



Canada's Plan to Reduce Sodium Intakes of Canadians



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CNS Conference
June 5, 2010





Outline

- Provide background information on the issue of sodium and why Canada decided to act upon it
- Provide an overview of the development of the strategy by the Sodium Working Group
- Provide an update on Sodium Research at CIHR



The Health Context

- High blood pressure is a major risk factor for cardiovascular diseases.
- High blood pressure has been identified by WHO as the leading risk factor for premature death in the world.
- There is a direct and progressive relationship between the amount of sodium consumed and blood pressure increase.
- Sodium reduction interventions considered to be the most cost-effective way of reducing the burden of cardiovascular diseases.





Sodium Intake in Canada*

- Canadians, aged 1+, consume on average about 3400 mg/day of sodium
 - More than double the Adequate Intake (AI = 1500mg)
 - 50% more than the Tolerable Upper Intake Level (UL = 2300mg)
- The majority of Canadians consume more sodium than the UL:
 - 76% of children aged 1 to 3
 - >90% of children aged 4 to 8
 - >80% of adolescent girls
 - 97% of adolescent boys
 - >90% of men and 66% of women, aged 19+

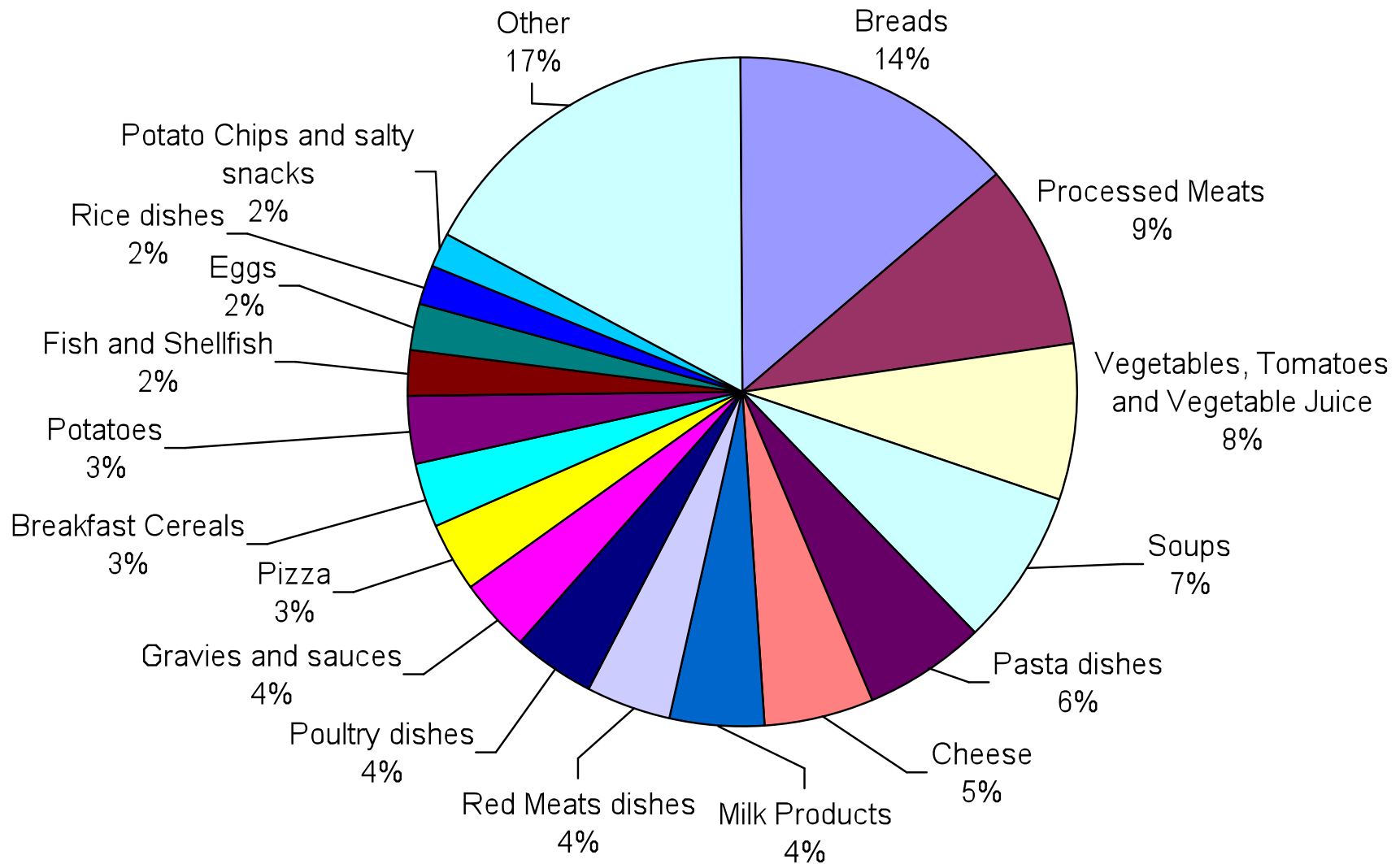
*Canadian Community Health Survey-Cycle 2.2 on Nutrition, Statistics Canada



Sources of Sodium in the North American diet

- Sources of sodium found in the typical North American diet (Mattes and Donnelly, 1991):
 - **77%** is derived from sodium in processed food products
 - **12%** occurs naturally in food
 - **6%** is added at the table
 - **5%** is added during cooking

Percentage of total sodium consumed from major grouped-food sources by all respondents (with sandwiches split into components)



Data are based on the Canadian Community Health Survey - Cycle 2.2 on Nutrition, Statistics Canada, 2004.

Sodium Content in some foods on the Canadian Market



1357 mg of Na (57% of DV)
per 1 tray (320 g)



480 mg of Na (20% of DV)
per 125 mL serving



620 mg of Na (26% of DV)
per 1 pogo (75 g)



330 mg of Na (14% of DV)
per 50 g serving



870 mg of Na (36% of DV)
per 250 mL serving



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Sodium Content in Some Foods on the Canadian Market



650 mg of Na (27% of DV)
per 1 can (284mL)



309 mg of Na (13% of DV)
per 2 slices (71 g)

100% Whole
Wheat



280 mg of Na (12% of DV)
per ¼ cup (61 g)



2120 mg Na (88% DV)
12-inch with 6 grams of Fat or Less (include
wheat bread (9-grain),
lettuce, tomatoes, onions, green peppers,
pickles and olives)



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SODIUM WORKING GROUP (SWG)



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Multi-Stakeholder WG on Dietary Sodium Reduction

- Minister of Health announced the establishment of a Working Group to develop and oversee the implementation of a strategy to reduce sodium intake (Oct 2007, first meeting Feb 2008).
- Sodium Working group (SWG) includes 24 representatives from:
 - Scientific and Health-professional Community (6)
 - Health-focused & Consumer NGO (5)
 - Food Manufacturing & Food service Industry (7)
 - Government (6)
- Three-pronged approach:
 - Voluntary reduction of sodium levels in processed food products and foods sold in food service establishments
 - Awareness and Education
 - Research





Voluntary Approach

- The voluntary approach envisaged by the SWG is a structured one involving:
 - published sodium reduction targets for foods
 - defined timelines
 - a mechanism for public commitment by industry to the targets
 - a plan for monitoring progress by a body other than the food industry
 - a plan for independent evaluation of the success of the program with the option of taking stronger measures as necessary depending on progress.



Early learnings

- Sodium/salt is everywhere in the food supply
- Large reductions will be needed in the sodium content of most categories of foods
- Members agreed that a commitment was needed for a staged, long term and comprehensive approach
- SWG established an interim sodium intake goal of a population average of 2300 mg of sodium per day to be achieved by 2016

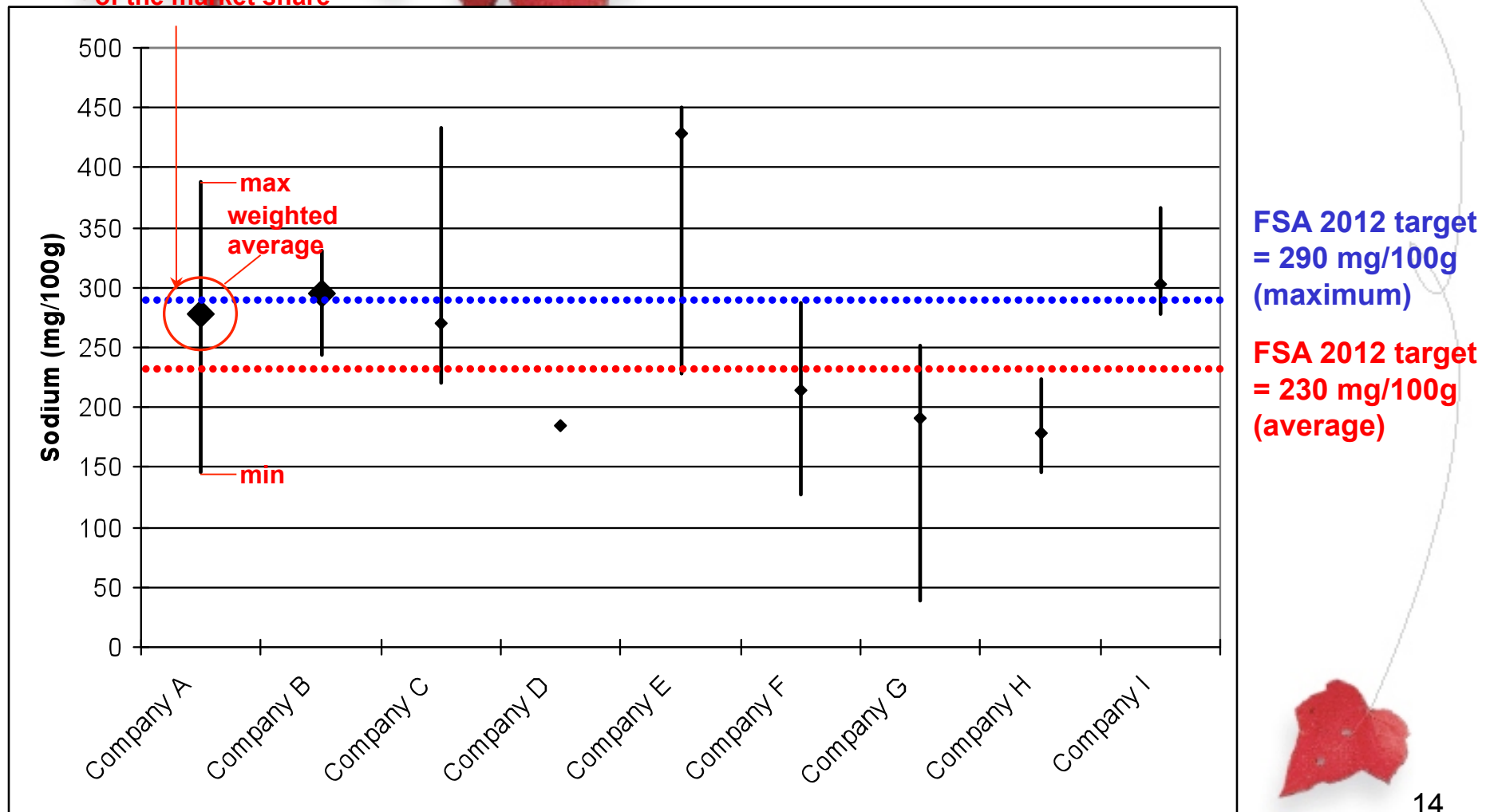


Food Supply 'prong'

- A major focus of intervention to reduce sodium intakes will be on the reduction/removal of sodium from commercially prepared foods.
- Health Canada has started to develop sodium reduction targets using an approach similar to the UK.
- First set of proposed draft targets is available on Health Canada's Sodium Web site:
www.healthcanada.gc.ca/sodium

Sodium Content Ranges for Ready to Serve Soups by Manufacturer

Large data points represent companies with greater than 10% of the market share



FSA 2012 target = 290 mg/100g (maximum)

FSA 2012 target = 230 mg/100g (average)



Food Supply 'prong' (cont'd)

- Also, exploring possible regulatory and other tools to help support sodium reduction efforts, for example:
 - Regulatory amendments to food standards to facilitate innovation in product development and reformulation.
 - Improving the timeline for regulatory approval of new food additives.
 - Standards and guidelines for food service operations.
 - Educational tools for industry to support sodium reduction.





Awareness/education 'prong'

- Educate/inform Canadians on sodium and the health consequences of high levels of intake.
- Influence consumer behaviour in reducing their sodium intake.
- Increase consumer demand for foods lower in sodium.

Plan to be implemented by various stakeholders at the national, provincial and local level.






Research 'prong'

- Develop a research Agenda to Support Sodium Reduction in Canada
- Identified areas of data gaps:
 - Monitoring sodium intake by Canadians and sodium levels in foods
 - Product reformulation to reduce sodium in foods (food safety, flavouring, processing)
 - Strategies to facilitate behaviour change





Monitoring and Evaluation

- Develop an overall plan to monitor and evaluate progress towards the implementation of the SWG Strategy.
- Include monitoring and evaluating of:
 - sodium levels in the food supply
 - sodium intake of Canadians
 - effectiveness of awareness and education campaigns
 - morbidity and mortality from cardiovascular diseases and stroke



IOM Report



- On April 21, 2010 the U.S. Institute of Medicine (IOM) released a report entitled “Report on Strategies to Reduce Sodium Intake”.
- Much of the same information was considered by both the IOM committee and the SWG, and the majority of recommendations made are similar or cover similar areas.
- The one difference is that the IOM committee calls for the FDA to develop mandatory targets to decrease sodium in the food supply, while SWG has taken a structured voluntary approach that will be evaluated on an on-going basis.





Next Steps



- Continue focussed discussions with industry on sodium targets
- *SWG Sodium Reduction Strategy* is currently being finalized and is expected to be released in the summer
- This strategy will provide recommendations for a collaborative plan to reduce sodium intake in Canada and is directed at all levels of government, non-governmental organizations, consumers, industry and all other relevant stakeholders





CIHR and SODIUM RESEARCH



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Research Works



- CIHR hosted a workshop in January 2010: **“Developing a Research Agenda to Support Sodium Reduction in Canada”**.
- 100 participants attended, including researchers and representatives from health organizations, NGO’s, government and the food industry, as well as international participants
- Final report: www.cihr-irsc.gc.ca/e/13526.html





Research Works



- Identified research gaps include:
 - Basic mechanisms underlying salt-induced health risks, biomarkers of intake and associated risk
 - Optimal sodium intakes in pregnancy and childhood
 - Mechanisms of salty taste perception
 - Product reformulation to reduce sodium in foods
 - Strategies to facilitate behaviour change
 - Monitoring sodium intake by Canadians and sodium levels in foods





- CIHR launching a Priority Announcement related to sodium reduction.
- CIHR launching funding opportunity in “Programmatic Research” to support a program of research related to population health interventions to support sodium reduction.
- CIHR working with NSERC and food industry to identify opportunities to fund food supply research.





Thank you

- The Issue of Sodium => <http://www.healthcanada.gc.ca/sodium>
- Consultation session of the Multi-stakeholder Working Group on Dietary Sodium Reduction => <http://www.hc-sc.gc.ca/fn-an/consultation/init/sodium/index-eng.php>
- Sodium - It's Your Health => <http://www.hc-sc.gc.ca/hl-vs/iyh-vsv/food-aliment/sodium-eng.php>
- Minimizing your risk of chronic diseases: www.phac-aspc.gc.ca/cd-mc/cvd-mcv/risk-risques-eng.php

