

CASH News

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Consumer Action – Less Salt Please!

Introduction from Professor Graham MacGregor, Chairman of CASH

We are working hard to bring about a reduction in the amount of salt in processed foods as well as salt added during cooking, and at the table. This needs cooperation from the food industry, government, policy makers and consumers alike. So please pass on the message – Less Salt Please! We hope you enjoy our newsletter.

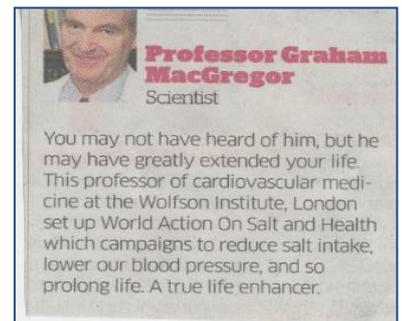
Best wishes



CASH News

We've had a busy Winter with Salt Awareness Week, food surveys and trying to persuade UK and International Governments to commit to the future of salt reduction.

We must start by saying congratulations to our chairman, Graham MacGregor, for being included in The Independents' 'Happy List 2012'; a list of 100 people who make Britain a much better place to live.



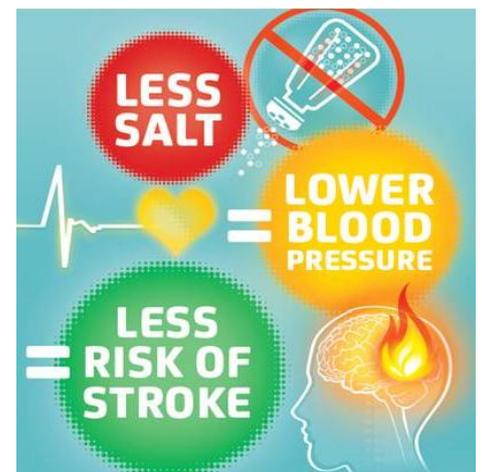
We have said 'farewell' to two staff members; Kay Dille (Assistant Nutritionist) has moved on to a role at the Prostate Care Charity and Emily Blewett (PR) has gone on maternity leave. We wish them both the very best of luck. Look out for recruitment news soon.

We have been fortunate enough to work with online marketing agency Atom 42 who are managing our Google Search Grant out of the goodness of their hearts – thank you!

We are very grateful to The Marcela Trust and British Heart Foundation for their continuing support of CASH.

Salt Awareness Week 2012

Salt Awareness Week 2012 (March 26th – April 1st 2012) was a **huge success**, focusing on the theme '**Reducing Salt; Preventing Stroke**'.





Consensus Action on Salt & Health

'Reducing salt; preventing stroke' was selected as salt is the major factor that raises blood pressure and high blood pressure is the single most important risk factor for stroke - responsible for 62% of strokes. Stroke is the leading cause of **severe adult disability** and the **third biggest killer** not only in the UK but worldwide.

CASH provided thousands of free leaflets, factsheets and shopping guides (click the image below), to enable Salt Awareness events all over the country. **Over 600 events took place** in hospitals, GPs, schools, pharmacies, libraries, gyms and universities.

During the week we received news coverage in more than 270 print and broadcast features, achieving an estimated 35million impacts and a projected advertising value estimate of more than £1,000,000.

CASH held a **Parliamentary Reception** at the House of Commons, supported by David Amess MP. The event was well attended with **over 100 attendees** including MPs, Peers, Department of health, food industry and health groups. [Click here for more photos of the event](#)



Speakers: David Amess MP Joe Korner Prof MacGregor Dr Hilary Jones

With support from 20 health organisations, 8 celebrities, more than 100 attendees at our Parliamentary Reception and over 600 local events taking place around the country we are pleased to say it was our most successful week yet - thank you to everyone who was involved! Particular thanks go to our speakers Dr Hilary Jones, Joe Korner, David Amess and Prof. MacGregor, as well as to our generous exhibitors and supporters.

[A full summary and evaluation of Salt Awareness Week can be found here.](#)



CASH Investigates...

CASH has continued campaigning to reduce salt in our foods and have continued to gain strong media support for our food surveys, reaching millions of people.

Pizza Survey – In time for SAW, CASH teamed up with The Association of London Environmental Health Managers (ALEHM) to conduct a survey comparing the salt content of takeaway and supermarket pizzas. We found that **takeaway pizzas are higher in salt than supermarket pizzas**, with one takeaway pepperoni pizza containing two and a half times more salt than an average supermarket pizza.



Pizza saltier than Atlantic sea water

Adam & Eve pizza 'as salty as 20 packets of crisps'

A restaurant in north London has that has more than two teaspoons shown.

A pepperoni pizza from the Adam & Eve contained 10.57g (0.37oz) of salt.

	Weight	Salt per pizza	Salt per 100g
The five saltiest takeaway pizzas			
1 The Adam & Eve Pepperoni	388g	10.57g	2.73g
2 Viva Italia Pepperoni	439.6g	10.68g	2.43g
3 Ciao Bella Pepperoni	417.4g	9.22g	2.21g
4 Ciao Bella Margherita	361.8g	7.69g	2.13g
5 Il Mascalzone Pepperoni	443g	9.21g	2.08g
and supermarket pizzas			
1 Tesco Full-on flavour Simply Pepperoni thin stone-baked	265g	4.77g	1.8g
2 Iceland Stone-baked Simply Pepperoni	370g	6.29g	1.7g
3 342g	5.81g	1.7g	
4 320g	5.36g	1.68g	
5 395g	6.32g	1.6g	

Takeaway pizzas 'twice as salty' as supermarket ones

By Sean Poulter
Consumer Affairs Editor

The highest salt pizza in the survey was from Adam & Eve in Mill Hill. The manager was shocked by the findings and immediately altered the recipe.

"It's very helpful and rare to have direction on such aspects of nutrition. We have already changed our recipes and suppliers to lower the amount of salt in four pizzas to within recommended levels"

Gareth Leakey, Manager of Adam & Eve

London Environmental Health Officers are now following up the survey by visiting outlets across the capital with an information leaflet, provided by CASH free of charge, on how to reduce salt and fat in pizzas.

[Click here to view the pizza leaflet](#)

Cereal Survey – As New Year diets started, we teamed up with Which? to investigate the salt and sugar content of popular breakfast cereals. CASH was pleased to find that the salt levels of cereals had come down, with many companies well on the way to meeting 2012 targets. The sugar content of some cereals, particularly those designed for children, was disappointing however; with Kellogg's Frosties containing more than a third sugar (37g/100g).

Christmas Dinner – In December 2011 CASH looked at the salt content of Christmas Dinner and warned consumers that they could be consuming more than double the daily salt recommendation (15.7g) on Christmas Day! We were keen to point out that with simple planning and cooking from scratch you could save 10g of salt and consume just under the maximum recommendation; even with all the trimmings!

Gourmet Salts – In November 2011 CASH teamed up with Which? to put an end to the old age myth that gourmet salts are better for health than table salt. A survey of Which? members showed that one in four (28%) think rock and sea salts are healthier than table salt. However, our analysis of 7 different types of salt showed that they were all nearly 100% sodium chloride and therefore just as bad for your health as table salt.

Bread survey update – We are pleased to announce that, since our bread survey was published in September 2011, the salt content of Vogels Mixed Grain Loaf has been reduced by 46% and Cranks Seeded Farmhouse by 61% meaning that they now meet the 2012 targets. Morrisons now provides nutritional information for their in store bakery bread online.

Posh salt chefs rap

EXPENSIVE salts used by celebrity chefs may be even more unhealthy than the basic table variety, research has found.

Sales of rock and sea salts have soared. But they contain the same damaging chemicals as the cheap stuff and their mild taste



Consensus Action on Salt & Health

Salt in the News

Labelling Consultation

The Department of Health launched a new labelling consultation as part of their efforts to get a consistent front of pack labelling method used across the board. CASH, along with other health charities including British Heart Foundation, Diabetes UK, Which? and Sustain are calling for all companies to introduce traffic lights.

Please click here for the labelling briefing paper

The Responsibility Deal

In March 2011 the Department of Health launched the **Public Health Responsibility Deal**. Companies signing up to the deal have pledged to **reduce salt in their foods by 15% by the end of this year** to meet the 2012 salt targets. If all companies sign the pledge, this should result in salt intakes coming down by 1 gram from the current intake of 8.6g to 7.6g in 2012. CASH supports the deal and is urging all food companies, including suppliers, to [sign the pledge here](#).

Since the last newsletter a further 12 companies have signed the pledge, taking the total up to 77 companies. The new partners include Odeon Cinemas, Greencore and Cricketer Farm, a local cheese producer.

CASH congratulates these companies and looks forward to hearing their progress.

Each 'pledger' has submitted a monitoring report of their activity to the Department of Health, [which can be viewed here](#).

Catering pledge

The Department of health and the Food Network have been developing a separate pledge for caterers, which we are expecting to be published soon. This will include a number of catering specific pledge and will give them slightly longer to meet the targets, acknowledging the fact that they are currently lagging behind the rest of the food industry. Watch this space!

Food Technology

In order to reach some of the 'more challenging' salt targets, the FDF and BRC have commissioned Leatherhead Food Research to produce an independent report to identify technological solutions to salt reduction across 8 "challenging" food categories. We hope the report will benefit the wider food industry and ultimately have a positive impact on health, by offering solutions for those currently not meeting the targets.

CASH does not believe there to be any technical issues with salt reduction that would prevent targets being met by the end of the year. We produced our own report highlighting examples of products in each of the problem categories which already meet the targets. This was sent to Leatherhead Food for their consideration when putting together their report, which we expect to be published in June.

Urinary Sodium Analysis – 21st June 2012

We are eagerly anticipating the long awaited results of the National Diet and Nutrition Survey - Assessment of Dietary Sodium Levels Among Adults (aged 19-64) in England, 2011.

Salt intakes in 2007/2008 had come down from 9.5g to 8.6g. We hope to see further reductions have been made, but anticipate that it will still be a long way to go before we reach the 6g a day target.

Salt reduction targets beyond 2012

As we come to the end of the planned programme of work outlined by the Responsibility Deal, it is essential that new targets are developed in order to get our intakes down to below 6g salt a day – to save the maximum number of lives.

CASH will be working to ensure the Department of Health, and the newly created Public Health England, act on their commitment to public health and set new targets for salt reduction immediately!

Consensus Action on Salt & Health

A Pinch of Salt News



Some hospital meals contain more salt than a Big Mac, finds Sustain's Hospital Food Campaign



Levels of salt and fat in popular sandwiches are wide ranging, finds Which? research



School meals contain 30% less salt than they did 5 years ago, according to School Food Trust data.



Take it with a pinch of salt? I would if I could! – CASH initiates debate on Which? Conversation



People with diabetes urged to control blood pressure, half of diabetic patients fail to do so



Taxing salt combined with voluntary industry reformulation could reduce CVD deaths in developing countries by 3% shown by a new report



Healthy Catering Commitments for London's fast food chains and catering business launched by ALEHM, CIEH and the Greater London Authority,



Salt intake a key health challenge in ageing populations, according to WHO



Adults eat more than 155bn grams of salt a year, according to BPA



BPA launches new salt campaign



WCRF calls for a 5g worldwide salt target to help combat rising cancer rates



Early Years Food & Drink guidelines published by School Food Trust

Science News

Taxing unhealthy food and drinks to improve health.

A group of Oxford researchers presented some of the evidence for introducing health related food taxes in the UK. They conclude that taxes could improve health and shift consumption in the desired direction; however, the tax would need to be at least 20% to have a significant effect. Subsidies on healthy foods may maximise the health gains of a food tax. *Mytton O, Clarke D, Rayner M. BMJ 2012;344:e2931 doi: 10.1136/bmj.e2931*

The variability of reported salt levels in fast foods across six countries: opportunities for salt reduction.

WASH members looked at the salt content of fast food from around the world and found that the same items had dramatically different salt levels in different countries. In general, the U.S. had the saltiest food, followed closely by Canada, while the UK and France had relatively less.

Dunford et al. CMAJ 2012. DOI:10.1503/cmaj.111895

Less Salt and Less Risk of Stroke; Further Support to Action.

CASH member Francesco Cappuccio presents the evidence for reducing population salt intake as an urgent strategy for the global prevention of cardiovascular disease around the world; this should include a combination of public awareness campaigns, food reformulation in line with targets, monitoring salt consumption data and regulation.

Cappuccio FP, Chen J. Stroke. 2012; 43:1195-1196

Reducing Salt; Preventing Stroke.

The CASH team wrote an editorial article ahead of Salt Awareness Week, published in the Nutrition Bulletin. The article put forward the case for reducing salt intake to lower blood pressure and reduce the global burden of NCDs. The article called for a reduction in salt intake to 5g/person/day by 225. *Brinsden H, Farrand C. Nutrition Bulletin. 2012;37(1):57-63*

Consensus Action on Salt & Health

Salt intake linked to increased risk of gastric cancer.

A meta-analysis of prospective studies showed that dietary salt intake is directly associated with an increased risk of gastric cancer, with progressively increasing risk across consumption levels. This is an important piece of research adding to growing body evidence linking salt intake to gastric cancer.

D'Elia L et al. Clinical Nutrition. 2012

doi:10.1016/j.clnu.2012.01.003

Salt addiction starts in childhood.

A paper in the AJCN demonstrates that eating salty foods in a child's infancy can lead to a preference for salty foods in the future. This shows that a liking for salt is not something we are born with, but something we learn. It is therefore vitally important that infants are weaned onto foods without salt so that they don't develop a 'salt addiction'.

Stein LJ et al. Am J Clin Nutr 2012; 95(1) 123-129 doi:

10.3945/ajcn.111.014282

JAMA paper looking at urinary sodium and CVD risk does not call into question the need for a reduction in salt intake in the whole population.

The sodium data used was based on unreliable sport urine excretions rather than the 24hr urine tests and the patients included did not reflect the general population as they already had, and were receiving treatment for, severe CVD.

O'Donnell et al. JAMA. 2011;306(20):2229-2238.

doi:10.1001/jama.2011.1729

Salt: killer or scapegoat?

The New Scientist investigative journalist, Graham Lawton weighs up the Science of Salt Reduction. He concludes ***"Of course it would be nice to wipe salt off the list of things you need to worry about. But you may not live to regret it."***

Lawton G. New Scientist 3rd Dec 2011, issue 2841

<http://bit.ly/uxM3JI>

Consumer action

Pass it on! We are helping the public speak up and ask for ***Less Salt Please!*** By encouraging them to write to manufacturers and local restaurants if their food is too salty; ask for less salt when eating out; and to let us know if they come across products that are high in salt.



The consumer section of our website provides a resource for the public where they can find advice and a selection of recipes: our free downloadable recipe booklets [Low salt cooking for men](#) and [The International low salt cookbook](#) have been well received by consumers and experts alike.

Follow us on twitter @CASHSALT



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