SALT SMART CONSORTIUM
The Multi-stakeholders Committed to Reducing the Overconsumption of Dietary Salt in the Americas

Second Meeting to activate implementation of the Five-Year Multi-Stakeholder Strategic Plan (2013-2018) and to quick start the social marketing strategy

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General Overview

- **What do we have in the plan? What’s articulate?**
  - Objectives/actions
  - Process indicators by which to evaluate and measure performance
  - A schedule for reporting on achievements, best practices and lessons learned with a frequency that will build and support action
  - The need to establish roles and responsibilities for each member/sector of the Consortium; and
  - The need to consider resource mobilization (financial/in-kind/grants) to implement the plan and ongoing
Salt Smart Consortium

Vision, Mission and Goal

**Vision**

Work collaboratively to **combat** the NCD epidemic, creating a positive **environment** regionally and **equitably** across all the countries in the region, conducive to **reducing the overconsumption** of dietary salt within the context of healthy nutrition and a healthy and varied food supply, endorsing the lines of work identified by the PAHO Technical Advisory Group (TAG) for Cardiovascular Disease Prevention through Dietary Salt Reduction.

**Mission**

Provide a **platform for dialogue** and common action, for generating ideas and for catalyzing and accelerating the **implementation of science-based and technically feasible interventions** that measurably and significantly reduce the intake of salt in order to improve the lives of people and support countries in the Region to respond effectively to the Political Declaration of the 2011 UN High Level Meeting on NCDs in New York. The PAHO/WHO target is in-line with the UN Declaration.

**Goal**

Lead the implementation of **regional efforts** to gradually and sustainably lower dietary salt intake to reach national targets or, in their absence, the PAHO recommended target of **less than 5g salt/adult/day by 2020**, with relative downward adjustments for intake among children.
SALT SMART CONSORTIUM

Strategic Objectives

1. Accelerate and expand the reach of the **social awareness** of dietary salt consumption and healthy eating already present in the Region

2. Advance the **harmonization of targets** and timelines for reducing salt/sodium content within the same food group such that the Region is supplied by the best in class and best in world products

3. Promote and implement **reformulation actions** of critical/agreed-upon products, leveraging on existing industry voluntary efforts and consistent with best in class and best in world products

4. Provide input to the Technical Advisory Group (TAG) to identify the **research** needed to understand consumer behavior and to advance product reformulations with low/no salt/sodium content

5. Working with TAG, (i) promote the implementation of **health economic impact analysis** in all countries in the region; and (ii) examine the role of the food processing industry regarding the **use of iodized salt**
Strategic Objective 1
Accelerate and expand the reach of the social awareness of dietary salt consumption and healthy eating already present in the Region

Goals
- Raise awareness among key audiences of the health risks of high salt diets and health benefits of reducing salt and sodium intake
- Engage professional and scientific organizations as needed to conduct research and help to engage and motivate the population/consumer to accept reduced salt/sodium products and change behavior
- Support the scale-up and replication of good practices

Lines of Work
- Provide tools, applying a social marketing framework for planning and implementing awareness campaigns to elaborate the health risks
- Work with advertisers for the food industry to develop tools for planning and implementing social marketing campaigns to change consumer behavior
- Identify potential quick win scenarios and facilitate their broad regional implementation

Targets
- By 2015:
  - At least two-thirds of countries in the region have conducted Knowledge and Attitude Behavior (KAB) surveys
  - At least one-third of countries in the region have social marketing campaigns based on the principle ideas and tools generated by Consortium efforts
- By 2018:
  - Measurable significant improvement in KAB
  - Metrics to support harmonized national standards on advertising to children

Approach
- Build the demand: it is the first step in the process of moving toward the long-term goal of engagement.
- Set behavioral targets that are aspirational but ultimately achievable, realizing that behavior does not change overnight.
- Support mass media campaigns by more interpersonal and environment-based approaches to sustain behavioral change. Increase both awareness and the real actions taken by people to improve their diet and lifestyle.
- Ensure consistency between any social marketing campaign/awareness and industry practices regarding advertising to children and youth.
- Establish a science-based process to allow countries to set standards – a process which allows flexibility.
Strategic Objective 2

Advance the **harmonization of targets** and timelines for reducing salt/sodium content within the same food group such that the Region is supplied by the best in class and best in world products.

**Goals**
- Identify and implement effective interventions to reduce dietary salt, such as product reformulation.
- Develop regional standards for a few staple or common food products.
- Ensure that regional technological and economic reality (apart from regulations and safety standards) are taken into consideration; otherwise, these issues may prevent several countries from having the best in class and best in world product available in their market. It is an aspirational goal.
- Support the scale-up and replication of good practices.

**Lines of Work**
- Establish salt reduction strategies based on sources of salt (including mobilization of relevant NGOs, consumer organizations, civil society, public policy makers, public health and healthcare professionals and the food and salt industries and their trade associations).
- Build regional and national support and commitment for PAHO and national standards /standard model.

**Target**
- By 2018:
  - At least one or two best in class and best in world products are available in all countries in the region.

**Approach**
- Products meeting the sodium target need to meet consumer taste and quality expectations. (using public health/awareness campaigns). Studies have found that food-content labeling is lacking in many countries. Therefore, a combined policy of getting the public to use less salt at home and getting the food industry to reduce the amount of salt added to foods and to adopt a clear labeling system is needed.
- The food industry prefers to develop an agreement to have salt/sodium content in food products reduced in a gradual manner. The food industry suggests that countries harmonize the targets and timelines for the salt/sodium content of key food products, in particular same-brand products available in multiple markets, reformulations and new product development.
- An option is to start with a voluntary salt reduction policy while legislation is enacted; otherwise the complicated process of legislation in many countries could lead to severe delays in action. Set specific targets for salt content for all food categories with clear time frames and monitor progress.
- Both baseline and follow-up data are needed to monitor and evaluate the impacts of policies and to adjust strategies, as needed.
Strategic Objective 3

Promote and implement reformulation actions of critical/agreed-upon products, leveraging on existing industry voluntary efforts and consistent with best in class and best in world products

Goal
• Support the scale-up and replication of good practices in product reformulations which reduce salt

Lines of Work
• Develop an inventory of best practices based on product reformulations which reduce salt, and other achievements, and communicate and implement successes equitably across the region
• Build industry engagement, support and commitment

Targets
• By 2015:
  – The food industry is providing food composition data to a central database e.g., LATINFOODS
  – The large nationals and multinational food companies are engaged with SME to promote technology transfer, as appropriate, consistent with intellectual property concerns
  – Large nationals and multinationals sign the 2011 Rio Declaration

Approach
• Refer to the Policy Statement which states: “Regulate or otherwise encourage domestic and multinational food enterprises to adopt the lowest of (a) best in class (salt content to match the lowest in the specific food category) and (b) best in world for the national market (match the lowest salt content of the specific food produced by the company elsewhere in the world)”.
• Leverage existing voluntary efforts to build necessary capacity and know-how.
• Ensure that intellectual property concerns are not violated.
• Recognize current good practices. Bring technology advances already achieved in other countries to the Americas. If the best products are sold in the UK, Australia, etc., then they should be offered as healthy choices in the Americas. However, they must be in-line with government regulations and safety standards.
### Strategic Objective 4

Provide input to the Technical Advisory Group (TAG) to identify the **research** needed to understand consumer behavior and to advance product reformulations with low/no salt/sodium content.

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<th>Goal</th>
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<td>- Support TAG research to ensure the interpretation of evidence, free of conflicts of interest (i.e., commercial interest)</td>
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<th>Lines of Work</th>
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<td>- Critical appraisal of new evidence on dietary salt and report on findings in both scientific and lay terms</td>
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<td>- Scholarly reviews on the state of sodium literature, and publish and disseminate the findings</td>
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<td>- Updating guidelines on salt iodization monitoring at the population level</td>
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<td>- By 2015:</td>
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<td>- Research issues compiled</td>
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<td>- TAG will continue to work closely with countries to further their efforts to reduce dietary salt, as supported by PAHO, and will continue to operate through six subgroups: addressing industry engagement and product reformulation; advocacy and communication; surveillance of salt intake, sources of salt in the diet, and knowledge and opinions on salt and health; salt fortification with iodine; national level health economic studies on salt reduction; and scientific review.</td>
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Strategic Objective 5

Working with TAG, (i) promote the implementation of **health economic impact analysis** in all countries in the region; and (ii) examine the role of the food processing industry regarding the use of iodized salt.

**Goal**
- Facilitate health economic impact analysis in all countries in the region
- (Coordinate salt reduction programs to prevent iodine deficiency disorders such that there is optimal intake of both iodine and sodium)

**Lines of Work**
- *Health Economic Impact Analysis:*
  - Provide resources to the TAG sub-group working on the following:
    - Sharing/disseminating the inventory of tools, current best practices and other information on how to conduct health economic analysis
    - Capacity building at the country-level to obtain data and help foster how to conduct a health economic analysis specific to a country
- *(2) Coordinating Salt Reduction Programs to Prevent Iodine Deficiency Disorders*
  - Create an inventory of the use of iodized salt (whether iodized salt is universal (in table and manufacturing salt or limited to table salt)
  - Compile research results and other best practices regarding the effects of various iodine concentrations on flavor

**Target**
- Ongoing, as required

**Approach**
- *Health Economic Impact Analysis:* working group on economic impact analysis with adequate resources to fulfill its mandate. The inventory of tools/information developed by TAG needs to be further disseminated, and how to do economic impact analysis at the country-level needs to be further promoted.
- *Coordinating Salt Reduction Programs to Prevent Iodine Deficiency Disorders:* This is an evolving issue with several components: (1) keeping the food industry informed of developments and helping them prepare for changes; potentially industries could help one-another; (2) resolving any apparent conflict of a salt reducing strategy with other programs, especially in countries where iodine deficiency is still a health problem; prevention policies and programs for salt reduction and iodine deficiency disorders may be compatible, and could both gain from close coordination and collaboration; and (3) coordinating and disseminating simple consistent messages are critical; confusing or conflicting messages from uncoordinated programs could mislead people and result in undesirable outcomes, such as high salt intake or fear of using salt at all.
### VISION:
Work collaboratively to combat the NCD epidemic, creating a positive environment equitably across all the countries in the region, conducive to reducing the overconsumption of dietary salt within the context of healthy nutrition and a healthy and varied food supply, endorsing the lines of work identified by the PAHO Technical Advisory Group (TAG) for Cardiovascular Disease Prevention through Dietary Salt Reduction.

### TARGET AUDIENCES:
The initial focus will be on the Americas. The SCC will ensure equitable distribution across countries in LAC and North America, taking into account regional realities regarding eating habits, education awareness, volume of home prepared foods, volume of all types of food manufacturers.

### ACTIVITIES:
- Establish/build the SaltSmart collaborative
- Develop and implement plans, including targets
- Secure and mobilize resources

### OUTPUTS:
- Operations (ToR)
- Performance/M&E
- Progress Reporting
- First 5-year plan (priorities, baselines, targets)
- Communications plan
- Social marketing plan/messages
- Funding (incl. in-kind, grants, other sources)

### SHORT TERM OUTCOMES (FIRST 2 YEARS – BY 2016) *
- Public awareness campaigns implemented in one-third of countries in Region
- Quick-win scenarios communicated broadly
- KAB surveys in progress in two-thirds of countries in Region
- Research issues compiled by TAG and broadly available
- Food industry providing food composition data to central database, e.g., LATINFOODS
- Increased # large nationals/multinationals:
  - Signed 2011 Rio Declaration
  - Engaged with SME to promote tech transfer
- SCC members all provide resources (funds/in-kind) to PAHO foundation

### MEDIUM TERM OUTCOMES (3-4 YEARS – BY 2016-17) *
- Increased Regional/national support for model
- Increased number of food databases established
- Increased engagement of all stakeholders
- Increased social awareness of health risks
- Increased replication of good/best practices

### LONGER TERM OUTCOMES (5 YEARS – BY 2018) *
- Measurable improvements in KAB
- Increased economic impact analysis in LAC countries
- Metrics to support harmonized national standards on advertising to children
- Increased number of best in class and best in world products available in all countries in the Regions

### ULTIMATE OUTCOMES (BY 2020)
- Recommended target of less than 5 g salt/adult/day achieved, with downward adjustments for intake among children in all LAC countries
- Salt intake among children from 2 to 15 years of age is appropriately adjusted downward based on children’s energy requirements
Moving forward: *activate the implementation*

- Management/coordination
- “Quick starts” to demonstrate the Consortium’s dedication to the initiative and pave the way for early success
- Determining concrete actions and setting priorities
- Monitoring and evaluation
  - Dashboard
- Assembling the necessary resources