Sodium and AHA’s 2020 Impact Goal

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

Life’s Simple 7

- Not Smoking
- Physical Activity
- Healthy Diet
- Healthy Weight
- High BP
- Blood Cholesterol
- Blood Glucose

20% Improved Health

20% Mortality
Current U.S. Sodium Intakes and Food Sources
Average: Nearly 3,500+ mg/day for males and females age 1+ years

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

AHA recommendation for ideal heart health (1,500 mg/day)
% of Age/Sex Group with Usual Intake Above UL

Males:
- Ages 1-3
- Ages 4-8
- Ages 9-13
- Ages 14-18
- Ages 19-30
- Ages 31-50
- Ages 51-70
- Ages 71+

Females:
- Ages 1-3
- Ages 4-8
- Ages 9-13
- Ages 14-18
- Ages 19-30
- Ages 31-50
- Ages 51-70
- Ages 71+

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
Dietary Sodium Sources

Most Sodium Comes from Processed and Restaurant Foods

- Processed and restaurant foods: 77%
- Naturally occurring: 12%
- While eating: 6%
- Home cooking: 5%

## Top Dietary Sodium Sources

<table>
<thead>
<tr>
<th>Rank</th>
<th>Food Types</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bread and rolls</td>
<td>7.4</td>
</tr>
<tr>
<td>2</td>
<td>Cold cuts and cured meats</td>
<td>5.1</td>
</tr>
<tr>
<td>3</td>
<td>Pizza</td>
<td>4.9</td>
</tr>
<tr>
<td>4</td>
<td>Poultry</td>
<td>4.5</td>
</tr>
<tr>
<td>5</td>
<td>Soups</td>
<td>4.3</td>
</tr>
<tr>
<td>6</td>
<td>Sandwiches</td>
<td>4.0</td>
</tr>
<tr>
<td>7</td>
<td>Cheese</td>
<td>3.8</td>
</tr>
<tr>
<td>8</td>
<td>Pasta mixed dishes</td>
<td>3.3</td>
</tr>
<tr>
<td>9</td>
<td>Meat mixed dishes</td>
<td>3.2</td>
</tr>
<tr>
<td>10</td>
<td>Savory snacks</td>
<td>3.1</td>
</tr>
</tbody>
</table>

*CDC, MMWR; 2012; 61:92-98 (chart); American Heart Association 2012 (infographic)
Simple Swaps = Big Changes!

Total = 1,522 mg
Savings: 670 mg sodium!
Total = 852 mg
It will take a 25-50% sodium reduction in the food supply for Americans’ average sodium intakes to meet the U.S. Dietary Guidelines for Americans recommendation of less than 2,300 mg/day.

Source: Antman et al., Circulation 2014. Vol 129 (Data supplement)
If the food industry reduced sodium by 50% in the top 50 foods contributing to Americans’ sodium intakes, and then reduced sodium by 10% in all other foods, this could result in 80% of Americans consuming 2,300 mg/day 30% consuming 1,500 mg/day.
AHA Consumer Awareness and Education Efforts
People understand that too much sodium impacts health
  - 82% associate sodium with high blood pressure
  - 56% with heart disease
  - 43% with stroke

97% underestimate or cannot estimate the amount of sodium they are eating – only 2-3% estimate that they consume 3,000-3,500 mg/day

95% can correctly identify some foods that are high in sodium (cold cuts, soups); but only small percentages realize that poultry and bread are leading contributors to sodium intake

High blood pressure is the most commonly reported reason to reduce sodium; second most commonly reported reasons are reducing bloating and losing weight

Packages that have a reduced/no salt claim often dismissed as “reduced in or having no flavor”

Many people see eating out/ordering in as an indulgence; are less likely to make healthy food choices at restaurants
Compared to Caucasians and Hispanics, **African Americans** are more concerned about sodium, more likely to seek information, and more interested in taking action to reduce sodium consumption…but they are not necessarily more knowledgeable about how sodium affects their health.

In general, **females** are more likely than males to be concerned, knowledgeable, seek information, and have taken action to reduce sodium intake.

Likewise, **primary food purchasers**, who skew female, are more concerned and likely to take action.

In general, attitudes, knowledge, and behavior correlates with age and **presence of cardiovascular health condition**.
On a scale of 0-10, how much would each of the following motivate you to reduce your sodium/salt consumption?

9.0 - Hearing more about exactly how much sodium is in the foods I eat
8.5 - Hearing how it affects your appearance
7.0 - Hearing that it causes high blood pressure and other health conditions
97% underestimate or cannot estimate the amount of sodium they are eating
58% have tried to reduce dietary sodium; most common strategies are using less salt at table and in cooking
57% want more choice/control over the amount of sodium they eat
75% prefer that the sodium in processed and restaurant foods be reduced
56% think the government should set mandatory or voluntary limits
21% and 15% think there are already limits on how much salt can be added to processed and restaurant foods, respectively
American Heart Association
Sodium Reduction Consumer Campaign

“I love you salt,
but you’re breaking my heart”
Sodium Campaign: Objectives

- **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.
Example Campaign Phases

- Take the pledge – behavior change
- Influence family and friends to take the pledge
- Change your community – lower sodium offerings in churches, schools
- State initiatives like procurement, calling on industry for change
- Spur change in the food supply to create a culture of health
I love you salt, but you’re breaking my heart.
Pledge to break up with excess sodium and start living healthier!

Break the Breakup Meter!

27759
Total Breakups

Sodium Quiz
Test Your Knowledge

http://heart.org/sodium
1-minute video, “Don’t Let Salt Sneak Up On You”
http://bit.ly/1trMjLv
Selected Results to Date

- Site launch: July 14, 2014
- 32,000 website visits per month (steady growth since site launch)
- Approximately 15% of site visitors take the pledge to reduce the sodium they eat
- 47,000+ campaign supporters
- 22,000+ YouTube views of video “Don’t Let Salt Sneak Up On You” (with no advertising budget)
- Earned media:
  - Huffington Post 7/14/14 - [http://www.huffingtonpost.com/nancy-brown/rebel-with-a-cause-how-to_b_5573789.html](http://www.huffingtonpost.com/nancy-brown/rebel-with-a-cause-how-to_b_5573789.html)
Join Us!

To build the movement to reduce the sodium Americans eat, the American Heart Association needs your help! How to get involved:

• Visit [http://heart.org/sodium](http://heart.org/sodium)
• Read and comment on our blog, the Salty Scoop, and consider being a guest blogger
• Sign the pledge to reduce the sodium you eat and encourage your networks to pledge too
• Promote our “salt man” video via email, websites, and social media
• Take the sodium quiz
• Share all of the above actions with your friends via email and social networks.
• Download a toolkit of materials to help promote the campaign: [http://www.heart.org/HEARTORG/Affiliate/Sodium-Reduction-Resources_UCM_471293_SubHomePage.jsp](http://www.heart.org/HEARTORG/Affiliate/Sodium-Reduction-Resources_UCM_471293_SubHomePage.jsp)
AHA Sodium Infographics
http://heart.org/sodiuminfographics

Salty Six and Salty Six for Kids available in Spanish
AHA Consumer Publications
http://heart.org

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
AHA Science Efforts
AHA Sodium Science Papers

All published in Circulation:

• Stakeholder Discussion to Reduce Population-Wide Sodium Intake and Decrease Sodium in the Food Supply – AHA Conference Proceedings Report (Antman et al.) (May 2014) – see next slide

• AHA Science Advisory: Methodological Issues in Cohort Studies that Relate Sodium Intake to CVD (Cobb et al.) (Feb. 2014)

• AHA/ACC Guideline on Lifestyle Management to Reduce Cardiovascular Risk - includes guidance on sodium intake and dietary patterns (Nov. 2013)

• Presidential Advisory I (Appel et al.) (Jan. 2011) and II (Whelton et al.) (Nov. 2012)

Available at http://my.americanheart.org/professional/StatementsGuidelines/ByTopic/TopicsD-H/DietNutrition_UCM_320704_Article.jsp
June 19-20, 2013 - Arlington, VA
Approximately 130 attendees - key stakeholders and thought leaders in sodium reduction
25+ speakers followed by facilitated working group (breakout) sessions
Breakout discussion topics: science, consumers, industry, new technologies, health policy
Conference proceedings published in *Circulation* (Antman et al.), May 2014
• **Complexity** - Sodium reduction involves much more than just taking out the salt

• **Commitment** - Will be a long term effort; some progress has been made but there is much more work ahead; lowering sodium in the food supply is critical; industry has opportunity to innovate, needs a level playing field

• **Collaboration** - It is imperative to have simultaneous, multi-sector efforts

• **Communication** – To motivate consumer behavior change, need simple, consistent, positive messages that are culturally appropriate and relevant and come from multiple voices

• **Context** – Sodium reduction should be part of holistic approaches to improve diet quality

Source: Antman et al., Circulation 2014. Vol 129
Interpreting Recent Science on Sodium and Health
Making Sense of the Science on Sodium

- Observational studies that suggest low sodium intakes lead to worse health outcomes often have methodological limitations, e.g.:
  - Unreliable measures of sodium intake (e.g. “spot” vs. 24-hour urine collections)
  - Inclusion of sick populations (reverse causality)
- These issues limit the studies’ usefulness for drawing conclusions about the sodium and health, and for guiding public health policies
- Other types of evidence, especially clinical trials of sodium intake and blood pressure, provide the best scientific basis to guide policy
- The American Heart Association and numerous major national and international public health and scientific organizations continue to recommend reducing sodium intake
Resources: AHA Resources on Recent Controversial Sodium Science

  - Reviews key methodological issues that may account for inconsistency of results in studies of sodium intake and CVD outcomes
  - Excessive sodium consumption has dire impact on global health, new study finds
  - Study underscores excessive sodium consumption as a global health problem
  - Reduced salt intake still critical
  - American Heart Association stands by its sodium recommendations

For more info visit hyperlinks above or [http://newsroom.heart.org](http://newsroom.heart.org) & [http://blog.heart.org](http://blog.heart.org)
Thank you!

Questions?

For additional information, feel free to contact Emily Ann Miller, MPH, RD, the AHA’s National Program Lead for the Sodium Reduction Initiative: emilyann.miller@heart.org
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es por la vida™ 全为生命™