Salt Awareness Week 2011
'Salt and Men's Health'
Monday 21st March - Sunday 27th March 2011

Summary of activity

Raising awareness amongst men (and their families) about the dangers of eating too much salt
1. Charity Supporters
2. Celebrity Supporters

- Antony Worrall - Thompson
- Levi Roots
- Dr Hilary Jones
- Chris Kamara
- Peter Harden
- Gerald Roser
- Azmina Govindji
- Anne Diamond
- Cyrus Todiwala
- Martin Dorey
- Mick Brown
- Diana Moran
- Des Kelly
3. Food Industry Supporters

MARS
Sainsbury’s
The co-operative
McCain
Your M&S
LO SALT
PEPSICO
Waitrose
HEINZ
M MORRISONS

Charity Registration: 1098818
4. Public Opinion Poll Results

- Traditional English and Indian cuisines came out as men’s favourite foods, with Traditional English foods such as pies, steak and sausages on top for men over 35, with 1 in 5 men saying it was their favourite cuisine.

- A third (33%) of the UK population were most worried about suffering from cancer, with only 1 in 10 (11%) concerned about heart disease and 1 in 20 (5%) concerned about stroke.

- 85% of all adults didn't know they should be eating a maximum of 6g salt a day.

- One in 10 men (10%) vs 1 in 25 women (4%) thought you should be eating more than 10g salt a day, with only 15% of men correctly identifying 6g as the target.
5. Product Survey findings

- **Pub meals are high in salt**: A pie and mash meal from Wetherspoon contains a massive 7.5g of salt – the same amount of salt as 15 packets of crisps and 125% of the daily maximum recommendation of 6g.

- **Mash and gravy could be almost doubling the salt content of your meal.** For instance while a Lamb & Mint Pie from Punch Taverns contains 3.5g of salt alone, the mash and gravy add another THREE grams of salt to the meal.

- **Supermarkets are making progress but large variations were still found**: A Waitrose Steak, Mushroom & Red Wine Pie contains 1.0g of salt per 100g (2.69g of salt per 270g portion), this is over **three times** as much salt per 100g as the lowest supermarket products such as ASDA’s Chosen by You Creamy Chicken & Mushroom Puff Pastry Pie with 0.3g of salt per 100g (0.5g per 150g portion).

- **Nutritional information lacking in most out of home outlets**
6. Twitter

- Tweets sent approximately twice an hour throughout SAW

#salt Cooking from scratch puts you in complete control of what goes into your food and can taste just as delicious as a pub pie!

What can you do? Read labels, ask for less #salt in restaurants, cook with low salt ingredients & write to manufacturers to complain!

Professor Neil Turner @Kidney Research “The scenario for people who ignore their recommended daily #salt can be dire”

The reduction in average salt intake in the UK so far is 1g/day, saving 6000 lives/year- more people than would fill The Albert Hall (5000)!!

#salt Ditch the salt and protect your heart! Check out how Aiden reduced his intake from 10g to less than 6g!!
7. Media Coverage – Est. reach 44million

- Daily Express
- The Sun
- The Grocer
- Daily Mirror
- Daily Mail
- The Daily Telegraph
- Belfast Telegraph
- Eat Out
- Sky News Radio
- Daybreak
- FemaleFirst
- Spark FM
- The Guardian
- MSN
- Netdoctor
- WebMD
- Boots
- Motts County FC
- Charity Registration: 1098818
8. House of Commons Reception
Monday 21st March 4pm – 6pm

- Hosted by David Amess, MP for Southend West
- Speakers included
  - David Amess, MP – Sponsor
  - Anne Milton, MP – Public Health Minister
  - Professor MacGregor, CASH Chairman
  - Peter Baker, Chief Executive of Men’s Health Forum
- Featuring stands from
A new leaflet and poster were designed to make me aware of hidden salt.

The leaflet was produced in conjunction with Men’s Health Forum and Haynes Manuals.
10. Resources: Orders & Events

• Over 70,000 posters and leaflets were sent to 500 events around the country

• Health Care Professionals, Dietitians, GPs, Schools, Football Clubs, Health clubs, Libraries and other community organisations

• Achieving an estimated 280,000 opportunities to see
11. Low Salt Cooking Books – Free to download

A collection of 21 recipes aimed at men

A collection of over 70 recipes from around the world

Includes recipes from:
- Australia
- Barbados
- Caribbean
- Costa Rica
- Croatia
- Hong Kong
- India
- Italy
- Malaysia
- Mexican
- South Africa
- Spain
- Thailand
- UK