Americas Initiative for Cardiovascular Disease Prevention Through Dietary Salt Reduction

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Content:

• Background
• Country examples
• Next steps
Specific features of the Region of Americas (as seen in 2009)

• Diet very variable throughout the Region; nutrition transition emerging in several countries.

• The small and medium enterprises and informal food sector and discretionary salt use account for large proportions of total salt intake in many countries;

• Import much or most of foods in Central America and Caribbean;

• National food regulatory agencies and capacities are often lacking;

• Salt is seen predominantly as a vehicle for micronutrient fortification;
Goal:

A sustained drop in dietary salt intake to reach national targets or the internationally recommended target of less than 5g/day/person by 2020, securing that it is fortified.

Advocacy

- Web page in EN & SP
- Fact sheets for professionals and consumers/patients
- Monthly updates
- Survey on consumer knowledge and behaviour with respect to salt/sodium: by Consumer International as part of EG

For more information, go to www.paho.org/cncd_cvd/salt
A new initiative to prevent cardiovascular disease in the Americas by reducing dietary salt

PAHO/WHO Regional Expert Group Policy Statement — Preventing cardiovascular disease in the Americas by reducing dietary salt intake population-wide

N. Campbell*, B. Legowski, B. Legetic, R. Wilks, A.B. Pinto de Almeida Vasconcellos, On behalf of the PAHO/WHO Regional Expert Group on Cardiovascular Disease Prevention through Dietary Salt Reduction.
Surveillance

PROTOCOL FOR POPULATION LEVEL SODIUM DETERMINATION IN 24-HOUR URINE SAMPLES

ISP Mexico, March 2009

A REVIEW OF METHODS TO DETERMINE THE MAIN SOURCES OF SALT IN THE DIET

Critical appraisal of the literature Regarding methods For determining Sodium, potassium, iodine in the urine

Rio de Janeiro June 2010
Assessments of salt intake:

- **Barbados**: Health of a Nation study includes 24h urine assessment
- **Mexico**: SALMEX study: cohort of 1,000 workers: 24 h urine (sodium, potassium, iodine) – National Nutrition Survey 2012
- **NY**: 24 h urine (sodium, potassium)
- **Canada**: several provinces 24 h urine
- **Argentina**: sub sample of ENFR 24h urine
- **Chile**: National Health study (spot urine)
- **Brazil**: Household budget study
Engagement with Food Industry

Codex Alimentarius:

- Commission on labeling
- Commission of nutrients of special importance for prevention of NCDs
- ‘Industry questionnaire’ (for multinational and national food manufacturers) to identify progress and intentions to reduce salt additives and industry leaders.
- Discussion with individual companies regarding global responsibilities to reduce salt additives throughout the Americas
Joint PAHO and World Economic Forum on Latin America meeting and the “2011 Statement of Rio de Janeiro” created jointly by governments, the food industry and civil society together it encourages stakeholders to act now to improve the health of the people of the Americas using a comprehensive multisectoral approach to specifically reduce dietary salt.
Synchronizing salt iodization and salt reduction programs

Joint meetings of salt reduction and iodine fortification committees and leaders

Training of Fortification program managers
Economic studies on the cost effectiveness and cost savings from population level dietary salt reduction

A 5% reduction in dietary salt per year in 10 years was estimated to prevent 400,000 premature CVD events and 20,000 deaths in Americas countries

• Argentina, Mexico (CVD policy model)
• Chile part of the Pacific rim project (CVD policy model)
Countries in Americas region that have Sodium Reduction Activities

- Argentina
- Barbados
- Brazil
- Canada
- Chile
- Central America (Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama) and the Dominican Republic
- Cuba
- Mexico
- Suriname
- United States
- Uruguay
- Colombia, Ecuador and Paraguay are in development
CANADA: Healthy Eating Awareness and Education Initiatives

2011

Healthy Eating with Canada’s Food Guide

Phase 1:
Healthy Eating & Nutrition Labelling

Phase 2:
Healthy Eating & Sodium Reduction

Phase 3:
Healthy Eating & Healthy Weights

2012

2013

2014
The voluntary agreements with handmade manufacturers of bread aims to reduce 25% the salt content of bread at bakeries. These agreements were sponsored by the baker’s union and the National Institute of Industrial Technology (FAIPA and INTI).

Cost utility ratio of reducing salt intake and its impact on incidence of CVDs
Goal: to reduce sodium consumption to less than 2,000mg/day (5g/day of salt) until 2020.

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 sensibilisation of consumers, industries, health professionals and other partners.
Barbados Initiative: salt reduction

- Patron of and support for Agrofest 2011, “Healthy Living through Agriculture”
- Workshop for Agrofest food vendors
- Discussion with bakery and food producer around product reformulation
- “Salt seminar” for food and drink producers and manufacturers
- Featured low salt issue, using face book, and cell phones in the Get the Message mobile phone advocacy
PAHO Technical Advisory Group

- EG ended in 2011
- TAG started January 2012

Main objective:
- Support implementation of Initiative in the Americas using existing EG products and supporting multi-country initiatives
5 parallel lines of action

- INTERSALT for the Americas (baseline for the Region)
- Strengthen food composition databases in countries & databases of packaged food
- Awareness & communication through SM
- Reformulation
- Economic studies

Pan American Forum for Action on NCDs
I WHO Platform
Exchange Forum & Technical meeting on Enabling environment
London, June 2010

II WHO Platform
Exchange Forum & Technical meeting on Strategies to Monitor and Evaluate Population Sodium Consumption and Sources of sodium in the diet
Calgary, Oct 18-20 2010
UN High-level Meeting on NCDs

Best buy:

- Reducing tobacco use by 20%
- Lowering salt intake by 15%
- Increase coverage of patients at high risk of Cardiovascular Diseases with simple drug regimen to 60%

= 3.4 M deaths prevented in LAC in the next 10 years


The tobacco and salt intake interventions would be cost than US $0.40 per person/year in low and middle income countries, and US$ 0.50-1.00 in upper middle-income countries
Global Target by 2025:

30% relative reduction in mean population intake of salt/sodium intake.

Footnote: WHO recommendation is less than 5 grams of salt or 2 grams of sodium per person per day
Links

• CVD Health /salt
  http://www.paho.org/cnccd_cvd/salt
  http://www.paho.org/cnccd_cvd/salt

• Policy statement
  http://www.paho.org/cnccd_cvd/salt/policystatement
Thank you!