

CONSUMERS INTERNATIONAL

Your rights, our mission

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Regional Office for
Latin America and the Caribbean



Institutional Data

- Central office: London
- Regional office Latin America & Caribbean: Santiago, Chile
- >250 member organizations in >115 countries
- Part of TAG/expert group since 2009
- Worked on marketing of non-healthy foods to children
- Promoting framework convention on unhealthy food control (similar to tobacco control)
- Goal: make healthy foods accessible to consumers
- Standpoint: industry tries to stop changes → regulation therefore necessary as self-regulation has proven ineffective

History

- Investigation carried out (PAHO & CI) on knowledge, behavior, attitude (published 2012):
 - 90% consumers do not know difference salt/sodium
 - $\frac{1}{3}$ consumers read food labels, $\frac{1}{3}$ never reads them
 - 4% consumers know the salt (5 g/day) recommendation
- CI participates in World Salt Awareness Week (coincides with World Consumer Rights Day, March 15) → activities in, e.g., Brazil, Fiji, Lebanon, South Africa, Spain
- Regional interest in salt reduction: Argentina, Bolivia, Brazil, Chile, El Salvador, Peru, Venezuela → differences in experience & approach
- IDEC (Brazil) published investigation on salt reduction results → progress is insufficient
- PAHO & CI: set up of ALASS (Acción Latino-Americana de Sal y Salud) → providing information for consumers and professionals in Spanish (regional counterpart of WASH)

Future

- Strengthening/consolidating ALASS as network
- Structural participation in monitoring activities by CI members and other civil society groups
- Needed:
 - Protocols
 - Capacity building
 - Resources (buying products, processing data, adapting smartphone app)
- ALASS: interactive map with countries in region showing advances in salt reduction (legislation, voluntary agreements, industry effort, civil society findings)



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