Overview of SHAKE

Comprehensive action package for sodium reduction

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500n-to-be-released SHAKE the salt habit A guide for programme design

A comprehensive sodium reduction programme with multiple interventions across a range of settings is more effective than relying on a single approach to reduce sodium intake





Interventions with an impact on sodium intake

Food reformulation policies

Food and nutrition labelling policies

Food procurement and service policies

Food marketing restriction policies

Taxation on unhealthy food

Behaviour change communication and mass media campaigns for healthy diets

Lower-sodium salt substitutes to replace regular salt (in appropriate settings)****

Best buys

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Tackling NCDs

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WHO guidance

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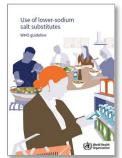
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- * Best buy, impact pathway for sodium is FOPL.
- ** Best buy, but sodium not included in impact pathway.
- *** Good buy, for sugar-sweetened beverage tax.
- **** Countries should assess their setting to determine whether it is appropriate to implement LSSS, including whether there is adequate access to health care to identity and address conditions in which increased potassium intake are potentially harmful (e.g. kidney disease), ensuring those at risk are diagnosed.



Nutrient declaration

Nutrition criteria

Input

Political will, government leadership, coordination and partnerships, consumer demand, financial and human resources,

infrastructure.

and technical

support

Preparing for a comprehensive sodium reduction programme

- Commit to bold action to reduce sodium intake
- Establish a working group
- Understand and engage multiple sectors and stakeholders
- Invest in data for impact and monitoring
- Measurement of population sodium intake
- Sources of sodium in the diet

declaration

Nutrient

- Levels of sodium in the food supply
- Consumer or food environment factors that influence consumer choices around sodium intake
- Policy environment in support of sodium reduction

Developing and implementing interventions within a comprehensive sodium reduction programme

- Prioritize mandatory interventions to be part of a comprehensive sodium reduction programme
- Mandate declaration of sodium content on food labels and develop nutrition criteria for identifying foo high in sodium
- Develop and implement sodium reduction policies and other interventions
- Ensure the policies and other measures are effectively implement
- Optimize iodine levels in salt for effective prevention and control of iodine deficiency disease

Food reformulation policies

Food and nutrition labelling policies

Food procurement and service policies

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Lower-sodium salt substitutes to replace gular salt (in appropriate settings)

Improved

compliance

implementation and

Monitoring, enforcing and evaluating for compliance, programme improvement and learning

- Monitor and enforce compliance
- Monitor and evaluate progress towards sodium reduction

Governance related outputs:

Increased buy-in from all government sectors, partners and industry

Policy commitments

Food supply related outputs:

Reduction in sodium in pre-packaged foods

Reduction in sodium in out of home meals

Food environment related outputs:

Labelling to indicate high or lower sodium content in pre-packaged food

Choice architecture and menu labelling for sodium reduction in out of home settings

Reduction in the exposure & power of marketing of high-sodium food

Higher prices for high-sodium food

industry incentive to reformulate

Consumer related outputs:

Increase in consumer knowledge and attitudes, acceptance, preference & demand for healthier

food

Consumer change in purchasing intentions

Improved consumer practices:

Reduction in purchases of high-sodium food and out of home meals

Reduction in discretionary salt added to food at table & during cooking

Health and economic impacts:

Reduction in raised blood pressure/ hypertension Reduction in CVD events and deaths

Increase in healthier food

consumption &

dietary practices

Reduction in

average

population

dietary sodium

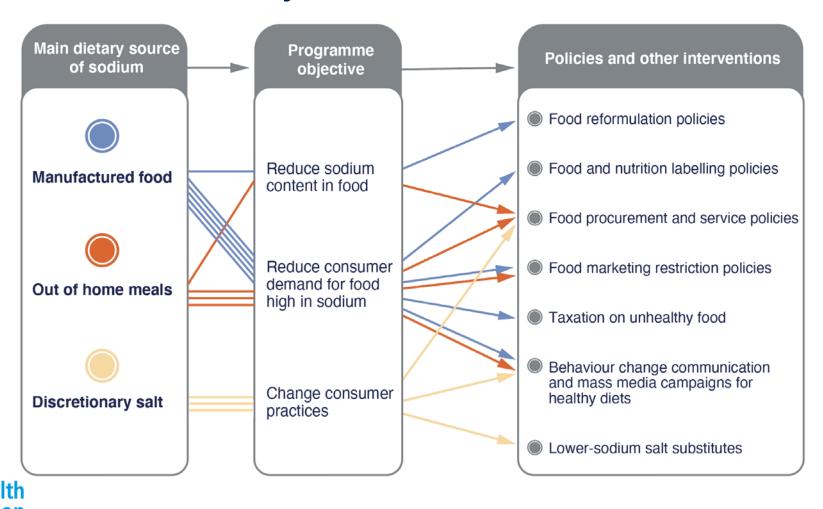
intake goal to

<2000mg/day

Reduction in health system costs and expenditure Increase in workforce participation and productivity

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Prioritizing sodium reduction programme objectives and interventions to tackle major sources of sodium in the country



Preparing for a comprehensive sodium reduction programme

The state of the s

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What is it
Why it matters
Where to start
Data collection approach
Analysis and reporting
Selected technical resources



Developing and implementing a comprehensive sodium reduction programme

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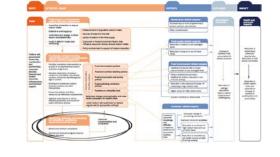
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- Ensure the interventions are effectively implemented
- Optimize iodine levels in salt for effective prevention and control of iodine deficiency disease



What is it
Why it matters
WHO guidance
Impact
Approach
Selected technical resources

Monitoring, enforcement and evaluating sodium reduction programmes

- Monitor and enforce compliance
- Monitor and evaluate progress towards sodium reduction

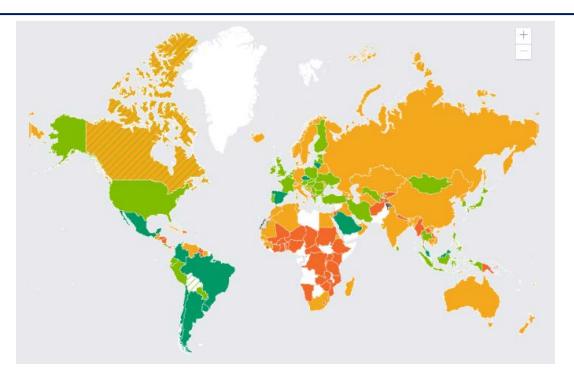


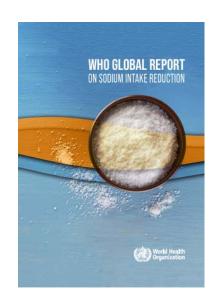
What is it
Why it matters
Where to start
Approach



Despite the commitment of all 194 Member States to reduce sodium intake by 30% by 2025 (now 2030), progress is not on track, highlighting a gap in achieving this life-saving strategy







- National policy commitment to reduce sodium intake: National policies, strategies or action plans that express a commitment to reduce sodium intake
- Voluntary measures to reduce sodium: Voluntary measures that reduce sodium in the food supply or encourage consumers to make healthier food choices about sodium
- Mandatory measures adopted for sodium reduction: Mandatory measures to reduce sodium in the food supply or encourage consumers to make healthier food choices, including mandatory declaration of sodium on all prepackaged food
- 4. Multiple mandatory measures adopted for sodium reduction, and implementation of all related WHO Best Buys for tackling NCDs: Multiple mandatory measures, mandatory declaration of sodium on all pre-packaged food, and all sodium related WHO Best Buys
- Mandatory measures for sodium reduction adopted to bring country to Score 3 (not yet all in effect)
- Missing data

