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National Strategy for Reducing Sodium Consumption in Brazil

Eduardo Nilson
Ministry of Health of Brazil

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Salt consumption in Brazil:

Estimates (POF 2002-03 and 2008-09): **9,6g/person/day**
(only household acquisition)

Total consumption estimates: up to **12g/person/day**
(unchanged from 2002-03 to 2008-09)

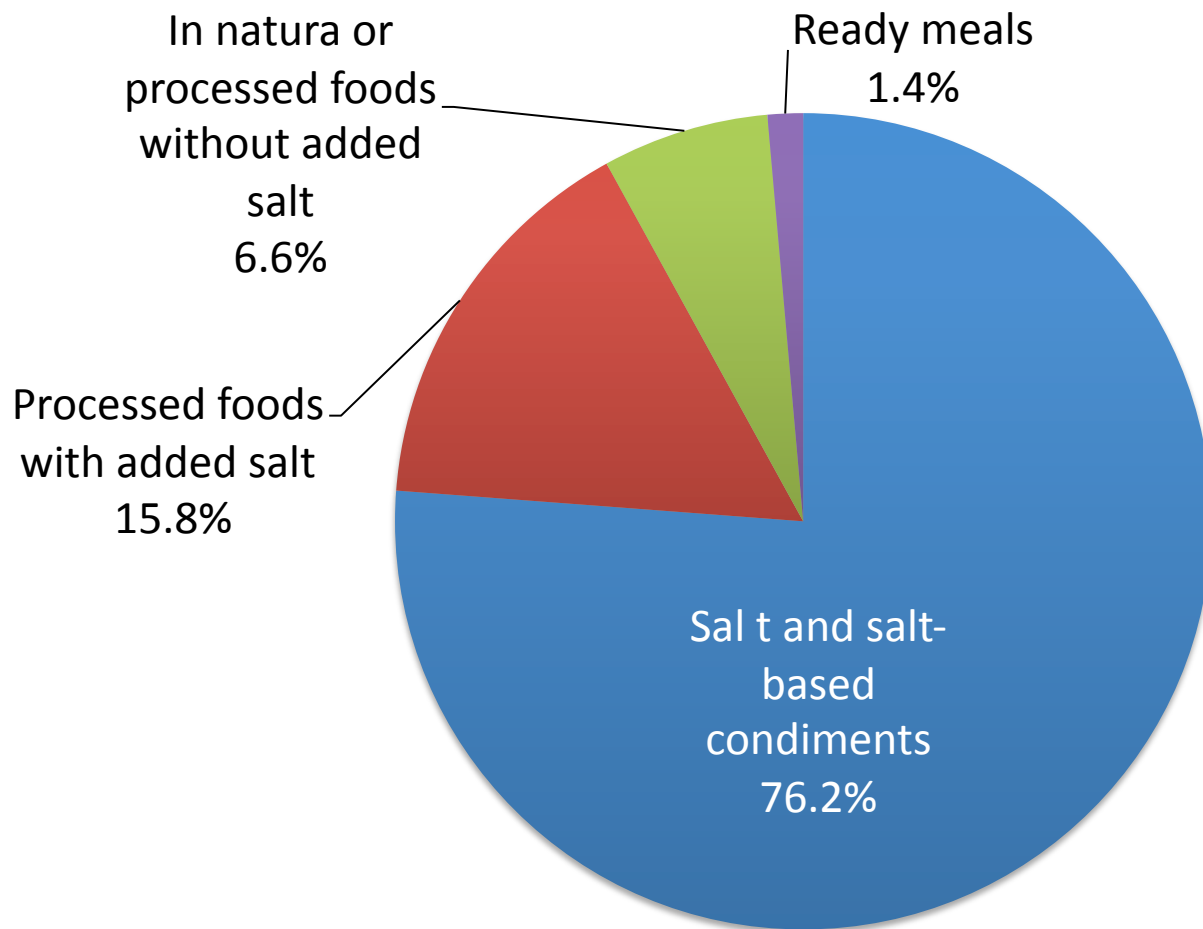
POF 2008-09: increased participation of processed foods and of food consumption out of the household and high prevalences of excessive sodium consumption, especially in adolescents and adults.

Main dietary sodium sources:

- Salt added when preparing and consuming foods.
- Sodium present in processed foods and foods consumed out of the household.



Main salt/sodium sources (Brazil, 2002-03): salt added to food (in preparation and while consuming), in processed foods and naturally occurring in foods.

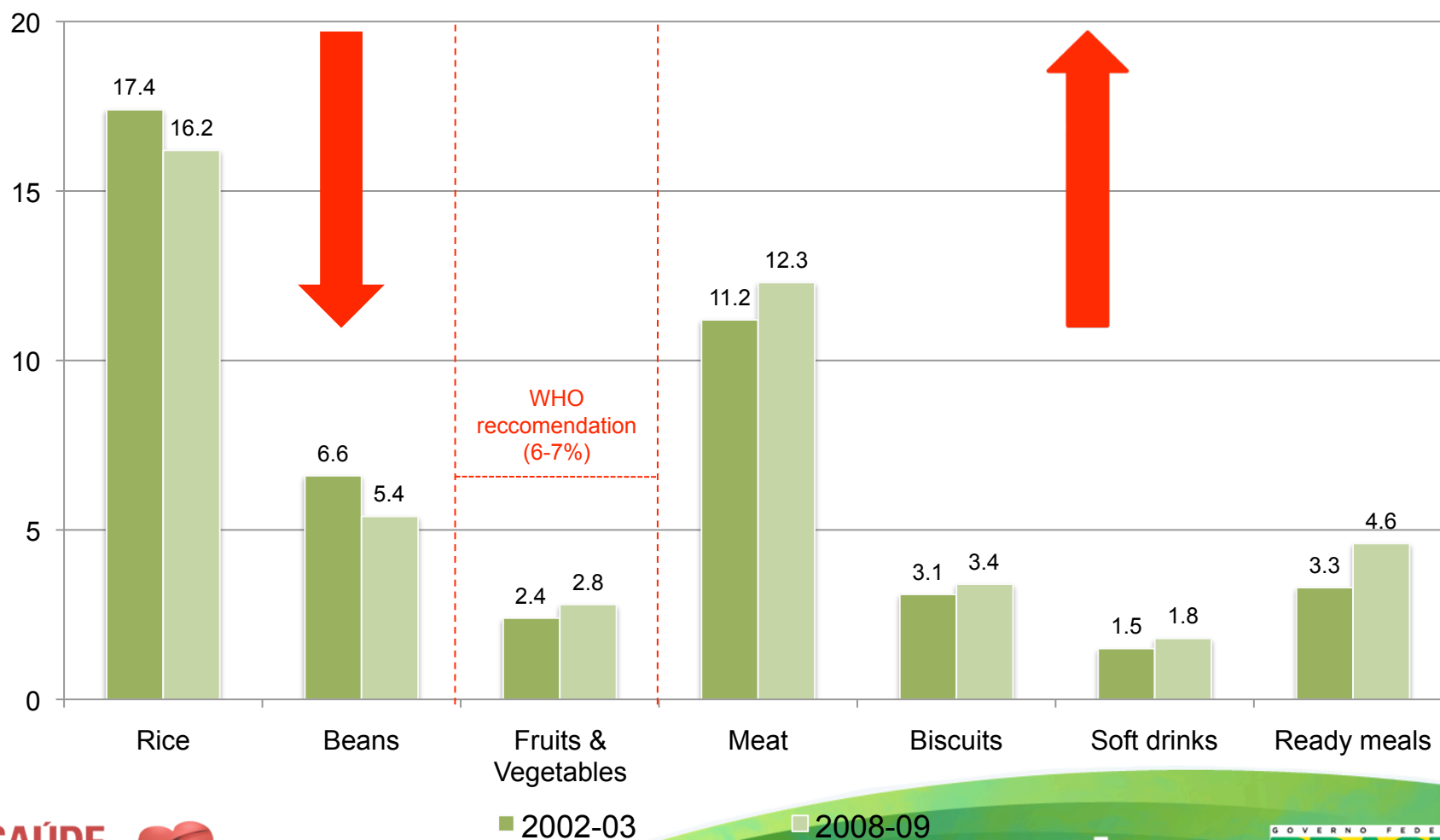


Source: POF 2002-03 –
Household Food
Acquisition



Food consumption trends: reduced consumption of staple foods and larger participation of processed foods and beverages.

Relative participation of foods and food groups in the total caloric intake of the household food acquisition.



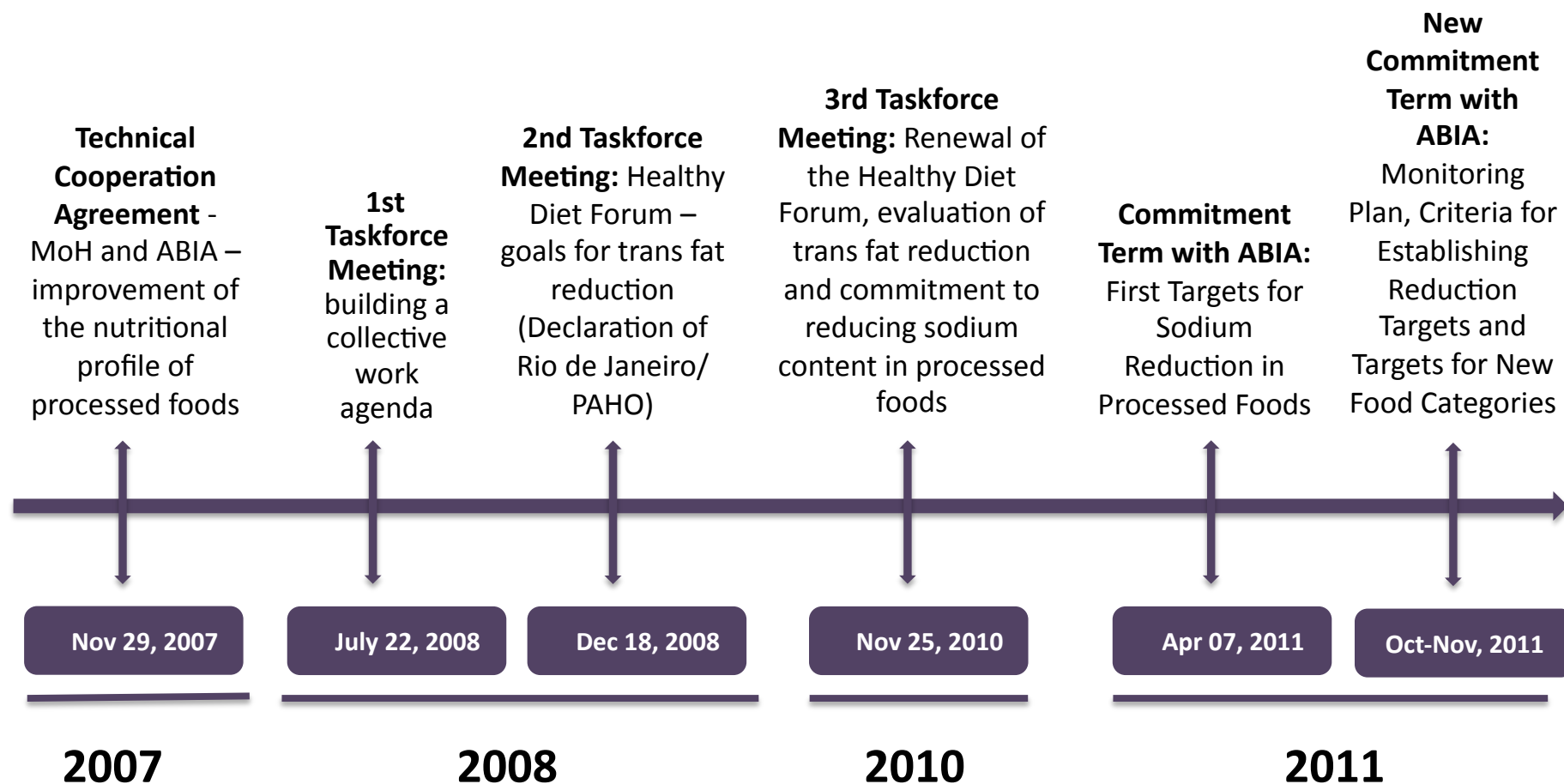
POF 2008-09 (Personal Food Consumption):

Nutrients	Prevalence of inadequate consumption (%)			
	MALE			
	10 to 13 years	14 to 18 years	19 to 59 years	>=60 years
Free sugar	80.0	74.0	67.0	50.0
Saturated fats	83.0	80.0	82.0	80.0
Sodium	81.5	88.9	88.7	80.4
Fibres	78.0	77.0	71.0	60.0

	FEMALE			
	10 to 13 years	14 to 18 years	19 to 59 years	>=60 years
	10 to 13 years	14 to 18 years	19 to 59 years	>=60 years
Free sugar	82.0	83.0	67.0	53.0
Saturated fats	89.0	90.0	87.0	84.0
Sodium	77.7	72.9	69.7	62.2
Fibres	82.0	86.0	75.0	61.0



Liason with food industries



National Strategy for Reducing Sodium Consumption

Areas for action:

- Promoting healthy diets and improving the supply of healthy foods.
- ***Voluntary reduction of sodium content of processed foods*** and foods sold at food service establishments and restaurants.
- Nutritional labeling and consumer information.
- Education and sensibilization of consumers, industries, health professionals and other partners.



National Strategy for Reducing Sodium Consumption

Favorable political context:

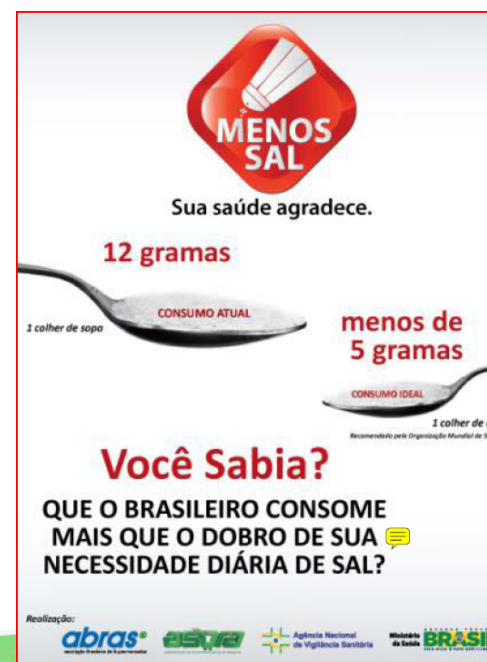
- National Plan for Tackling Chronic Non-Communicable Diseases (2011-2022).
- National Intersectoral Plan for Obesity Control and Prevention.
- National Food and Nutrition Policy .
- Intersectoral Food Chamber: MoH, Food Regulation Agency (Anvisa) and representatives of food industries, consumers and health professional associations working on
 - Reformulation of processed foods.
 - Good nutritional practices in food services and industries.
 - Communication strategies.



Educational campaign for reducing sodium consumption

Partnership with the Brazilian Supermarket Association (Abras): pilot program in Brasilia and upscale to national-wide in 2012.

Materials: folders, posters, banners, advertisement, wooblers etc.



Agreement with productive sector representatives

- Commitment to reducing sodium consumption in priority food categories, selected according to :
 - individual contribution to sodium intake (associating food consumption to sodium content)
 - protection of vulnerable groups (especially children and adolescents – reinforced by the Personal Consumption results of POF 2008-09).
- *breads (“french bread”, loaf bread and buns), salt-based condiments, dairy products (lactic drinks, petit suisse and mozzarella cheese, cheese spreads), cookies and biscuits (cream cracker, filled, “maisena”), margarines, mayonnaise, processed meat products (hotdogs, sausages, ham, hamburger, breaded meat, salami and bologna sausage), instant pasta (noodle-like), cakes (ready cakes and cake mixes), snacks (potato chips, extruded corn snacks), cereals, ready meals (pizza, lasagna, soups).*



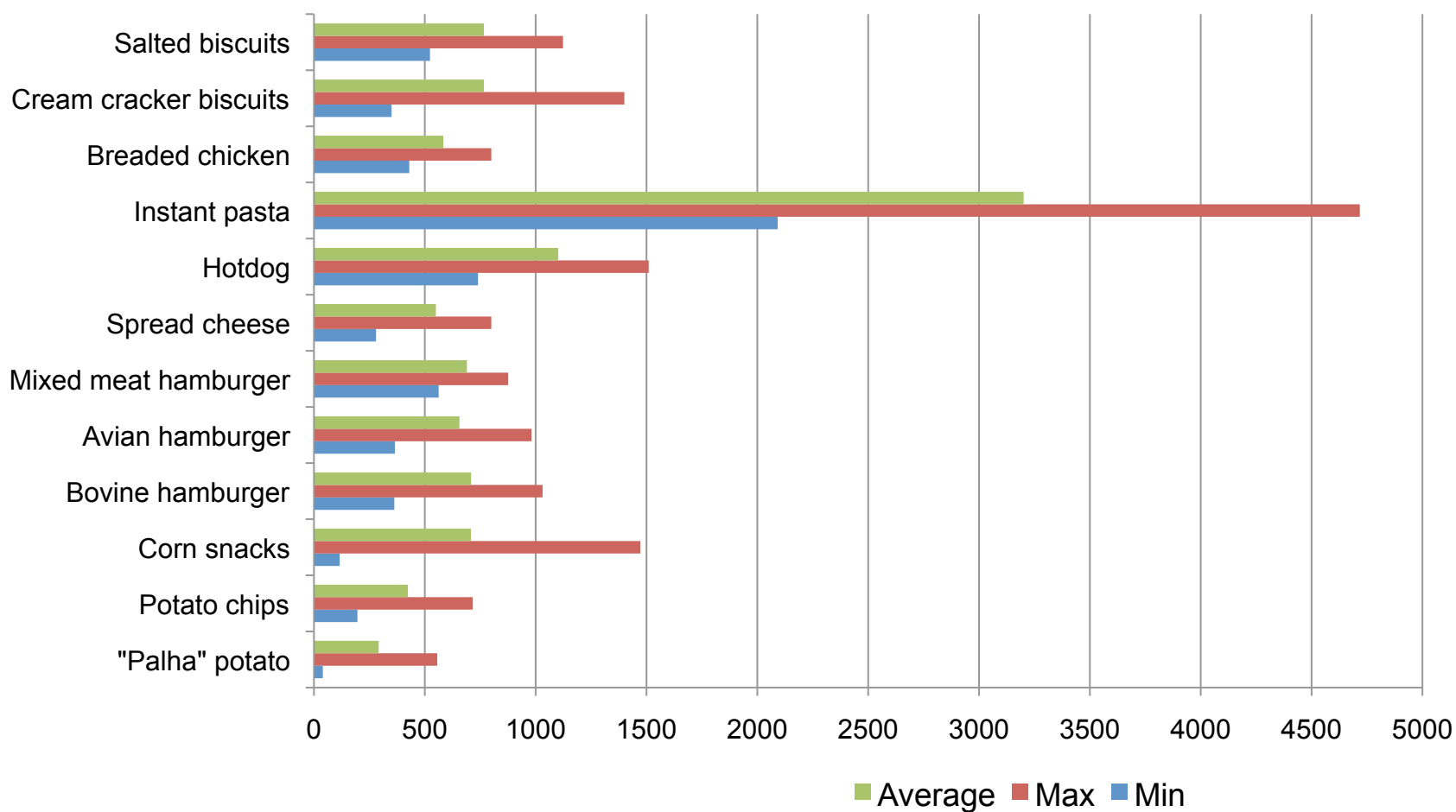
Agreement with productive sector representatives

- Criteria for establishing reduction goals:

- Baseline: Anvisa Technical Report 42/2010 and, whenever necessary, food label inquiries.
- Upper limit of the category (mg/100g): voluntary, gradual, sustainable, realistic and transparent reductions, related to all the products in each category.
- Targets must represent real impact on sodium consumption (must, at least, be lower than the baseline averages and/or impact sodium reduction in over 50% of the available brands).
- Intermediate biannual targets and final reduction target for 2020.
- 2020: final targets must be established according to international references (as UK and Canada) and lowest contents of the food categories in the Brazilian baseline.



Processed Food Nutritional Profile Monitoring by Anvisa (2010).



Negotiation of sodium reduction goals, by food category:

In order to achieve the reduction of sodium consumption to less than 5g/ per capita/day until 2020 – time schedule for food category targets:

- Already negotiated: instant pasta (↓~30%/year until 2012), loaf bread and buns (↓~10%/year until 2014);
- About to be made official:
 - “French bread” – national standardization of sodium content and 2.5%/year reduction until 2014.
 - Potato chips (↓~5%/year until 2016), extruded snacks (↓~8.5%/year until 2016), ready cakes (↓~7.5 to 8%/year until 2014) and cake mixes (↓~8 to 8.5%/year until 2016).
- Cookies and biscuits, salt-based condiments, margarines, mayonnaise, breakfast cereals, dairy products and ready meals until December, 2011.



Monitoring system:

Approaches:

- Nutritional labeling of foods: market survey and electronic registry of food products (Anvisa and Ministry of Agriculture).
- Evolution of the use of sodium-based ingredients by industries: information from the productive sector.
- Laboratory analysis: official labs network.

Monitoring biannual targets

Accountability (social control): National Health Council and Food and Nutrition Security Council.



Challenges in reducing sodium consumption and negotiating with the private sector

A positive agenda with the private sector is highly desirable, although some points deserve special attention:

- Targets must represent real impact in sodium consumption.
- Importance of developing and transferring new technologies to the industries in each sector.
- Regulatory division of some foods (meat and dairy products)
- Need to regulate food advertising, especially for children.
- Caution with potential conflicts of interests.
- Permanent need for improving data sources (more and better detailed surveys, updated food composition tables, more scientific production on sodium reduction).
- Need to have more partners involved (medical societies, worker and employer institutions, consumer associations)
- Also work on reducing other key ingredients for NCDs: sugars and fats.





Thank you!

eduardo@saude.go.br
cgpan@saude.gov.br

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