

Welcome!

Office for State, Tribal, Local and Territorial Support
presents...

CDC Vital Signs : **Where's the Sodium?**

February 14, 2012
2:00 pm – 3:00 pm (EST)



Centers for Disease Control and Prevention
Office for State, Tribal, Local and Territorial Support

Agenda

2:00 pm	Welcome & Introduction	Gregory S. Holzman, MD, MPH Deputy Director, OSTLTS, CDC
2:02 pm	Speaker Introductions	Amanda D. Miller, MA Health Communication Specialist McKing Consulting for OSTLTS, CDC
2:04 pm	<i>Vital Signs</i> Overview	Mary E. Cogswell, RN, DrPH Senior Scientist, Epidemiology and Surveillance Branch, Division for Heart Disease and Stroke Prevention, CDC
2:10 pm	Presentations	Susan H. Svencer, MPH Sodium Reduction Specialist, Heart Disease and Stroke Prevention and Control Program, Massachusetts Department of Public Health Glynnis S. Hunt, MS Sodium Reduction in Communities Project Director, Schenectady County Public Health Services
2:30 pm	Q&A and Discussion	Amanda D. Miller
2:55 pm	Wrap-up	Gregory S. Holzman
3:00 pm	End of Call	



CDC
Vitalsigns™ Teleconference
to support STLT efforts and build
momentum around the monthly
release of CDC *Vital Signs*



Where's the Sodium? There's too much in many common foods.

A Public Health Opportunity

Mary E. Cogswell, RN, DrPH

Senior Scientist,

Division for Heart Disease and Stroke Prevention
National Center for Chronic Disease Prevention
and Health Promotion

Town Hall Meeting:

Office of State, Tribal, Local and Territorial Support

February 14, 2012

National Center for Chronic Disease Prevention and Health Promotion

Division for Heart Disease and Stroke Prevention



Overview

- Why reduce sodium intake?
- Who should reduce sodium intake?
- How can sodium intake be reduced?
- What can we do as public health professionals?

Vital signs™
February 2012

Where's the sodium?

There's too much in many common foods.

9 in 10
Almost 90% of Americans aged 18 years or older eat too much sodium.

44% **10 foods**
44% of the sodium we eat comes from only 10 types of foods.

\$20B
Reducing excessive sodium intake will help lowering your daily sodium intake could save up to \$20 billion a year in medical costs.

About 90% of Americans eat more sodium than recommended for a healthy diet.* Excess sodium increases a person's risk for high blood pressure. High blood pressure often leads to heart disease and stroke. More than 800,000 people die each year from heart disease, stroke and other vascular diseases, costing the nation \$89 billion health care dollars in 2008. Most of the sodium we eat comes from processed foods and foods prepared in restaurants. Sodium is already part of processed foods and cannot be removed. However, manufacturers and restaurants can produce foods with less sodium. In addition, you can select lower sodium foods when possible and you can cook more foods yourself, to better control how much sodium you eat.

* Excess sodium consumption is a major public health problem. Excess sodium intake is linked to high blood pressure, heart disease, stroke and kidney disease.

To learn more about how to reduce sodium —> See page 4.

<http://www.cdc.gov/dnhd/press.htm>

National Center for Chronic Disease Prevention and Control
Division for Heart Disease and Stroke Prevention

Centers for Disease Control and Prevention

MMWR

Morbidity and Mortality Weekly Report

Early Release / Vol. 61

February 7, 2012

Vital Signs: Food Categories Contributing the Most to Sodium Consumption — United States, 2007–2008

Abstract

Background: Most of the U.S. population consumes sodium in excess of daily guidelines (<2,300 mg overall and 1,500 mg for specific populations). Excessive sodium consumption raises blood pressure, which is a major risk factor for heart disease and stroke, the nation's first and fourth leading causes of death. Identifying food categories contributing the most

Why reduce sodium intake?

- ❑ **Decreasing sodium intake reduces systolic blood pressure in a dose-response relationship**
- ❑ **In 2008, high blood pressure was reported as a primary or contributing cause of ~348,000 US deaths**
- ❑ **About one-in-three US adults have high blood pressure and fewer than half have their blood pressure controlled**
- ❑ **Reducing average U.S. population sodium intake by 1200 mg, could annually**
 - Save up to \$20 billion health care dollars
 - Prevent up to 81,000 US deaths



Source: Roger VL et al., *Circulation* 2012;125:e2-e220;
CDC, *MMWR* 2011;60:103-8; Bibbins-Domingo et al., *NEJM* 2010;60:103-108.

Who should reduce sodium intake?

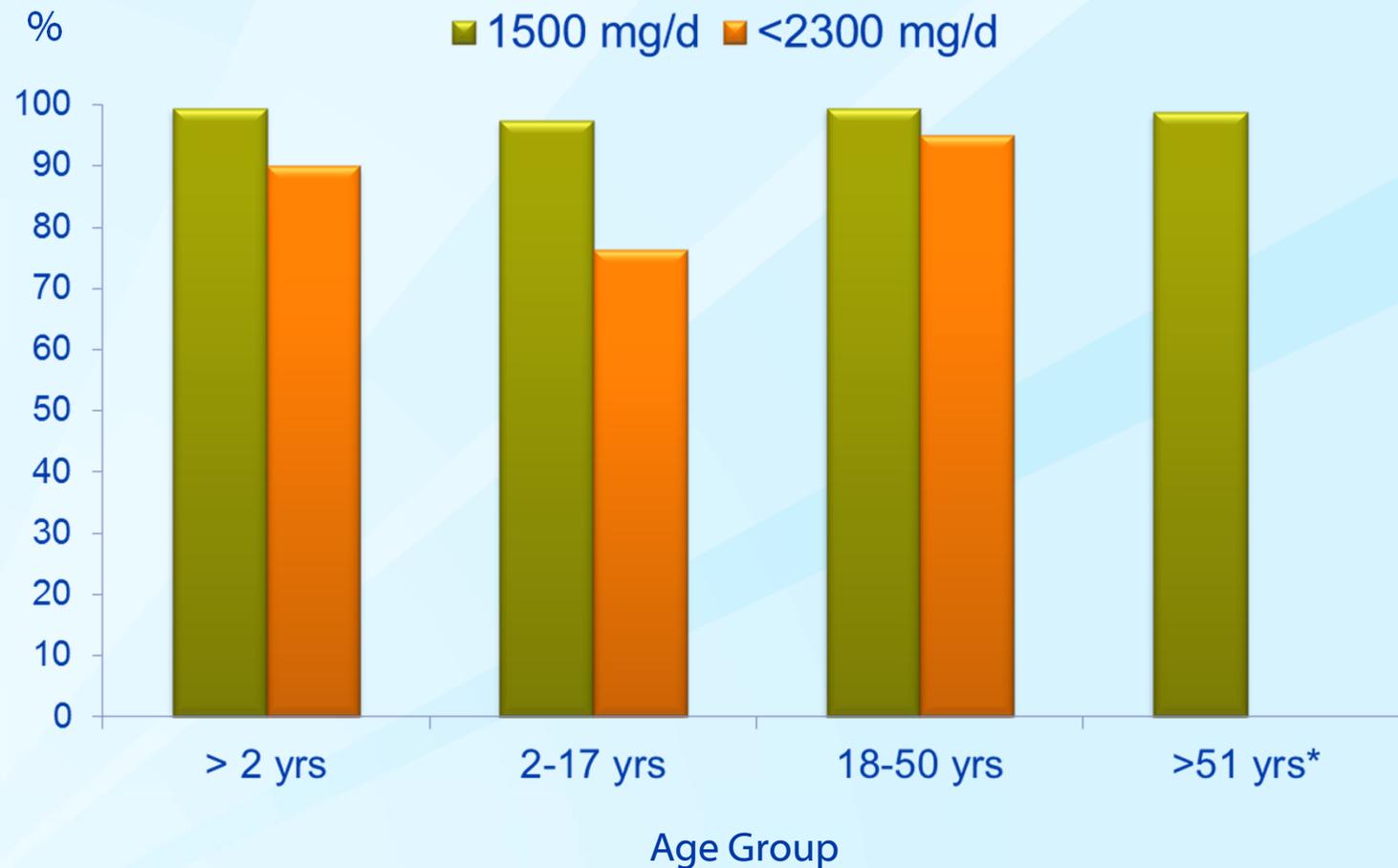
***2010 Dietary Guidelines for Americans* recommend:**

- Reduce to <2,300 mg/day for general population**
- Reduce to 1,500 mg/day for specific populations**
 - Persons \geq 51 years old
 - African Americans
 - Persons with high blood pressure, diabetes, or chronic kidney disease
- About half the U.S. population and ~6 of 10 adults are in the latter group (1,500 mg/day)**



Source: USDA and HHS. Dietary Guidelines for Americans, 2010. 7th edition. Washington, DC: Government Printing Office; 2010.

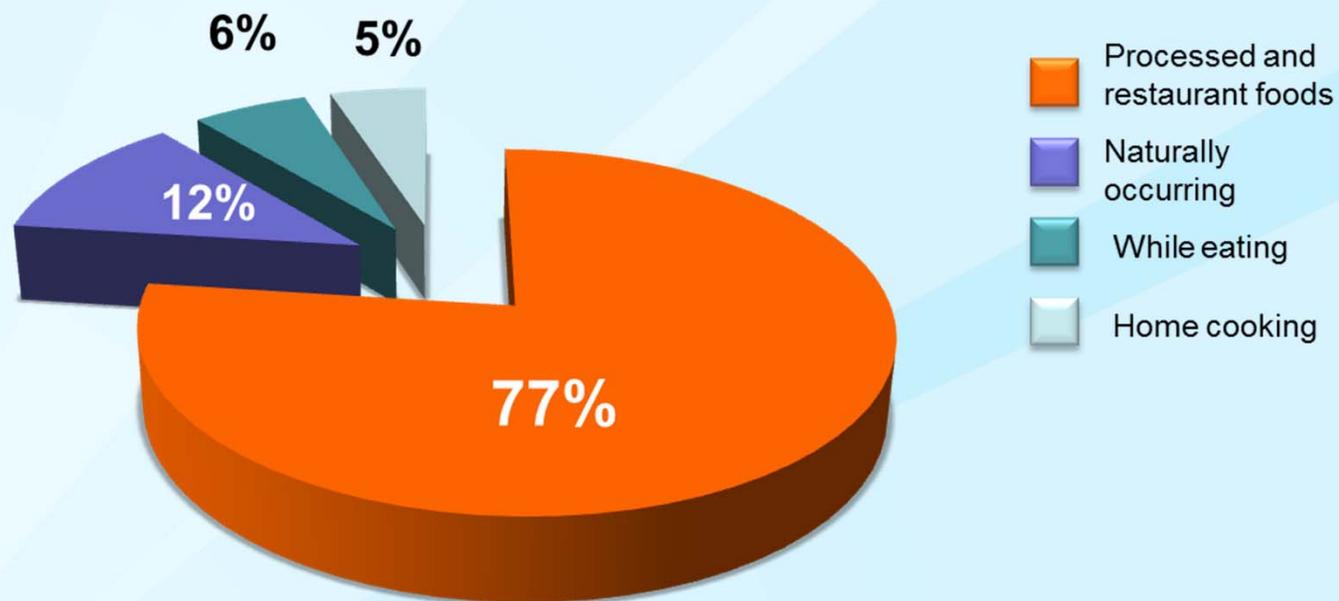
Percent of US persons exceeding their 2010 *Dietary Guidelines for Americans* sodium intake recommendations:



*All people age 51 and older should reduce sodium intake to 1,500 mg/day.

Source: CDC. MMWR 2011;60:1413-1417

Most of the sodium we eat comes from processed and restaurant foods



Source: Mattes RD, et al. J AM Coll Nutr 1991;10:383-393

44% of US sodium intake comes from ten types of foods

Rank	Food Types	%
1	Bread and rolls	7.4
2	Cold cuts and cured meats	5.1
3	Pizza	4.9
4	Poultry	4.5
5	Soups	4.3
6	Sandwiches	4.0
7	Cheese	3.8
8	Pasta mixed dishes	3.3
9	Meat mixed dishes	3.2
10	Savory snacks	3.1

Source: CDC, MMWR;2012;61:92-98.

The amount of sodium consumed per 1000 kilocalories by source and age

mg per
1000
kcal

Age: ■ 2+ years ■ 2-19 years ■ 20+ years



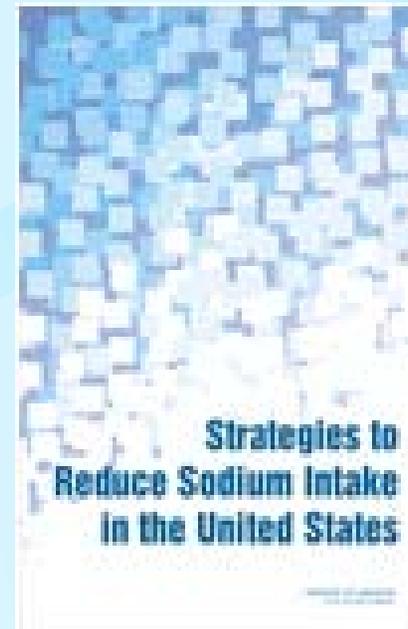
Source: CDC, MMWR;2012;61:92-98

What can be done?



Institute of Medicine Recommendations, 2010

- ❑ **Reduce the sodium content of the U.S. food supply**
 - Set broad, mandatory, phased standards for sodium in food
 - Voluntary initiatives by industry to reduce sodium
- ❑ **Monitor changes in**
 - Sodium intake
 - Salt taste preference
 - Sodium content of food



State and local health departments can

- ❑ **Develop and implement efforts that increase public awareness and help reduce sodium in people's diets**
- ❑ **Encourage government facilities and educational institutions to adopt sodium standards**
- ❑ **Encourage reductions in the amount of sodium in foods sold or served**
- ❑ **Promote innovative restaurant initiatives to reduce sodium content of restaurant meals**



Goal: Prevent 1 million attacks and strokes over the next 5 years



<http://millionhearts.hhs.gov/>

❑ **Clinical prevention:**

- Focus on aspirin, blood pressure, cholesterol, and smoking (ABCS)
- Health Information Technology
- Team-based approaches to care

❑ **Community prevention:**

- Strengthen tobacco control and reduce smoking
- Improve nutrition through reduced intake of **sodium** and artificial trans fat consumption.

Everyone can

❑ At the store

- Choose to purchase healthy options and talk to your grocer about stocking lower sodium food choices
- Compare Nutrition Facts labels for sodium content.

❑ At restaurants

- Ask for lower sodium options
- Ask that no salt be added to your meal

❑ Eat

- Fresh fruits and vegetables and frozen fruits and vegetables without sauce and limit processed foods high in sodium.



Note: For menus and recipes see – Dietary Approaches to Stop Hypertension (DASH) eating plan*

*<http://www.nhlbi.nih.gov/health/health-topics/topics/dash>

Acknowledgements

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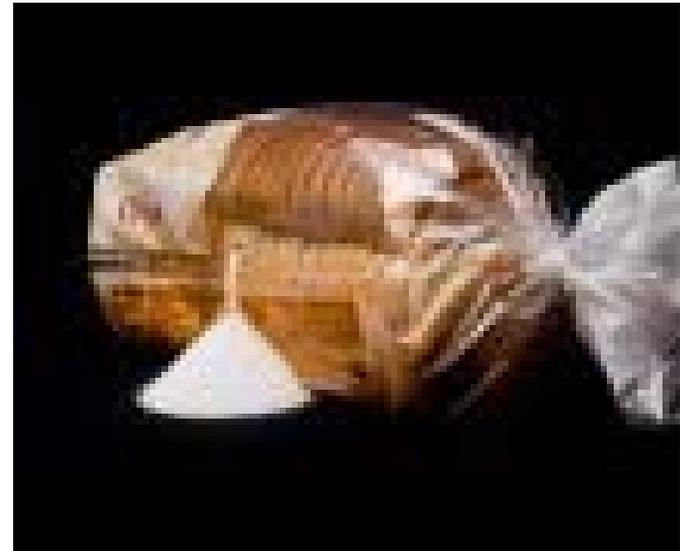


For more information please contact Centers for Disease Control and Prevention

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Sodium Reduction: Beyond the Salt Shaker

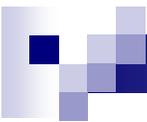


Susan Svencer, MPH

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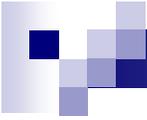




Sodium Reduction and Massachusetts

- Reduced sodium intake = reduced CV mortality
- Enact and support policy change
 - Executive Order 509: *Establishing Nutrition Standards for Food Purchased and Served by State Agencies*
 - Competitive food standards in schools
 - Food industry collaboration
- Educate consumers about what they can do and why sodium reduction is important





Sodium Campaign Goals

- Increase consumer awareness of the dangers of sodium consumption
- Encourage consumers to compare labels for sodium content and choose the lower number
 - Based on New York City Department of Health and Mental Hygiene campaign
 - Funded through a CDC grant
 - Focus group tested



Too much **SALT** can lead to **HEART ATTACK** and **STROKE**.



Compare labels. CHOOSE LESS SODIUM.

MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH www.mass.gov/dph/salt



Placement

- Transit ads
- Posters
- Factsheets
- 15 second videos / DVDs
 - All materials in English, Spanish, and Portuguese
 - Available for free





Evaluation

- Pre, post, and follow up surveys — internet and telephone sample
 - Obtain surveillance data on sodium
 - Evaluate impact of *Choose Less Sodium* campaign
- No change in reported campaign viewership
- Significant behavior changes reported
 - Purchasing of low sodium items
 - Reading labels for sodium





Next Steps

- Continue to distribute materials
 - Mass in Motion Communities
 - Worksites
 - Hospitals and health centers
 - Primary care physicians
 - Women, Infants, Children; Women's Health Network; Men of Color grantees; etc.
 - Additional media buy
 - www.maclearinghouse.com
- Food industry targets





Thank you!

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SODIUM REDUCTION IN COMMUNITIES

Glynnis Hunt

Sodium Reduction in Communities Project Director

Schenectady County Public Health Services

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SODIUM SAVVY

SCHENECTADY COUNTY



- *Sodium Reduction in Communities (SRC)*
 - New York State Department of Health and CDC grantee
- Focus on sodium reduction for seniors
- Year 1 goal: Reduce sodium in senior meals by 10%



OVERVIEW OF SENIOR MEALS



- 109,000 meals served annually
 - Home-delivered
 - Senior centers
 - Schenectady County nursing home

- ~500 seniors participate annually

- ALL meals prepared in one facility
 - County-owned nursing home



STEPS TO CHANGE....

- Nutritional analysis
 - Determining baseline

- Identifying and implementing reduction strategies
 1. Modifying recipes
 2. Substituting products
 3. Changing cooking techniques

- Measuring changes



FINAL OUTCOMES

- 10 product changes
- Recipe and technique modifications
- 49 out of 105 menu items changed
- 9.75% reduction in sodium across 5-week menu
- ~ 13,000mg sodium removed
- Positive feedback from seniors – seniors said all products were “flavorful” when surveyed



SYSTEM CHANGES NEEDED



- Label commercially-sized items
 - No nutritional labeling required for commercial packaging
 - Lack of information about product
 - No universal measuring standard
- Offer low sodium products in larger sizes
 - Many products only offered in consumer sizes (18oz. soup base container vs. 5 gallon containers needed in commercial settings)



SRC TEAM

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CDC *Vital Signs* Electronic Media Resources

Become a fan on Facebook:

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Follow us on Twitter:

<http://twitter.com/cdcgov/>

Syndicate *Vital Signs* on your website:

<http://tools.cdc.gov/register/cart.aspx>

***Vital Signs* interactive buttons and banners:**

<http://www.cdc.gov/vitalsigns/SocialMedia.html>

Public Health Practice Stories from the Field

- Stories about the implementation of public health practices in the field

Public Health Practice Stories from the Field

Sodium Reduction Campaign Encourages Healthy Choices Among Consumers

Massachusetts Highlights the Main Sources of Sodium to Promote Heart Health



75% of the sodium Americans consume comes from restaurant and processed foods.

One in four adults in Massachusetts have high blood pressure.

New statewide campaign focuses on the most common sources of salt and ways to reduce sodium consumption.

53 Mass in Motion communities have access to the campaign as a tool to promote a healthy diet.

The average American eats about 50% more salt than recommended by health experts. However, the main culprit isn't the salt shaker — approximately 75% of the sodium we consume has been added by food manufacturers and restaurants during processing, packaging, or cooking.

The Massachusetts Department of Public Health launched the "Choose Less Sodium" campaign to bring awareness to the amount of salt in store-bought and restaurant food. The statewide effort provides education about the negative impacts of excessive salt consumption and ways to make healthier choices when purchasing processed food in supermarkets or in restaurants.

Too much sodium can lead to serious health problems, including high blood pressure, heart attack, and stroke. According to the Massachusetts Department of Public Health, more than a quarter of adults in Massachusetts have high blood pressure and many aren't aware of it or treating it as prescribed by their doctor. High blood pressure and cardiovascular disease account for more than 100,000 hospitalizations and 17,000 deaths every year in the state.

Public Health Practice Stories from the Field, including background data and outcomes, reflect information as reported by participating programs and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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Public Health Practice Stories from the Field

Schenectady County Program Lowers Sodium in Menu Items for Seniors

Meal-makeovers Aim to Reduce High Blood Pressure, Risk for Heart Disease and Stroke



109,000 meals served at senior centers and through the home-delivered meals program each year.

60% of seniors have elevated blood pressure, to which excessive sodium can contribute.

47% of all meals were modified to lower sodium content.

10% sodium reduction across the five-week rotating menu.

Schenectady County Public Health Services, in collaboration with Cornell Cooperative Extension, is working to reduce sodium content in home-delivered meals and meals served at congregate meal sites.

In Schenectady County, New York, the majority of senior home-delivered and congregate meals (i.e., meals served at senior centers and through the home-delivered meals program) are prepared by staff at the Schenectady County-owned Glendale Nursing Home. Nearly 109,000 meals are prepared per year that are received by 190 home-delivered meal recipients, approximately 120 senior congregate meal participants, and 200 residents of the county nursing home.

A baseline nutritional analysis of all meals (i.e., lunches and dinners) served through the home-delivered and senior congregate meals program revealed the following information:

- Average sodium per meal = 1,270 mg
- Average daily sodium (2 meals) = 2,540 mg

The county's goal is to reduce the sodium content of meals served through their home-delivered and senior congregate meals program by 30% over 3 years.

Excessive sodium can lead to high blood pressure, which is a leading risk factor for heart disease and stroke. As many as 60% of seniors over 65 have elevated blood pressure.

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www.cdc.gov/stltpublichealth/phpracticestories

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Please mark your calendars
for the next **OSTLTS Town
Hall Teleconference:**
March 13, 2012
2:00 pm – 3:00 pm (EDT)

For more information, please contact Centers for Disease Control and Prevention.

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