Reducing Salt and Sugar intake

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Why too much SALT is not good?

• Increased salt intake leads to risk of increase in blood pressure (hypertension)
• High blood pressure is a risk factor for stroke, heart failure, heart attacks

• Increasing evidence that high salt diet is associated with risk of stomach cancer, osteoporosis, obesity, kidney stones, water retention, vascular dementia
In Sri Lanka

• On average we consume twice the amount needed for a day

• Amount needed for a day – ONE Level Tsp

• i.e. 5 gms of salt per day
Why is too much Sugar not good?

• Increases calorie intake
• Increases weight gain
• BMI increases
Why is too much Sugar not good?

- Metabolic changes in your body
  - increases blood pressure
  - leads to liver damage
  - causes reduction in good cholesterol (lowers HDL)
  - increases triglycerides
  - reduced HDL and high triglycerides increases risk for heart disease
- increases risk for Cancer – pancreas, skin, uterus, urinary tract, breast
- Dental caries
In Sri Lanka

- On average the per capita consumption is three times the recommended amount for a non diabetic
70% of deaths in Sri Lanka due to NCDs!

NCDs

- Hypertension
- Ischemic Heart Diseases
- Diabetes
- Stroke
- Chronic Respiratory Diseases
- Cancer
In Sri Lanka

There are

350
Deaths per day

250
Deaths due to NCD per day

100
Deaths per day due to Heart Disease

40
Deaths due to Stroke
Prevalence of chronic NCD

- Prevalence of hypertension 20-25%  
  (Wijewardana et al 2005, risk factor study 2006)

  One in FIVE

- Prevalence of diabetes — (age over 20) around 10%  
  (Katulanda et al 2006)

  One in TEN
Determinants of Non Communicable Diseases

UNDERLYING SOCIOECONOMIC, CULTURAL, POLITICAL AND ENVIRONMENTAL DETERMINANTS
- Globalization
- Urbanization
- Population ageing

COMMON MODIFIABLE RISK FACTORS
- Unhealthy diet
- Physical inactivity
- Tobacco use

INTERMEDIATE RISK FACTORS
- Raised blood pressure
- Raised blood glucose
- Abnormal blood lipids
- Overweight/obesity

NON-MODIFIABLE RISK FACTORS
- Age
- Heredity

MAIN CHRONIC DISEASES
- Heart disease
- Stroke
- Cancer
- Chronic respiratory diseases
- Diabetes
Impact on human health

Risk factors operate in combination
The same risk factors are responsible for most of the chronic NCDs
Totality!

• Those who are exercise fanatics also get heart attacks!!
• Those who never smoke also get heart attacks!!!
• Those who are pure vegetarians ......
• Those who claim that they never had a sweet tooth.......

• The Combination of Risk factors need to be addressed.
Global initiatives

- WHO recommends the adoption of the common risk factor approach

**4 X 4 approach**

i.e. reduction of four modifiable risk factors that cause four common chronic NCDs – Alcohol, Tobacco, unhealthy diet, physical inactivity

Cardiovascular (heart and blood vessels), Diabetes, chronic respiratory disease, cancer
<table>
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<tr>
<th></th>
<th>Tobacco Use</th>
<th>Unhealthy diets</th>
<th>Physical Inactivity</th>
<th>Harmful Use of Alcohol</th>
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<td>Chronic Respiratory</td>
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</table>
Two lines of interventions

• Individually targeted –
  • Treatment,
  • behavior change of patients or those at risk - through awareness, health guidance

• Population wide
  • Regulations
  • adoption of national social marketing influencing attitudinal and behavior change
National initiatives (policies/regulation/strategies/actions) on reducing salt and sugar,

• As of now- main strategy has been awareness raising
Challenge faced

• Even if people are aware
• External environment is not that conducive to practice
• Limitation in choice
National initiatives (policies/regulation/strategies/actions) on reducing salt and sugar,

• There is provision to regulate salt and sugar consumption within the current Food Act no. 26 of 1980

• Regulations can be to improve labeling with the view of consumer education

• But the choice is with the consumer
Work in progress for Sugar

• To improve labeling of carbonated beverages and ready to service beverages on sugar content.
• color coding system to be introduced
Adequacy of these initiatives

• Wider reach required
• Consumer education should be done as a national campaign and through schools
• Health risks and required behaviors not known by most.
Recommendations/suggestions (what needs to be done)

• Food Authority should be strengthened
• more public health experts required to translate health risks to appropriate regulations
• Social marketing required to empower people on taking charge of their lifestyles
This is for...

YOU and

Your Organization
1 level tea spoon of salt per person per day

A 400 g pack of salt should be sufficient for a family of 4 for 20 days.
SUGAR
Avoid excess added sugar
not more than 6 teaspoons of sugar per non-diabetic person per day
Trans fat
Target

Limit food with Trans Fats found in some commercially baked and fried food such as short eats, pastries, cakes and re-heated oil
Fruit & Vegetables
Target

Consume 5 servings of Fruit & Vegetables per day (the recommended amount is 400 gms of Fruit and Vegetables per person per day). Remember variety is good.
Physical activity
Target

At least 30 minutes of moderate physical activity per day for at least 5 days a week

brisk walk, aerobic exercises, cycling
Tobacco & Alcohol
Target

Give up smoking and Alcohol
Body Mass Index (BMI)
Target

Maintain your Body Mass Index (BMI) between 18.5 - 24.9 (the ideal is 23)
Blood Pressure
Target

Maintain your Blood Pressure below 140/90.
Check your blood pressure annually.
Totality!

• Those who are exercise fanatics also get heart attacks!!
• Those who never smoke also get heart attacks!!
• Those who are pure vegetarians ......
• Those who claim that they never had a sweet tooth.......

• The Combination of Risk factors need to be addressed.
Super eight Reach
List of tools that are developed on SUPER 8

**Posters:**
1. Super 8 health targets [8 posters in a set]
2. Sugar Analysis
3. Jigsaw Poster
4. Myths
5. Super 8 health targets [in Sinhala, English and Tamil]

**Interactive tools**
- snakes and ladders for yr 5
- chatterbox for yr 6 in schools

**Guidelines:**
A. Guideline for Institutionalizing Super Eight- to be used by lead agencies attempting to introduce Super eight to institutions
B. Check list to be used by Head of Institution to mainstream 'Super eight' health targets within the organization
C. Guidelines for provincial/ district health managers for institutionalizing Super eight and empowering Communities with Super eight
D. Guidelines for institutionalizing Super Eight in School settings
E. Guide for a Healthy cafeteria setting
F. Quick guide for healthier menu planning- business meetings

**Presentations:**
1. Slideshow
2. PPT for Healthcare Workers
3. PPT for Government officials/ other institutions
4. PPT for Armed forces
5. PPT for youth/ schools

**For Advocacy**
- calenders
  - messages combined with avurudhu litha

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**Super Eight** health targets
A simple way for a better life

1. **Maintain your Body Mass Index (BMI)**
   Between 18.5 to 24.9 (ideal is 23)

2. **Avoid excess salt in food**
   Limit salt consumption to no more than 5 grams per person per day. A teaspoon of salt should be sufficient for a family of two for 20 days.

3. **Avoid excess added sugar**
   Not more than 6 teaspoons of sugar per non-diabetic person per day.

4. **All 30 minutes of Moderate Physical Activity**
   Do brisk walking, aerobics exercises, cycling, swimming for at least 30 minutes per day for three days.

5. **Consume 5 Servings of Fruits & Vegetables per day**
   Recommended amount is 400 grams of Fruits and vegetables per person per day. Remember variety is good.

6. **Avoid food with Trans fats**
   Found in some commercially prepared fried food, shortenings, pastries, cakes and re-fried oil.

7. **Maintain your Blood Pressure below 140/90**
   Check your blood pressure at least once a year.

8. **Avoid Smoking and Alcohol**

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SUPER 8 — A Simple Way for a Better Life

1. Maintain your Body Mass Index (BMI)
   Between 18.5 to 24.9 (ideal is 23)

2. Avoid excess salt in food
   Limit salt consumption to one teaspoon of salt per person per day
   400gm pack of salt should be sufficient for a family of four for 20 days.

3. Avoid excess added sugar
   Not more than 6 teaspoons of sugar per non-diabetic person per day

4. At least 30 minutes of Moderate Physical Activity.
   Do brisk walking, aerobic exercises, cycling, swimming for at least 30 minutes per day for 5 days a week

5. Consume 5 Servings of Fruits & Vegetables per day
   Recommended amount is 400 gms of fruits and vegetables per person per day.
   Variety is good

6. Avoid food with Trans fats
   Found in some commercially prepared fried food, shortening, pastries, cakes and re-heated oil

7. Check your blood pressure once a year
   Maintain your Blood Pressure below 140/90

8. Avoid Smoking and Alcohol

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Way forward to empower people and institutionalize Super Eight

- Training all MOOHs in the country
- Community awareness on lifestyle targets (which include sugar and salt)
- Creating a lasting dialogue in society on Super 8 health targets
- Institutionalizing Super Eight through government and private sector
- Taking Super eight to pre schools, schools and youth groups
- Creating super eight conducive market - catering to new demands of people who want to change lifestyle
- Promoting home gardens to increase fruit and vegetable consumption
- Food regulations
Long term GOAL- prevent premature occurrence and adverse outcomes due to NCDs

• Expand Multi sectoral effort through institutionalizing Super eight
• Salt and Sugar are parts of ‘unhealthy diet’ component of the major risk factors
• Make your Organization Super 8!- adopt super 8 promoting policy
• Be Super 8! – INDIVIDUAL TARGETS for long term GOAL
Thank you