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

• Why reduce sodium intake?
• Who should reduce sodium intake?
• How can sodium intake be reduced?
• What can we do as public health professionals?
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., NEJM2010;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 ≥ 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)

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

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

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

Source: CDC, MMWR;2012;61:92-98.
The amount of sodium consumed per 1000 kilocalories by source and age

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

http://www.cdc.gov/dhdsp/programs/sodium_reduction.htm
Goal: Prevent 1 million attacks and strokes over the next 5 years

- **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.

http://millionhearts.hhs.gov/
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

CDC, NCDDPHP,
Division for Heart Disease and Stroke Prevention
- Elena V. Kuklina
- Sheen M. Patel
- Janelle P. Gunn
- Cathleen Gillespie
- Yuling Hong
- Robert Merritt
- Cynthia Douglas
- Dana Tumblin
- Jessica Spraggins
Division of Nutrition, Physical Activity, and Obesity
- Deb Galuska

USDA,
Agriculture Research Service
- Alanna J. Moshfegh
- Joanne M. Holden
- Donna Rhodes

CDC, NCCDPHP,
Office of the Director
- Barbara Bowman

CDC, Office of the Director
- Richard Schieber
- Lynn Sokler
For More Information

Janelle Peralez Gunn
jperalez@cdc.gov

Cynthia Douglas
cdouglas@cdc.gov

Mary Cogswell
mcogswell@cdc.gov

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333
Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov  Web: www.cdc.gov

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
Heart Disease and Stroke Prevention and Control Program
Massachusetts Department of Public Health
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](http://www.maclearinghouse.com)

- Food industry targets
Thank you!

Susan Svencer
Sodium Reduction Specialist
Massachusetts Department of Public Health

susan.svencer@state.ma.us
617-624-5404
SODIUM REDUCTION IN COMMUNITIES

Glynnis Hunt
Sodium Reduction in Communities Project Director
Schenectady County Public Health Services
Schenectady County, NY
**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

Glynnis Hunt, MS, Project Director
glynnis.hunt@schenectadycounty.com
518-386-2810

June Schuldt, RN, BSN Program Coordinator
june.schuldt@schenectadycounty.com
518-386-2824

Jennifer Kahn, MPH, CHES, Program Evaluator
jennifer.kahn@schenectadycounty.com
518-386-2824
CDC *Vital Signs* Electronic Media Resources

Become a fan on Facebook:
http://www.facebook.com/cdc

Follow us on Twitter:
http://twitter.com/cdcgov/

Syndicate *Vital Signs* on your website:

*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

www.cdc.gov/stltpublichealth/phpracticestories
Provide feedback on this teleconference: OSTLTSFeedback@cdc.gov

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.

1600 Clifton Road NE, Atlanta, GA 30333
Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov Web: www.cdc.gov

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