**Coverage**
It was a successful event with the campaign reaching the national press, with articles in The Independent, Metro, Mirror and also a few websites. GMTV had Raymond Blanc and Amanda Ursell on talking about the high salt contents of some typical foods and highlighting Salt Awareness Day. Professor Graham MacGregor appeared on breakfast news and lots of radio stations throughout the country had interviews with Emma Fluck and Dr Mike Smith.

Full media monitoring is still being undertaken and many journalists are keen to follow up interviews about salt.

 **Media coverage**
Week before: Over 20 radio interviews were done which went out to about 60 regional radio stations, including BBC regional stations. A few of the interviews were live. Emma Fluck, and media doctor, Dr Mike Smith, did the majority of these interviews.

On the day: Prof. Graham MacGregor was on BBC breakfast and lunchtime news
Chef Raymond Blanc and Amanda Ursell were on GMTV
Another 5 regional radio interviews were broadcast live form both Gaynor Bussell and Prof. MacGregor

Week following: Another 5 radio interviews were performed, including Raymond and Amanda on Michael van Straten's Bodytalk (LBC)

**The newspapers**
A week before the event, The Mirror did an article on salt in its health pages where it mentioned the forthcoming salt awareness day
The Mail did a similar one a week after the event, as did The Times
Articles appeared in the Independent, the Western Mail, The Express and Metro.

**Web sites**
Salt Awareness day and /or features on salt appeared in several web sites including the Independent, Health Doctor.net, The Food Standards Agency, GMTV. Features also appeared on Ceefax and Teletext.

**Additional coverage**
Articles have also appeared in several 'in-house' and specialist publications, such as The British Baker.

Several stakeholders, such as the Stroke association also benefited from the event, and also received media coverage.