

American Heart Association Sodium Reduction Initiative

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Diana Vaca McGhie
Global Advocacy Manager

AHA Strategic Priorities



The AHA will focus on helping Americans lower the amount of sodium they consume via three priorities:

Support Federal Sodium Targets

- Mobilize existing organizations and grassroots advocates
- Set targets for the sodium content of packaged and restaurant food

Increase Consumer Demand

- Lower sodium options in the food supply
- Purchase and consume foods lower in sodium

Coordinate Scientific Response

- To emerging data related to sodium reduction efforts
- Counteract misinformation presented by anti-sodium reduction groups

To get breaking news and access our repository of resources, go to <http://sodiumreductionleaders.heart.org> and click “request to join”



Reducing Sodium in the Food Supply Targets and Policy Issues



- The U.S. Food and Drug Administration (FDA) is preparing to issue voluntary sodium reduction guidelines/targets for packaged and restaurant foods
- Voluntary sodium targets are a positive step toward gradual reduction of sodium levels in the food supply in a way that provides a level playing field for the food industry
- Responsibility for monitoring implementation of these targets will likely reside with FDA
- Other policy issues

Consumer Campaign Objectives and Website



- **Increase awareness** of Americans' excess sodium intakes and the impact those intakes have on health.
- **Inspire behavior change** and drive consumer habits to reduce sodium intake.
- **Build an audience of supporters** to actively engage with decision makers and effect policy changes that reduce sodium in the food supply

The screenshot displays the top section of the American Heart Association website. On the left is the logo for the American Heart Association and American Stroke Association, with the tagline "life is why". To the right are social media icons for Facebook, Twitter, Google+, Pinterest, Instagram, and YouTube. Below these is a search bar with the text "Search this website" and "To search, type and hit enter." The navigation menu includes "Take the Pledge", "Salty Scoop", "Sodium 411", "Action Center", and "Contact Us". A small note says "If you're already a member, please [log in](#). If not, please [register](#)." Below the navigation are three promotional banners: 1) "I love you salt, but you're breaking my heart. Take the pledge now to reduce the sodium you eat!" with a "Take The Pledge" button. 2) A photo of a family in a kitchen. 3) "Sodium Quiz" with a "Test Your Knowledge" button.

Sodium and Our 2020 Impact Goal

Life's Simple 7

20% ↑
Improved
Health

 Not Smoking

 Physical Activity

 Healthy Diet

 Healthy Weight

 High BP

 Blood Cholesterol

 Blood Glucose

By 2020, to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%

20% ↓
Mortality

AHA Healthy Diet Score Metric



In the context of a diet that is appropriate in energy balance, pursuing an overall dietary pattern that is consistent with a DASH-type eating plan, including but not limited to:

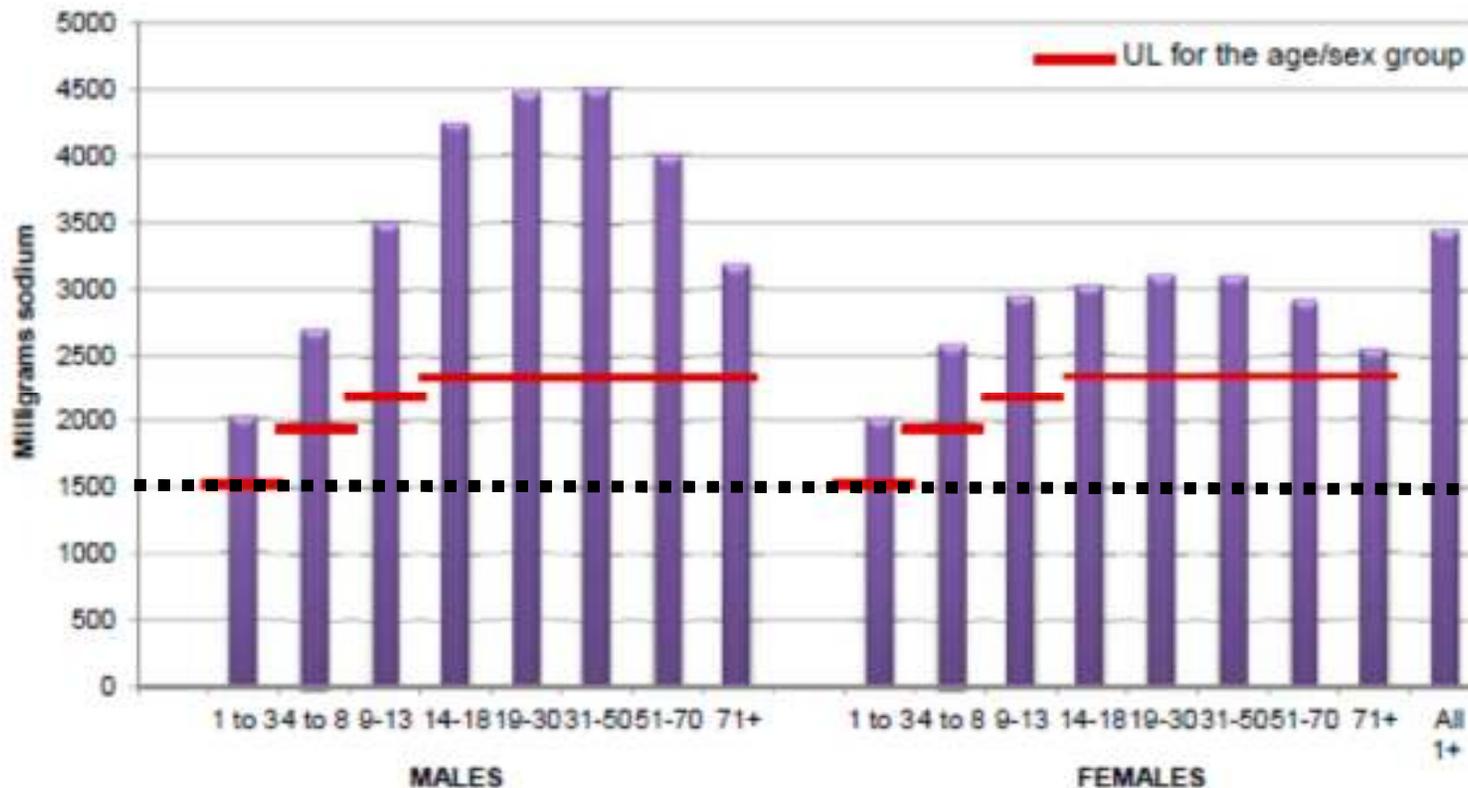
- Fruits and vegetables: ≥ 4.5 cups per day
- Fish: ≥ 2 3.5-oz servings per week (preferably oily fish)
- Fiber-rich whole grains (≥ 1.1 grams fiber per 10 grams carbohydrate): ≥ 3 1-oz-equivalent servings per day
- **Sodium: $< 1,500$ mg per day**
- Sugar-sweetened beverages: ≤ 450 kcal (36 oz)/week

Source: Lloyd-Jones et al. *Circulation*. 2010;121:586-613



Average Daily Sodium Consumption

Average: 3,400+ mg/day for males and females over age 1



**AHA
recommendation
for ideal heart
health (1,500
mg/day)**

Note: UL = upper limit according to the 2005 IOM DRI report on sodium
Source: What We Eat in America, NHANES 2007-2010 (National Health and Nutrition Examination Survey), self-reported dietary intake

Sodium Infographics



THE SALTY 50

DID YOU KNOW?

THREE OF THE MOST POPULAR FOODS CAN HELP YOU GET UP TO YOUR SODIUM GOAL

1. **BREAKFAST PANCAKES & WAFFLES**

2. **COLE SLAWS & COLESLAWS**

3. **PIZZA**

4. **POULTRY**

5. **SOUP**

6. **SANDWICHES**

CHANGE your SALTY WAYS

IN ONLY 21 DAYS

WEEK 1: GET THE SALT OUT

WEEK 2: FIND SALT

WEEK 3: TASTE THE CHANGE

KNOW THE SALTY 5

1. Limit sodium
2. Eat potassium
3. Eat fiber
4. Drink water
5. Limit alcohol

TOO MUCH SODIUM

AMERICANS NINE OUT OF 10 CONSUME TOO MUCH SODIUM

65% of Americans consume more than the recommended limit of 2,300 mg per day

25% of Americans consume more than the recommended limit of 1,500 mg per day

10% of Americans consume more than the recommended limit of 1,000 mg per day

Excess sodium increases a person's risk for **HIGH BLOOD PRESSURE**, which can lead to heart disease and stroke.

EFFECTS OF EXCESSIVE SODIUM ON YOUR Health & Appearance

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25% of Americans consume more than the recommended limit of 1,500 mg per day

10% of Americans consume more than the recommended limit of 1,000 mg per day

3,400 mg is the average amount of sodium consumed by Americans each day

1,500 mg is the recommended limit for most adults

High Blood Pressure: Excess sodium can lead to high blood pressure, which is a leading cause of heart disease and stroke.

Swelling: Excess sodium can cause fluid retention, leading to swelling in the hands, feet, and ankles.

Stomach Issues: Excess sodium can lead to stomach issues, such as bloating and indigestion.

Headaches: Excess sodium can lead to headaches and dizziness.

Heart Disease: Excess sodium can lead to heart disease and stroke.

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heart.org/sodium

7 SALTY MYTHS BUSTED

- 1. ELDERLY and/or COMPLETELY fit people should eat less salt.** Excess sodium can lead to high blood pressure, which is a leading cause of heart disease and stroke.
- 2. I have levels of sodium in my blood that are too high.** Excess sodium can lead to high blood pressure, which is a leading cause of heart disease and stroke.
- 3. My blood pressure is normal, so I don't need to worry about my sodium intake.** Excess sodium can lead to high blood pressure, which is a leading cause of heart disease and stroke.
- 4. I have diet salt free foods, so I don't need to worry about my sodium intake.** Excess sodium can lead to high blood pressure, which is a leading cause of heart disease and stroke.
- 5. I eat a lot of salt, so I should eat less salt.** Excess sodium can lead to high blood pressure, which is a leading cause of heart disease and stroke.
- 6. I eat a lot of salt, so I should eat less salt.** Excess sodium can lead to high blood pressure, which is a leading cause of heart disease and stroke.
- 7. I eat a lot of salt, so I should eat less salt.** Excess sodium can lead to high blood pressure, which is a leading cause of heart disease and stroke.

75% OF AMERICANS WANT LESS SODIUM IN PROCESSED & RESTAURANT FOODS

IN A SURVEY, 75% OF AMERICANS SAID THEY WOULD LIKE TO SEE LESS SODIUM IN PROCESSED & RESTAURANT FOODS

97% of Americans support the American Heart Association's goal to reduce sodium in processed and restaurant foods

58% of Americans support the goal of reducing sodium in processed and restaurant foods

57% of Americans support the goal of reducing sodium in processed and restaurant foods

56% of Americans support the goal of reducing sodium in processed and restaurant foods

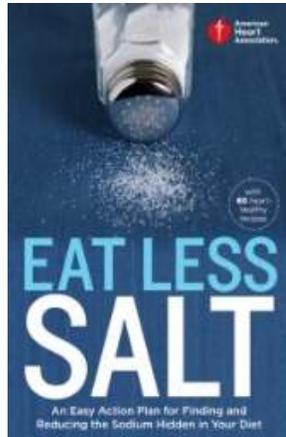
21% of Americans support the goal of reducing sodium in processed and restaurant foods

15% of Americans support the goal of reducing sodium in processed and restaurant foods

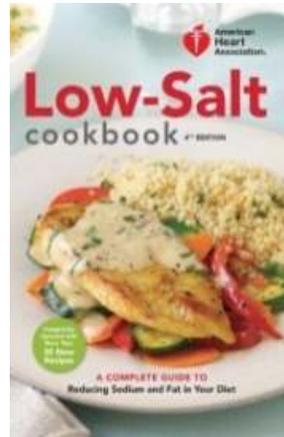
heart.org/sodium

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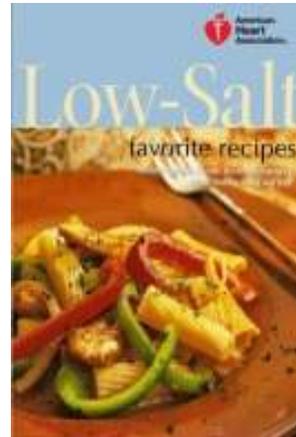
Related Consumer Publications



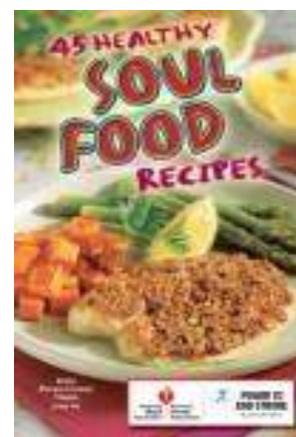
Lifestyle book; practical strategies to maintain a lower-sodium life; 60 recipes



Cookbook of 200+ lower-sodium recipes; info on shopping and cooking, resources, and healthy lifestyle tips



Magazine cookbook; 40 lower-sodium recipes; info on how to eat a healthy, lower-sodium diet



Magazine cookbook; 40 lower-sodium recipes plus cooking tips for those who love Southern comfort foods



Cookbook of 22 lower-sodium recipes that will appeal to a variety of Hispanic cultures



life is why™

es por la vida 全为生命