**Media coverage**

Coverage of Salt Awareness Week was achieved across many media channels. ITV News, Channel 4 News and Sky News ran features on their lunchtime bulletins on February 1st; there were 66 items of radio coverage, and a live webchat with Professor MacGregor featured on ten targeted websites.

The Daily Express and The Sun ran large features on the high salt content of take-away foods, while The Independent and The Voice reported that CASH wanted to highlight the dangers of a high salt diet for black people. The Financial Times and Sunday Times Scotland also ran features on salt to coincide with Salt Awareness Week. In addition to the national press coverage, there was extensive regional press coverage, and many reports in online news services.

In total, the media coverage of Salt Awareness Week reached over 29 million people.