

# NEWSLETTER

## CASH News

- National Salt Awareness Week 2010

## CASH in the News

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- Free From products higher in salt
- Salty popcorn a health danger to kids
- FSA launches 4<sup>th</sup> phase of salt campaign
- C4 Dispatches looks at breakfast cereals
- Pasta sauces are 'full of it'
- Salt and obesity paper awarded

## UK News

- FSA salt labelling consultation

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- Asda
- Heinz
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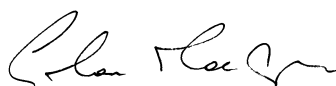
## WASH News

- World Salt Awareness Week 2010
- International Products Survey

### *Introduction from Professor Graham MacGregor, Chairman of CASH*

Consensus Action on Salt and Health (CASH) was established in 1996 with the aim of bringing about a gradual reduction in salt intake, based on the sound evidence that salt is a major cause of high blood pressure. We hope you enjoy our newsletter.

Best wishes,



## CASH News

To celebrate the launch of the Food Standards Agency's salt campaign, CASH commissioned a short animation celebrating our journey, from the 1990s where salt did not register as a concern, due to a lack of publicised evidence and resistance from the food industry, to now where salt reduction has come such a long way and we are collaborating with manufacturers, caterers and retailers to reduce salt. Click on the picture/go to our website to view the animation in QuickTime - you might recognise some of the characters!



### *CASH have moved offices*

CASH have moved from St George's University to a new home in the Wolfson Institute of Preventive Medicine, Queen Mary, University of London, with CASH members Professor Sir Nicholas Wald and Professor Malcolm Law. We are thrilled to be part of such a great institution and would like to thank the Wolfson for their hospitality and St George's for a great 13 years. Please note our new contact details at the end of this newsletter.

*National Salt Awareness Week 2009 - Salt and your health*

Following the success of Salt Awareness Week in February 2009, focusing on salt eaten out of the home, Salt Awareness Week 2010 has been confirmed for Monday 1<sup>st</sup> - Sunday 7th February 2010. The focus for this year is 'Salt and Your Health'.

Many people now know that salt can increase your blood pressure, and increase risk of stroke, heart attack and heart failure. We would like to increase public awareness about the other health implications of a high salt diet that can affect anyone, including links with cancer of the stomach, osteoporosis, kidney stones, stroke, heart attacks, heart failure and obesity. Combined, these health outcomes contribute significantly to Global mortality and morbidity, as well as the huge cost implications for treatment.

If you would like to get involved, activities can range from involving and providing displays of posters and leaflets for local libraries, schools, hospitals and of course your workplaces. CASH will be working with the government, food industry and the media to raise awareness of the dangers of eating too much salt.

The new leaflet and poster (below) is available to order, to receive a sample, please email [cash@qmul.ac.uk](mailto:cash@qmul.ac.uk).



*This year we are fortunate enough to have support from the following UK charities:*



## CASH in the news

### BBC's Watchdog investigates how much salt is in 'healthy' food

BBC's Watchdog broadcast an in depth look at the huge amounts of salt hidden in our food, specifically drawing attention to foods marketed as 'healthy' on sale on our high streets and supermarkets. The programme provoked a fantastic response, for example ITSU, a large chain of Japanese restaurants, said "This is just what we needed - a kick up

the butt is the way to get action in our company"

*Please click on the photo/go to our website to watch the programme:*



New Research carried out by CASH has shown supermarket own brand 'Free From' products can contain higher levels of salt compared to their standard counterparts. Seventy one 'Free From' products and their standard counterparts from the 5 major retailers were sampled using the product labels. One 'Free From' product had as much as 6 times more salt than its comparison product. The story was covered comprehensively online.

**Some cinema popcorn found to contain huge amounts of salt**

A CASH survey in conjunction with The Sun found some popcorn sold to children was shockingly high in salt, with the highest levels found in Vue cinemas, containing over 7g salt per portion, over double a child's maximum daily intake. The lowest levels were found in Showcase cinemas. Cinemas now now pledged to investigate the salt content and the labelling of their products.

**Food Standards Agency campaign shows UK shoppers are still unaware where salt is hidden**

A survey carried out by the Food Standards Agency to mark the launch of the 4th phase of their salt advertising campaign, shows that the majority of consumers still think most salt in their diet is from crisps, snacks and ready meals, when in fact bread, meat products and cereals are the three highest contributors.

**Dispatches looks at the salt hidden in breakfast cereals**

In the 26<sup>th</sup> Oct edition of Channel 4's Dispatches, including our Chairman Professor MacGregor, reporter Jane Moore uncovered what is actually in our breakfast food. She revealed just how much sugar and salt are in children's cereals, and found branded cereals such as Kellogg's and Nestle higher in salt than supermarket own brands.

*Please click on the photo for more programme details.*



**Pasta sauce survey highlights manufacturers still have a long way to go in salt reduction**

CASH research has found that many pasta sauces on sale in the UK are 'full of it'. Some branded products and those fronted by celebrity chefs contain much higher amounts

of salt than others. CASH demonstrated how choosing supermarket own brands, or making your own sauces could significantly lower your salt intake. The story received huge media interest, and Jamie Oliver has pledged to reduce the amount of salt in his sauces - one of which contained as much salt as ten packets of crisps per portion.

### Salt and obesity research paper awarded for originality

The editors of *Hypertension* recently established an award to recognize its most significant original papers. He *et al's* paper 'Salt intake is related to soft drink consumption in children and adolescents - a link to obesity?' was selected as one of the top three papers in population science.

Previous studies have shown that dietary salt intake increases fluid consumption in adults, but CASH members Dr He *et al* are the first to examine whether the same is true in children, an important development in the study of obesity.

Feng J. He, Naomi M. Marrero, and Graham A. MacGregor. Salt Intake Is Related to Soft Drink Consumption in Children and Adolescents: A Link to Obesity? *Hypertension*. 2008;51:629-634

### UK News

The Food Standard's Agency opened a consultation of front of pack labelling. CASH recommended that the criteria for salt labelled as 'Red' under the traffic light labelling should be changed from 40%/daily recommended maximum intake salt per

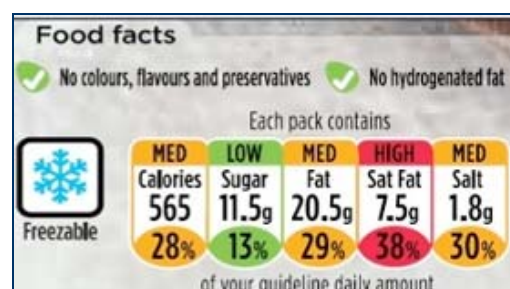
portion to 30% and from a maximum of 1.50g/100g to 1.25g/100g. As the FSA's recent consumer survey found that a quarter of those questioned (26%) would change from their usual brand if they knew a lower salt option was available. We feel this would significantly impact salt reduction.

<http://www.food.gov.uk/multimedia/pdfs/saltomnibusurveyaug09.pdf>

### Industry update

*Below is a spotlight on salt reduction strategies undertaken in the UK:*

Asda met the original FSA 2010 salt targets two years ahead of schedule and are now working to meet the revised targets. Asda's dual-traffic light and GDA labelling scheme shows how much salt is found in a serving across all seven categories recommended by the FSA. This approach was found to be the most consumer friendly in independent research commissioned by the FSA:



Heinz is launching a reformulated standard Heinz Tomato Ketchup recipe across the UK and Europe, which will match the revised FSA salt reduction target set for 2010, while still keeping all the taste.

Morrison's produces more of the food they sell than any other UK retailer and have fully engaged their manufacturing sites in salt reduction, helping them to deliver salt

reductions across all relevant categories. So far, all Morrison's breakfast cereals and 90% of their fresh and pre-packed breads and ready meals now meet the FSA 2010 targets.

*Morrison's installation for the FSA's campaign representing the salt 'lost' from their food:*



*Sainsbury's* announced that their Free From products will be relaunched with lower salt levels in January 2010

*Wagamama's* have been working with the British Nutrition Foundation (BNF) to reduce salt in their meals. They have reduced the salt content in children's meals and are currently trialling a 20% salt reduction of the adult ramen dishes, receiving positive feedback so far.

## WASH News

### *Member update*

World Action on Salt and Health membership has increased to 379 members from 80 countries, with some high profile new members. We are pleased to welcome all experts and specialists with an interest in salt reduction, and encourage CASH members to spread the invitation to their international contacts and colleagues. Email [wash@qmul.ac.uk](mailto:wash@qmul.ac.uk) for more details.

### *World Salt Awareness Week*

World Action on Salt and Health successfully held its second World Salt Awareness Week February - 2<sup>nd</sup> - 8<sup>th</sup> 2009, reflecting the UK theme of Salt and Eating Out.

The Week saw participation from 28 member countries, including: Australia, Bangladesh, Botswana, Bulgaria, Canada, Caribbean, Chile, Croatia, Cuba, Dubai, Egypt, Finland, Georgia, India, Italy, Kenya, Lithuania, Malta, Netherlands, Nigeria, Pakistan, Poland, Portugal, Slovakia, Sweden, Turkey, UK and the USA. We are hoping to replicate the success this year with our topic of 'salt and your health'.

### *International products survey*

In July 2009, WASH surveyed over 260 food products available around the world from food manufacturers such as KFC, McDonalds, Kellogg's, Nestle, Burger King and Subway for our international products survey. Not one product surveyed had the same salt content around the world and some displayed huge differences in salt content from one country to another. The survey combined the efforts from our member countries to receive international coverage.

The last 12 months has seen WASH activity grow in strength, and we look forward to sharing some more success stories in the near future.

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

Newsletter Editor: Katharine Jenner

