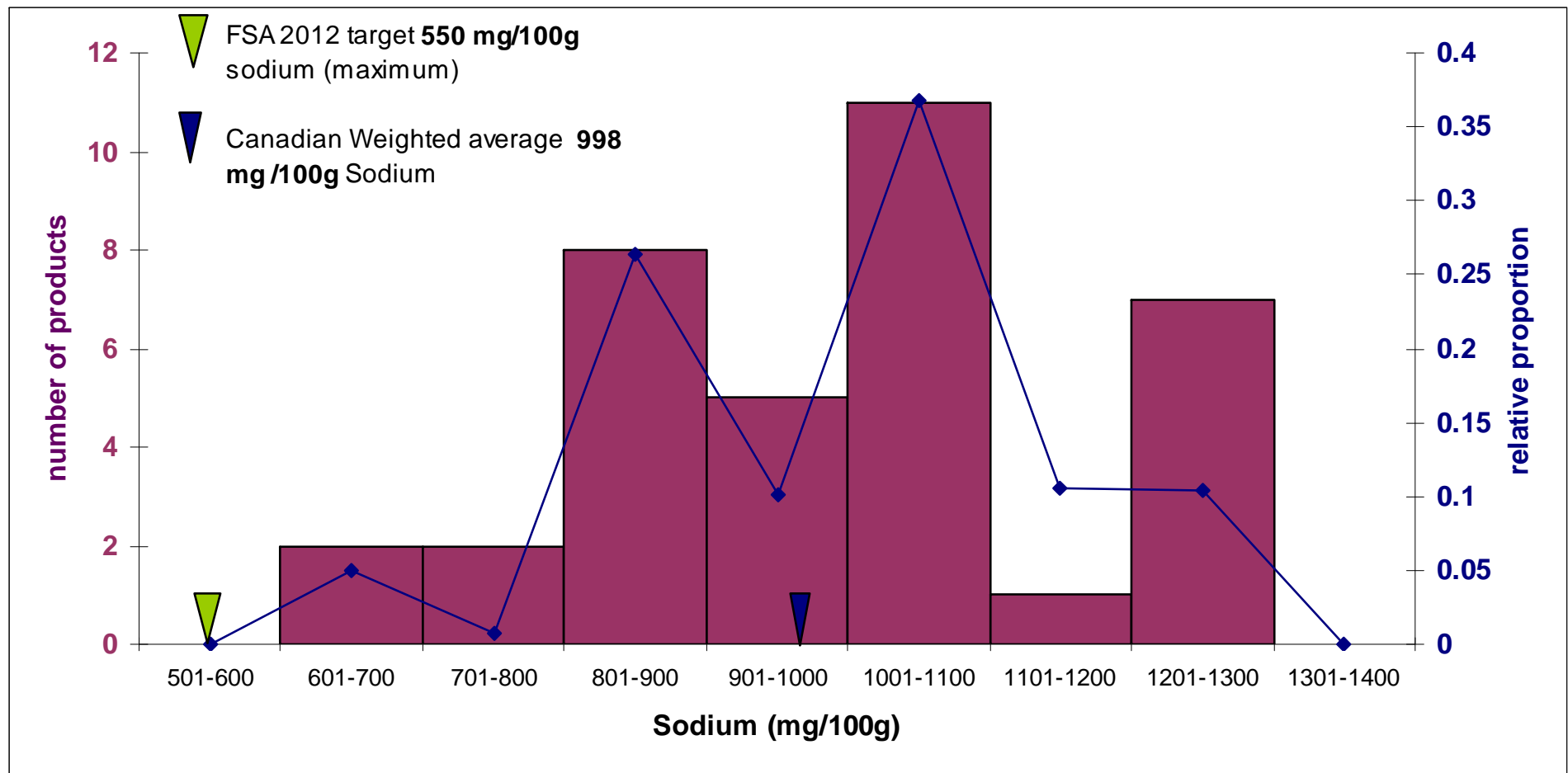
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Sodium distribution and sales proportion for Wieners



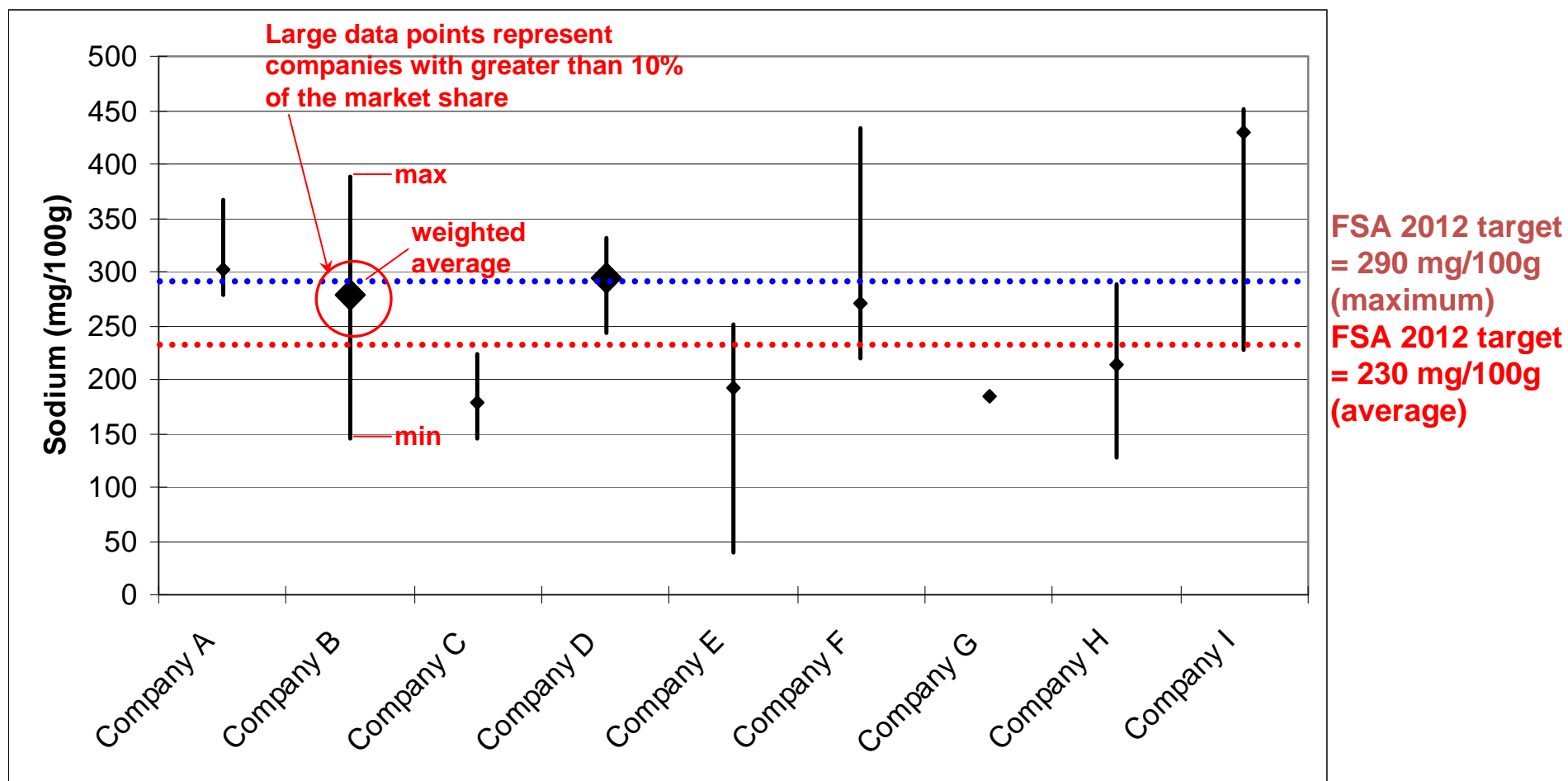
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Sodium Content Ranges for Ready to Serve Soups by Manufacturer

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Structured Voluntary Approach to Sodium Reduction



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- ❑ The structured voluntary approach to reducing sodium in the food supply recommended by the SWG involves:
 - published sodium reduction targets for foods
 - defined timelines
 - a mechanism for public commitment by industry to the targets
 - a plan for monitoring progress by a body other than the food industry, and
 - a plan for independent evaluation of the success of the program with the option of taking stronger measures as necessary depending on progress.

Thank you – Website Links



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Health Canada's Sodium Page

<http://www.healthcanada.gc.ca/sodium>

- **Sodium Report**
- **Draft Sodium Reduction Targets**