

# CHAMPLAIN “TAKES ACTION” TO ADDRESS SODIUM CONSUMPTION



UNIVERSITY OF OTTAWA  
HEART INSTITUTE  
INSTITUT DE CARDIOLOGIE  
DE L'UNIVERSITÉ D'OTTAWA

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Cutting sodium: it's pretty easy when you think about it.

Champlain Cardiovascular Disease Prevention Network  
[www.giveyourheadshake.ca](http://www.giveyourheadshake.ca)



THE CHAMPLAIN  
CARDIOVASCULAR DISEASE  
PREVENTION NETWORK

RÉSEAU DE PRÉVENTION DES  
MALADIES CARDIOVASCULAIRES  
DE LA RÉGION DE CHAMPLAIN

# THE CHAMPLAIN CVD PREVENTION AND MANAGEMENT STRATEGY

The Champlain CVD Prevention and Management Strategy is a five-year plan designed to eliminate disparities in CVD health and make the residents of the Champlain region the most heart healthy and stroke-free in Canada.



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## A Little Salt Reduction Can Go A Long Way

# Salt:

We're consuming excessive amounts of salt — and most of us don't even know it. It's the hidden health risk that's threatening even our children. In a four-part investigation, we ask the question: What's being done?

An extra teaspoon of salt a day boosts heart risk  
It increases a person's risk of stroke by 23 per cent and their risk of developing heart disease by 17 per cent, according to a new study Nov 30, 2009 3:24AM EST 38 20

- The full special report: Salt: Hard to Shake

Jan, Fall 4

## How Canada is losing the war on salt





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# Sodium Reduction: A Powerful Prevention Strategy

**Sodium reduction interventions considered to be the most cost-effective way of reducing the burden of cardiovascular diseases.**

**World Health Organization, 2000  
National Sodium Working Group, 2010**

# Give your head a shake.

## Champlain Sodium Reduction Campaign



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*\* Partner contributions = \$1M over 2 years*

# Give your head a shake.

## **Campaign Goal:**

To reduce the consumption of dietary sodium among residents of the Champlain region

## **Primary Target:**

Men and women aged 35 to 50 years

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# Give your head a shake.

- 15 tips featured in ads
- 35 tips developed by team of RDs
- Lowering versus eliminating Sodium
- Address Sources of Sodium in Canadian Diet
- Emphasis on high sodium processed foods (80%)
- ....quick and easy!

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Buying pre-seasoned  
chicken breasts?

*Give your head a shake.*

And add your own flavour  
to unseasoned chicken.



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it's pretty easy when you think about it.  
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Using canned  
spaghetti sauce?

*Give your head a shake.*

And buy sauce with  
no added salt.



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Using  
bottled marinades?

*Give your head a shake.*

And try olive oil, lemon juice,  
and herbs instead.



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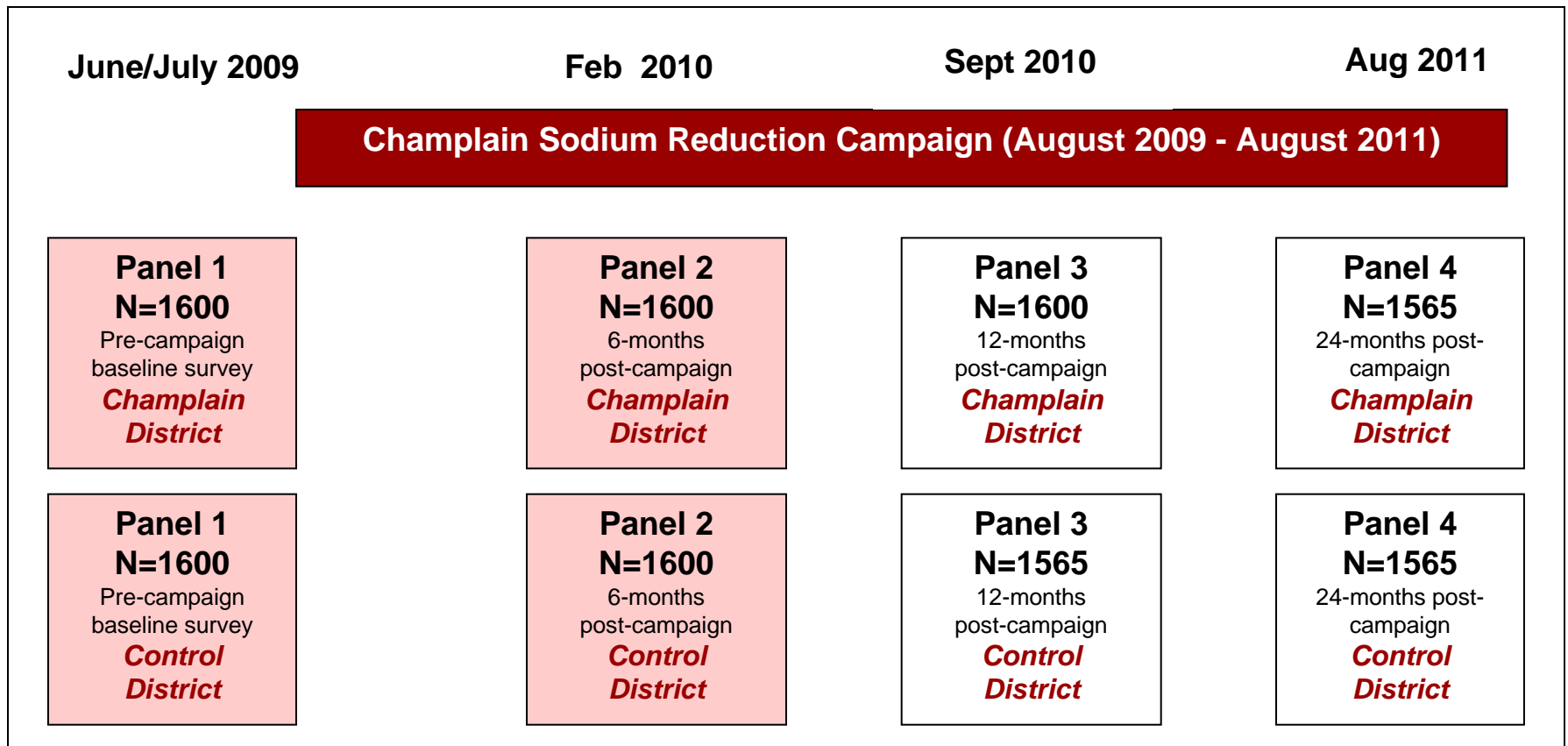
WIN 1 OF 4 DINNERS  
for four at  
the urban element!

See details inside.

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# Design of Campaign Evaluation



•15-minute telephone survey, *Random Digit Dialing*

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# KNOWLEDGE

**50% did not identify common high sodium foods.**

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# A “Sodium Knowledge Gap”

**Almost half of residents were not able to correctly identify these commonly eating foods as being high in sodium.**

- Processed Cheese
- Bottled Salad Dressings
- Canned Vegetables, Tomato Sauces and Pasta Sauces
- Frozen Packaged Meats
- Hamburgers and French Fries
- Ketchup and Mustard

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# ATTITUDES

Sodium is an important problem...  
but it's not my problem

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# An interesting disconnect....

Parameter	%
Would you say that Canadians in general consume too much dietary sodium/salt, just the right amount, or too little? <b>% too much</b>	<b>88.9</b>
Would you say that you personally consume too much sodium, just the right amount, too little? <b>% too much</b>	<b>35.4</b>

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# BEHAVIOURS

**70% report trying to cut back on sodium they eat.  
Many are not checking food labels for sodium content.**

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## **BOTTOM LINE**

**Many residents may incorrectly think they are eating healthy amounts of sodium.**

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## Champlain Sodium Reduction Campaign



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# Campaign Reach – Year 1

- 6,500 campaign ads from August 2009 to August 2010 ...
- More than 90 news stories published or broadcast ...
- Reach of more than 7.0 million



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# Short Term Impact of Campaign

## Awareness

- Respondents from Champlain were more likely than Control District to have seen, read or heard messages.
- 50% of respondents could recall campaign sodium reduction tips.

## Knowledge

- Many respondents unable to identify common high-sodium foods.

## Actions

- Being aware of the campaign increases intentions to reduce sodium and sodium reduction behaviors.

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## The IRONY

We are now engaged in educational strategies to help the public make their purchased foods safer.

Wouldn't it be simpler to ensure that foods are healthier at the time of their production?

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## The NEED

Action to address sodium issues at the first sign that there is evidence that voluntary approaches are delayed.

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## The CHALLENGE

Addressing through “healthy public policy” approaches contemporary public health challenges...at a time of governmental indifference to the application of classic public health strategies.

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**Ignorance**  
**Indifference**  
**Inertia**  
***Impatience***

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*Dr. John Snow*

