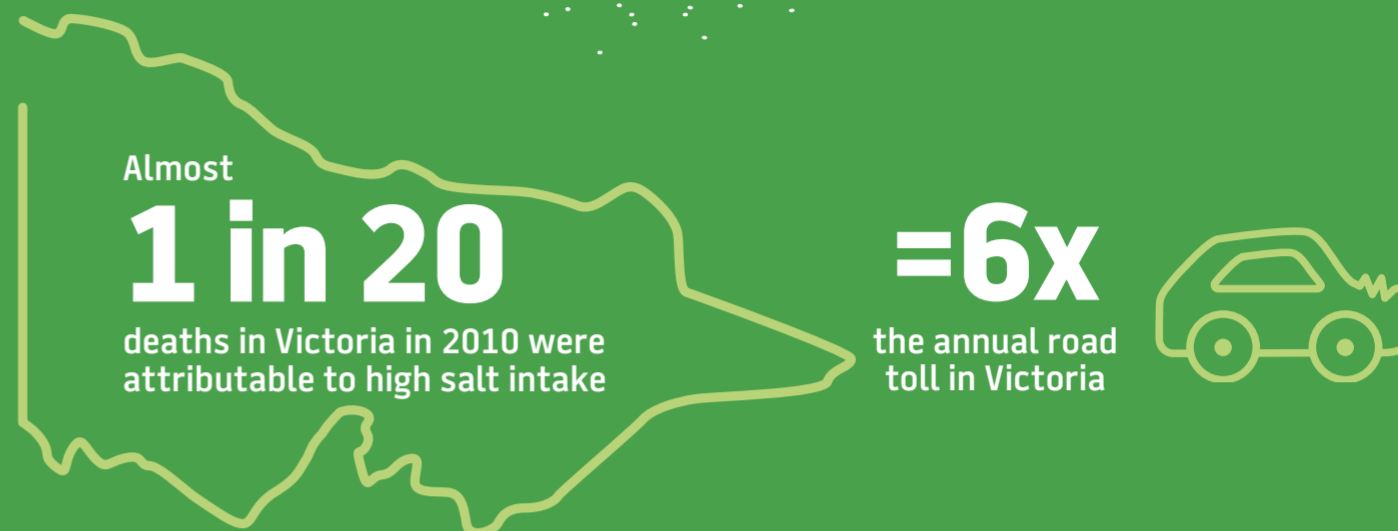


VICTORIANS ARE EATING TOO MUCH SALT

What is salt and why does it matter for health?

- Salt is made up of sodium and chloride. People are eating too much sodium in the form of salt, which is bad for health.
- Too much sodium increases the risk of high blood pressure, which is a leading cause of death and disability in Victoria.
- High salt intake is also linked to heart failure, stomach cancer and osteoporosis.



High blood pressure accounts for approximately half of all:



Strokes



Heart disease



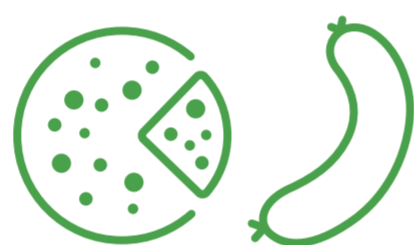
Chronic kidney disease deaths



1 in 4 Victorians have high blood pressure

Where does the salt we eat come from?

→ Around 75% of salt in the Australian diet comes from processed foods:



Pizza, processed meats, takeaway foods and salty snacks...

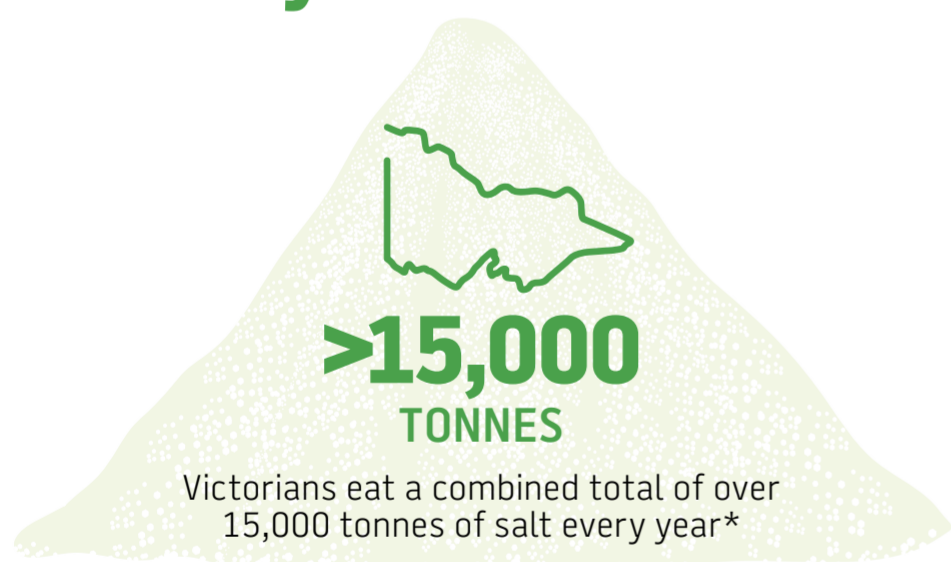


and surprisingly large amounts come from everyday foods such as breads, cereal-based dishes and pasta sauces.



Salt is also added to food during cooking or meals through stock, sauces and table salt.

The story in Victoria



*Based on 2013 Victorian population figures and average salt intakes

THE REALITY:

Victorians eat almost twice the amount of salt that is recommended



8g ON AVERAGE FOR ADULTS



Generally children need less salt than adults yet they are eating high amounts. Too much salt in childhood can lead to a lifetime of health risks.

What can be achieved?

If Victorians reduce their salt intake by 3g per day through salt reduction strategies, we can achieve:

6000 TONNES

Almost 6000 tonnes less salt eaten by Victorians each year.

30% REDUCTION

Australia has committed to a 30% reduction in salt intake by 2025 as part of the WHO's global targets to prevent and control non-communicable diseases.

\$50m PER YEAR

Potential savings in Victoria of \$50 million in health care costs alone.

IT CAN BE DONE

The success of the UK salt reduction program is recognised worldwide.

800 LIVES SAVED

Approximately 800 lives saved each year from stroke and heart disease. At least as many serious events that cause disability prevented.

COST SAVINGS

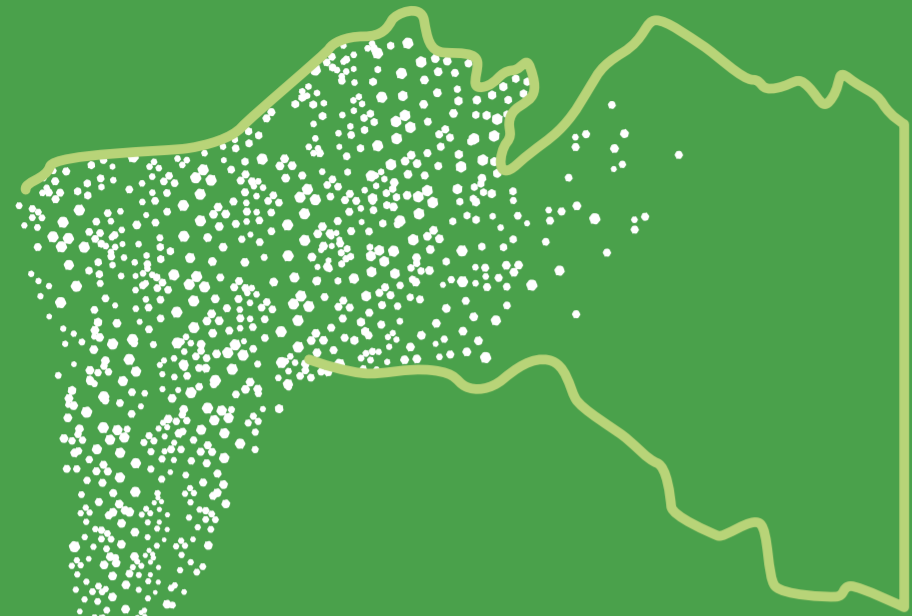
Research showed that salt reduction strategies are cost-effective interventions.

x200 MORE COST EFFECTIVE

Salt reduction strategies are up to 200 times more cost-effective than treatment with hypertension medication.

ACTION REQUIRED

To achieve our goal, more and faster action is needed.



The case for salt reduction in Victoria

THE STATE OF SALT:

WHAT'S OUR PLAN OF ACTION?

The Salt Reduction Strategic Partnership, led by VicHealth, is taking action to:

- Work in partnership with governments, the food industry, non-government organisations and the Victorian public to build a shared responsibility and commitment to action on salt.
- Encourage more Victorians to make informed food choices that align with Australian dietary guidelines and salt intake recommendations.
- Support government policy and leadership to implement salt reduction strategies such as food reformulation and food labelling.
- Work with food industry partners to find solutions to lowering salt in foods and meals.
- Establish a research program to monitor progress made to reduce salt in Victoria, to evaluate our efforts in salt reduction.

TAKING SHARED RESPONSIBILITY FOR ACTION ON SALT IN VICTORIA

To meet the World Health Organization (WHO) targets and to enjoy the health and economic benefits of lower salt intakes in Victoria, the Salt Reduction Strategic Partnership has established from the evidence that the following public health activities are required:



1. Build strong partnerships

- Create a coordinated plan to ensure we are on track to reduce salt by 30% by 2025 in Victoria.
- Develop a collaborative approach from governments, non-government organisations, food industry players, media and the Victorian public.



2. Increase public awareness and debate

- Create a stronger awareness of the recommended upper limit for salt intake and the fact that people are eating almost twice this amount and what can be done to reduce salt in the diet.
- Increase knowledge about the invisible salt in our diets – the unnecessary salt that's added to everyday foods during processing and in meal preparation to increase consumer demand for foods and meals that are lower in salt.
- Invest in creative public awareness activities that reinforce the key message of eating a healthy diet and avoiding too much salt in foods.



3. Strengthen healthy policies

- Ensure that policies and initiatives that support a healthier food supply are established, resourced, monitored and reported on, prioritising publicly funded institutions and services as champions for change.
- Optimise use of effective food reformulation programs to lower salt in processed foods, healthy eating guidelines and public procurement policies to increase the supply of nutritious and low salt options, and easy-to-understand food labelling systems to support people to make informed choices.
- Educate the public on the value of initiatives that create healthier food environments and support them to make informed food choices.



4. Develop innovative approaches within the food industry

- Support food manufacturers to commit to food reformulation approaches and food labelling programs.
- Promote adoption of low salt practices in food service and the dining out sector, such as lowering salt in ready-to-eat meals and foods, reducing salt in food service meal preparation and taking salt shakers off the tables in cafes, restaurants and other eateries.
- Develop an education campaign to increase awareness and build skills of the food service industry in understanding and addressing the issue of high salt in foods and meals.



5. Undertake research, monitoring and evaluation

- Establish and resource regular monitoring systems to understand our food intakes, including salt intakes, and measure progress towards the salt reduction targets.

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To achieve the 30% reduction in salt intake, more action is needed.