

# YOU ARE INVITED

## Salt-Smart Americas

Organized by the Pan American Health Organization/ World Health Organization, and the Governments of Argentina, Barbados, Brazil and Canada

You are cordially invited to participate in our side event highlighting regional advances in the fight against high blood pressure.

This event will take place after the first day of the UNGA NCD Review 2014 adjourns.



**Date:** 10 July 2014

**Time:** 6:30 pm – 8:00 pm

**Place:** Diplomat Ballroom  
2<sup>nd</sup> Floor  
One UN New York Hotel

**Address:** One United Nations Plaza, New York  
(opposite the UN Headquarters)

**RSVP:** [floresme@paho.org](mailto:floresme@paho.org)



**Pan American  
Health  
Organization**



**World Health  
Organization**

REGIONAL OFFICE FOR THE **Americas**



# Objectives

- Raise awareness about the role and importance of optimum intake of salt for the population-based prevention of hypertension
- Promote the leadership and commitment of the Americas and PAHO on this public health issue
- Showcase examples of programmes and practices that address salt intake at the population level

## Program\*

Time	Topic	Speaker
<b>6:30 pm - 6:40 pm</b>	Welcome	Dr. Anselm Hennis, NMH Department Director, PAHO
	Importance of reduction of dietary salt intake as a population intervention to address hypertension	Dr. Carissa F. Etienne, Director, PAHO
<b>6:40 pm - 7:00 pm</b>	“Less salt more life”: Argentina’s success with reformulation and regulation	Dr. Marina Kosacoff Government of Argentina
	Partnering for advocacy: Barbados’ work with civil society	Sir Trevor Hassell Government of Barbados
	Working together with the industry: Brazil’s voluntary approach	Eduardo A.F. Nilson Government of Brazil
	Multisectoral work on social marketing: Canada’s campaign on healthy eating including salt reduction	Dr. Hasan Hutchinson Government of Canada
	Invitation to view the exhibition	Dr. Anselm Hennis, NMH Department Director, PAHO
<b>7:00 pm – 8:00 pm</b>	Exhibition and light refreshments	

\* Translation will be provided in English, Spanish and Portuguese



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