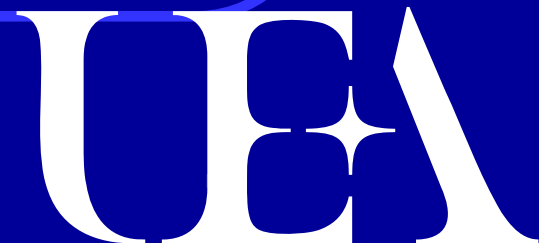


# How can consumer awareness be improved and help them to take action

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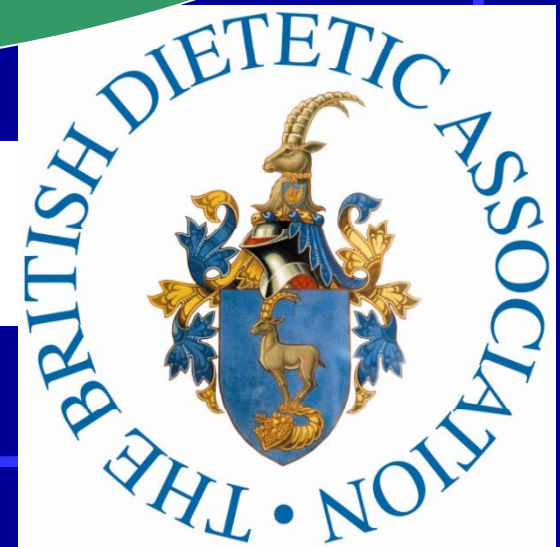
# Role of dietitians

- Perspectives on the Role of Dietitians in the Prevention of

Translating science to understandable messages for general public



International Confederation of Dietetic Associations



# Drivers that put salt reduction on agenda 1 - prevention

- Ensuring nutritional adequacy of all age and population groups from childhood to old age
- Promoting health of the public by working within and liaising with public health organisations
- Nutritional standards for institutions and public sector – school meals, hospitals, care homes, prisons. Dietitians advising and influencing in all areas
- Treatment and prevention of obesity (overnutrition)

# Drivers that put salt reduction on agenda 2 - treatment

- Clinical practice – individual therapeutic regimes for treatment of hypertension, Chronic Renal Failure, diabetes



# Activities and public awareness work - 1

- Provide information to assist consumers choose foods with lower sodium content
  - Website advice for the general public eg the BDA, the American Dietetic Association, the Dietitians Association of Australia, Japan Dietetic Association
  - Community dietitians, advice to groups and individuals
  - 1:1 advice in clinical situations
  - Advice to food and catering organisations on salt reduction
- Dietitians work to develop greater understanding of food labelling: British Dietetic Association works in partnership with UK FSA in helping consumers understand food labelling and make lower sodium choices

# Public awareness work - 2

- Dietitians work in public health commissioning roles
  - Healthy weight leads, school food leads, NHS
- Influencing procurement of suitable foods for school meals and public sector food supply eg advising providers on purchase of foods for school meals & hospitals
- Working in partnership with organisations monitoring/auditing food standards
  - Trading standards officers
  - Environmental health officers

# Limitations to current activities

- Food based healthy eating guidelines - Eatwell Plate & Change4Life designed to satisfy dietary guidelines but reducing salt/sodium is single nutrient issue & fits less well with food-based guidelines (The FSA '8 tips to eating well' includes specific salt advice.)
- The Eatwell Plate does not specify salt reduction, so it is more difficult for the consumer to identify action to specifically reach the 6g/d salt target
- Change4Life – reduction in salt implied through 'swops' but not specified

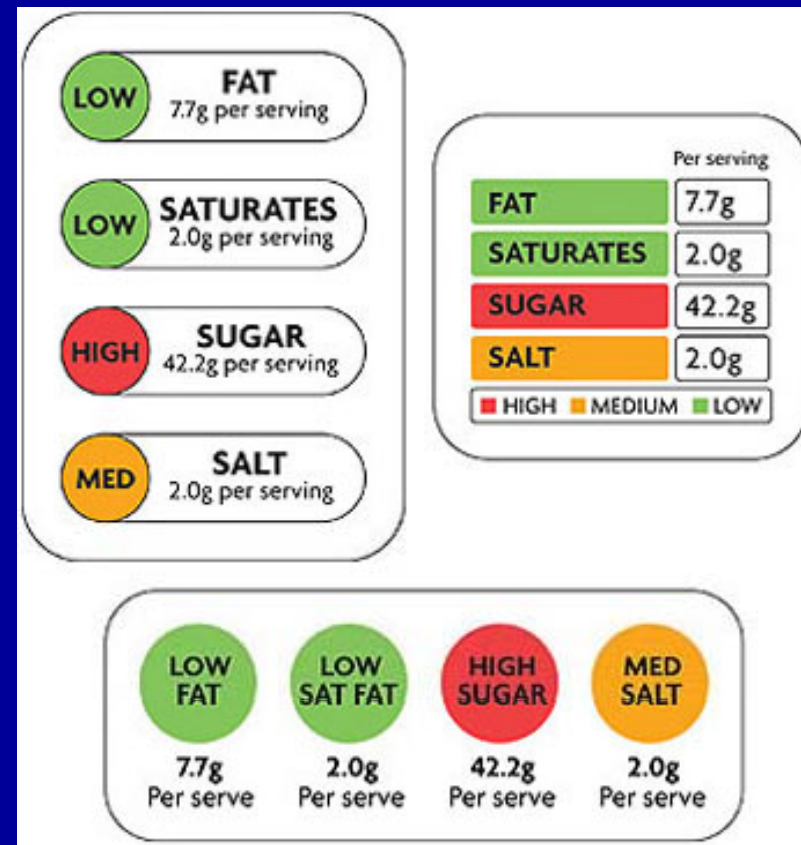


# What could be done to address barriers - 1

- Add salt and reduction of salty foods to the Eatwell Plate
- General public - encourage greater knowledge of:
  - 6g/day salt target for adults
  - The substantially lower targets for infants and children (particularly those under 11y)
- Continuous monitoring and up to date nutrient analysis of foods, particularly manufactured foods. Independent monitoring system (NICE 2010)

# What could be done to address barriers - 2

- Discourage use of potassium compounds to substitute/replace salt (NICE 2010)
- Food labelling
  - Ensure salt as well as sodium on all labels
  - BDA supports integrated front of pack labelling including both 'traffic light' AND GDA per 100g food
  - Clearly label all foods naturally high in salt that cannot be meaningfully be reformulated and state products should be used only occasionally (NICE 2010)



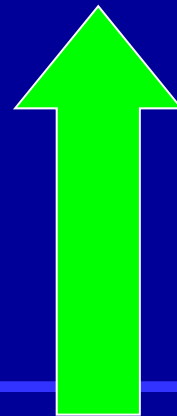
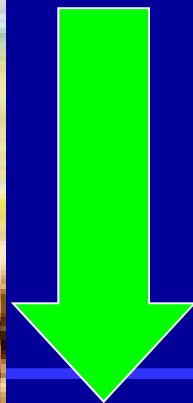
# What could be done to address barriers - 3

- Continue to inform public of new research where salt is relevant to health eg potential risk for osteoporosis in those with high salt and low calcium intakes (Welch AA Proc Nut Soc 2008, 67)
- Adequate potassium intake is important to counteract effects of salt on hypertension. Fruit & vegetables are major sources of potassium intake. We need to continue to encourage consumption of 5-a-day or more of fruit and vegetables. Also inform the public of the link between salt and potassium and the potential benefits on hypertension



# Conclusion

- Continuation of monitoring of intakes (diet and urine excretion) of extreme importance
- Continuation of consistent messages of health benefits of reducing dietary salt & eating 5-a-day fruits and vegetables



Just Eat More  
(fruit & veg)

