

# Activities to Reduce Dietary Sodium in Canada

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# Activities to Reduce Dietary Sodium in Canada

- Health-Science-NGO Sector
- Food Sector
- Government

NGO = Nongovernmental organization

# Health Sector

- Canada Chair in Hypertension Prevention and Control
- Sodium Strategic Planning Committee
- Blood Pressure Canada (BPC) Policy statement
- BPC workgroup
- BPC awards
- BPC partnership commitments
  - CHEP partnership
  - Publications in healthcare professional journals
  - Symposia at national and regional meetings
- World Hypertension Day

# Health Sector

- Canadian Stroke Network
  - [www.sodium101.ca](http://www.sodium101.ca)
  - Salt lick award
  - Media
- Heart and Stroke Foundation
  - Health check
  - Media

# Publications Approach

## Sodium Articles

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## CHEP 2007 Sodium Theme

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# Food Sector

- Food and Consumer Products of Canada
  - Leadership within food sector
  - Collaboration
  - Sodium committee
- Campbell's Soup
  - Product development
  - Extensive marketing of sodium as a health issue
- Multiple companies
  - Markedly increased but 'limited' product development and marketing

# Government

- Institute of Medicine Dietary Reference Intakes
- Food Guide
  - Revised to increase prominence of dietary sodium
- Surveillance
  - National food survey 2004, sodium analysis expedited and published with a media release that emphasized excessive sodium intakes
- Health Canada, Multisectoral Work Group to implement the Institute of Medicine Dietary Reference Intake
- Grant to aid development of educational resources
- Minister of Health's commitment
- National Cardiovascular Strategy
- Several Provincial governments are developing regulations, especially around children

# Is the problem solved?

- Health-Science-NGO Sector
  - Strong conflicts of interest between the food sector and the nutritional clinical and scientific communities, to the extent that it can be difficult to determine if nutritional scientific organizations represents industry or the scientific interests.
  - Set ethical standards for interactions between the food sector *vis-à-vis* independence of thought and recommendations.
  - Sustained education of health care professionals and the public regarding nutritional health and sodium.

# So, is the problem solved?

- Food Sector
  - Need to move to an across-the-board reduction in sodium additives from the current approach to reduce sodium additives in isolated products.
  - Engagement in social marketing of sodium.
  - Increased awareness of detrimental social aspects to widespread influence in nutritional sciences. Set ethical standards.

# So, is the problem solved?

- Government
  - Clear defined no-nonsense approach to key nutritional health issues. Responsibility for ensuring national nutritional targets are met—not just setting targets.
  - Timelines and monitoring on key nutritional health issues.
  - Clear consequences for lack of action by the food sector collaboration *vis-à-vis* regulation.
  - Food labeling that is effective and easily understood by the population.
  - Clear effective communications plan to the public.
  - Set ethical standards for food sector interactions and health sector.