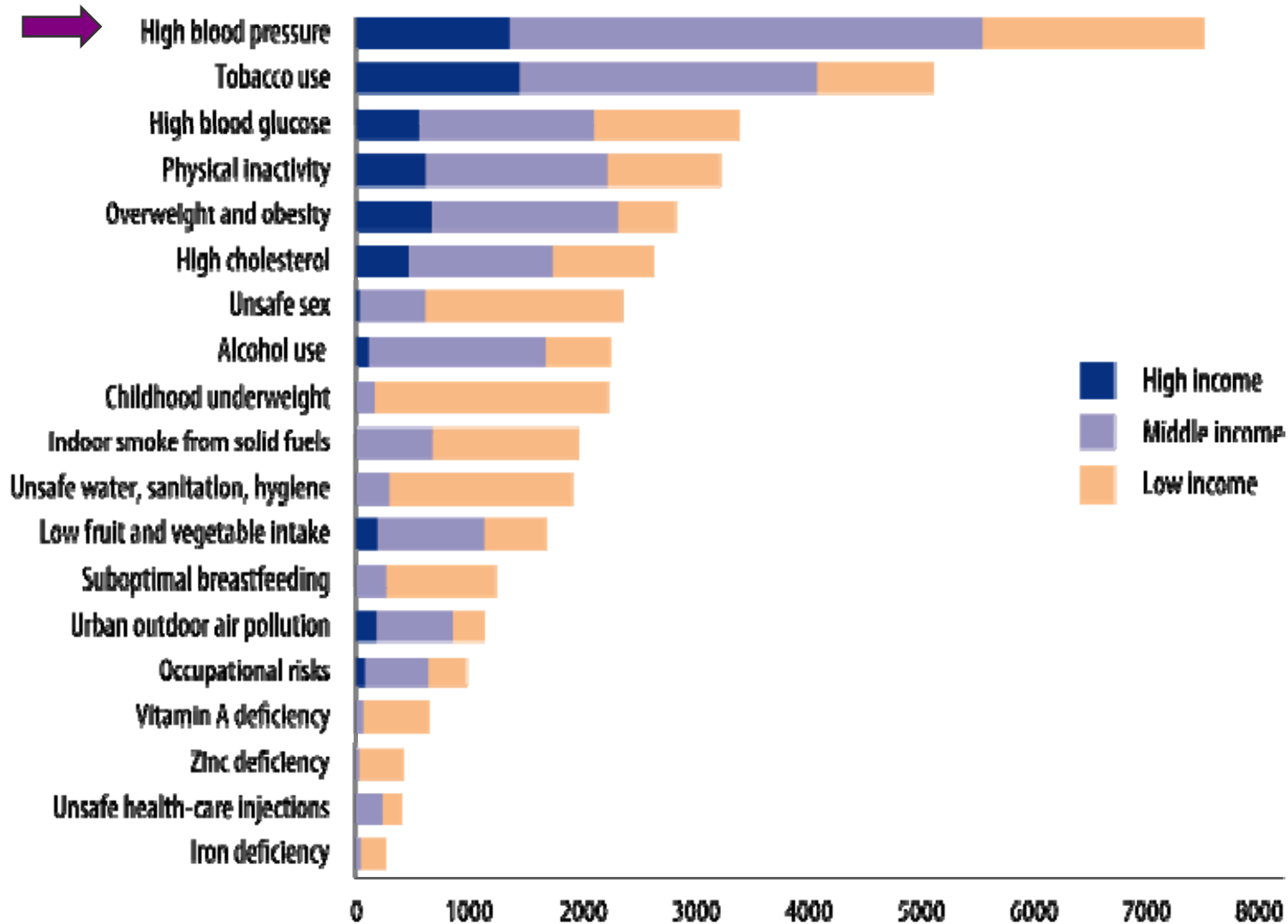


Salt Reduction Strategies: A key objective of the WHO Action Plan for the Global Strategy for the Prevention and Control of NCD



Dr Timothy Armstrong
Coordinator, Surveillance and Population-based
Prevention Unit

Deaths attributed to 19 leading factors, by country income level, 2004



Mortality in thousands (total: 58.8 million)

Mandate

2000

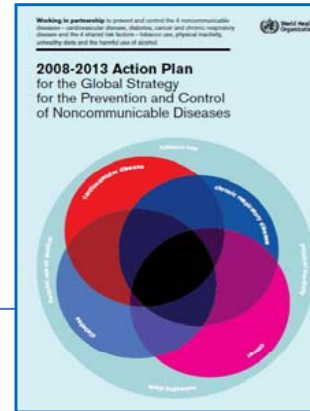
Global Strategy for the Prevention and Control of Non-communicable Diseases (WHA53.17)

2004



Global Strategy on Diet, Physical Activity and Health (DPAS) (WHA57.17)

2008



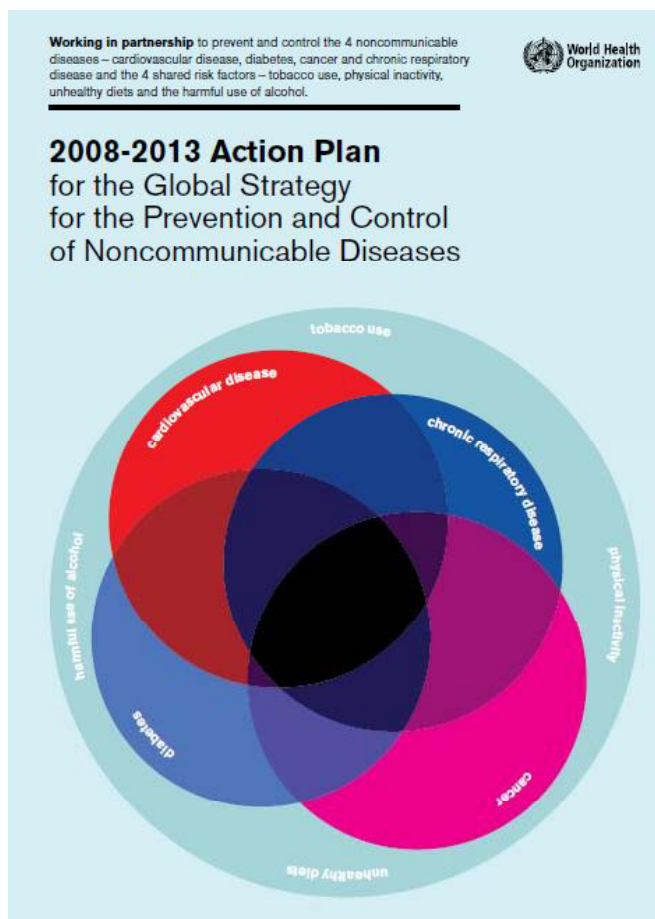
Six-year action plan on prevention and control of NCDs (WHA61.14)

2010



WHA63.14 - Marketing of food and non-alcoholic beverages to children

Global Strategy for the Prevention and Control of Noncommunicable Diseases



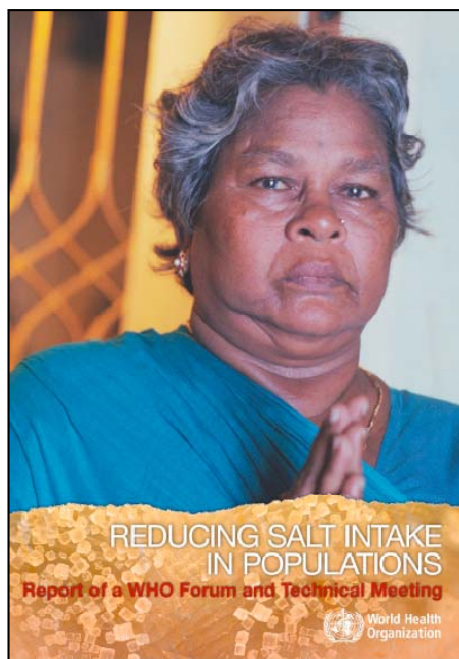
Six objectives:

1. Raising the priority accorded to noncommunicable diseases in development work at global and national levels, and integrating prevention and control of non-communicable diseases into policies across all government departments
2. Establishing and strengthening national policies and programmes
3. **Reducing and preventing risk factors**
4. Prioritizing research on prevention and health care
5. Strengthening partnerships
6. Monitoring NCD trends and assessing progress made at country level

Proposed action for Members States under Objective 3 include to:

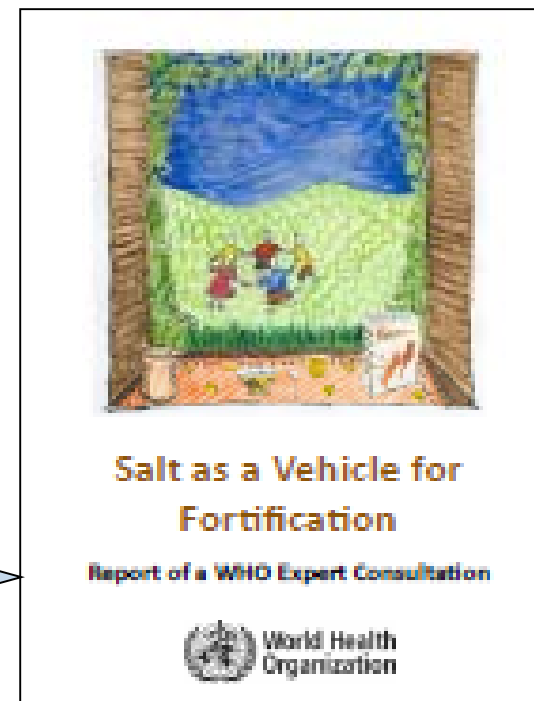
- establish and implement food-based dietary guidelines and support the healthier composition of food by;
 - **reducing salt levels**
 - eliminating industrially produced *trans*-fatty acids
 - decreasing saturated fats
 - limiting free sugars.
- provide accurate and balanced information for consumers in order to enable them to make well-informed, healthy choices.

WHO Technical Meetings



**WHO Forum & Technical Meeting
held in France (Oct 2006)**

**WHO Expert Consultation
held in Luxembourg (March 2007)**



Population Salt Reduction Strategies

Informal Dialogue on Population-based Prevention Strategies for Salt Reduction

Food Standards Agency UK

World Heart Federation

World Hypertension League

World Action on Salt and Health (WASH)

Euro Salt Network

Salt Observatory of the Americas

2 December 2009 - Geneva, SWITZERLAND

European Salt
Action Network

Salt Observatory
of the Americas

Western Pacific
Initiative

4th European
Salt Action Network
September 2010

PAHO Salt Expert
Group Meeting
October 2010

1st Preparatory
Meeting
1-2 June 2010

Population Salt Reduction Strategies

WHAT

① Creating enabling environment

② Evaluation and monitoring

③ Salt: vehicle for fortification

HOW

Consumer education

Sodium consumption

Iodine fortification

Product Reformulation

Food Composition Data

Reduction of salt intake

WHO

Policy makers
Private sector
NGOs
Academia

Policy makers
Private sector
NGOs
Academia

Policy makers
NGOs
Academia
UN Agencies

London, England
30 June – 1, 2 July 2010

Calgary, Canada
18-20 October 2010

Date and location
to be determined

Recommended actions included in DPAS

To Private Sector:

- promote healthy diets and PA in accordance with national guidelines & international standards
- limit the levels of saturated fats, trans-fatty acids, free sugars and salt in existing products
- continue to develop and provide affordable, healthy and nutritious choices to consumers
- consider introducing new products with better nutritional value
- provide consumers with adequate and understandable product and nutrition information
- practise responsible marketing that supports the Strategy, particularly with regard to the promotion and marketing of foods high in saturated fats, *trans*-fatty acids, free sugars, or salt, especially to children
- issue simple, clear and consistent food labels and evidence-based health claims that will help consumers to make informed and healthy choices with respect to the nutritional value of foods
- provide information on food composition to national authorities
- Workplaces should make possible healthy food choices and support and encourage PA.

To Civil Society and NGOs:

- lead grass-roots mobilization and advocate that healthy diets and physical activity should be placed on the public agenda;
- support the wide dissemination of information on prevention of NCDs through balanced, healthy diets and physical activity
- form networks and action groups to promote the availability of healthy foods and possibilities for physical activity, and advocate and support health-promoting programmes and health education campaigns
- contribute to putting knowledge and evidence into practice.



World Health
Organization

Information Exchange Forum:

- Objective:

- to facilitate dialogue with the private sector and nongovernmental organizations on their role in population-based prevention strategies for salt reduction as part of the implementation of Objective 3 of the NCD Action Plan.

- Expected outcomes:

- Identify, through exchange of information, the role that the private sector and nongovernmental organizations have in population-based salt reduction strategies, including;
 - Consumer education;
 - Reformulation of foods.