

ChangeLabSolutions

PASS (ON) THE SALT:
The Business Case for Sodium Reduction



Recorded on July 29, 2015


PRESENTERS



Alexis Etow, JD
Staff Attorney



Ray Leung, JD
Staff Attorney



ChangeLab Solutions

Healthier communities for all through better
laws and policies.



Disclaimer

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

© 2015 ChangeLab Solutions

GUEST SPEAKERS



Jennifer M. Roberts, MS, RD
Director of Nutrition Communications
Compass Group North America



Misty Kruger, MPP
Public Information Officer
Shawnee County Health Agency



Michelle Wood, MPP
Program Manager
Food Procurement and Policy in the Division of Chronic Disease and Injury Prevention with the Los Angeles County Department of Public Health

AGENDA

- Tell us about you!
- Sodium 101
- Making the Business Case
- 3 Key Takeaways
- Guest Speakers
- Q & A



Poll:
Which of the following best describes your organization?

Poll:
Which of the following areas has your organization focused on as part of its sodium-reduction effort(s)?

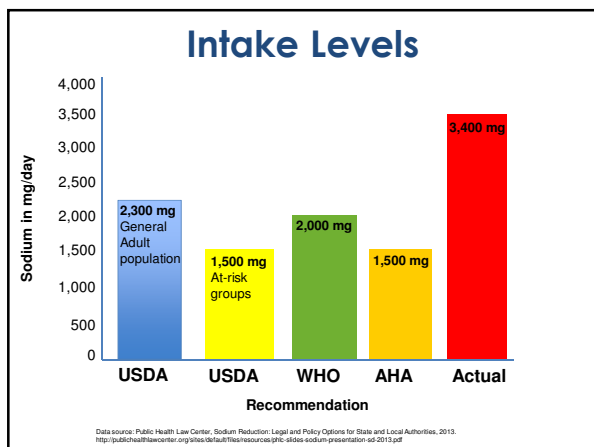


SODIUM: THE GOOD

- Makes food taste good!
- Essential for health ... in small quantities



Flickr Creative Commons/Cl6Sun92



FOODFACTS

From the U.S. Food and Drug Administration

Sodium in Your Diet

Using the Nutrition Facts Label to Reduce Your Intake

You're probably heard that most Americans eat too much salt. But sodium is essential and too much sodium can raise blood pressure — which can have serious health consequences if not treated.

Despite what many people think, one of the salt shakers in our kitchen is not the main source of our sodium intake in our diet. In fact, over 75% of dietary sodium comes from eating packaged and restaurant foods.

- The Nutrition Facts Label on food and beverage packages is a useful tool for making healthier dietary choices and lowering your sodium intake from eating packaged and restaurant foods.
- Full nutrition labeling is not required of restaurants for their menu items, unless certain claims are made, such as "Low Sodium" or "Low Fat". So, you may not learn how much sodium is in a food unless you ask.

Check the Label!

High levels of sodium may seem "hidden" in packaged food, particularly when a food doesn't have "salty" but sodium is not hidden on the Nutrition Facts Label!

- The Nutrition Facts Label lists the Percent Daily Value (%DV) of sodium in one serving of a food.
- The %DV for sodium is based on 2,300 mg of the recommended amount of sodium, which is less than 2,000 milligrams (mg) per day.
- The %DV listed is for one serving, but many packages contain more than one serving! Look at the serving size and how many servings you are actually consuming — if you eat two servings, you get twice as much sodium as double the %DV.

Use the Percent Daily Value (%DV) to Compare Products

The %DV tells you whether a food contributes a little or a lot to your total daily diet.

25% DV (625 mg) or more of sodium per serving is **high**.

5% DV (125 mg) or less of sodium per serving is **low**.

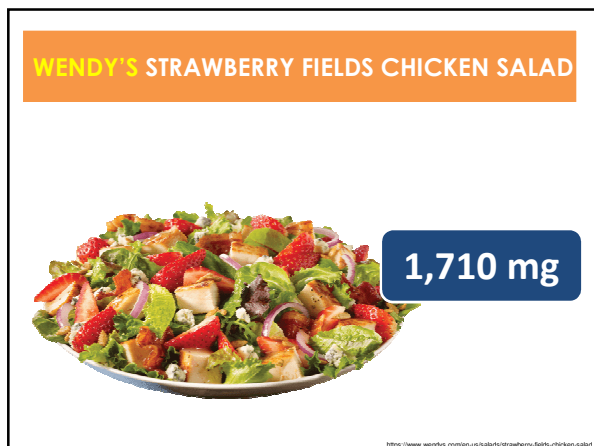
You can also check the front of the food package to quickly identify foods that may contain less sodium. For example, look for foods with claims such as:

Salt/Sodium Free	Less than 5 mg of sodium per serving
Very Low Sodium	35 mg of sodium or less per serving
Low Sodium	140 mg of sodium or less per serving
Reduced Sodium	At least 25% less sodium than the regular product
Light or Lightly Salted	At least 50% less sodium than the regular product
No Salt Added or Unsalted	No salt is added during processing, but not necessarily sodium-free. Check the Nutrition Facts Label to be sure!

Source: <http://www.fda.gov/oc/Resource/ForYouConsumers/na0113001.pdf>

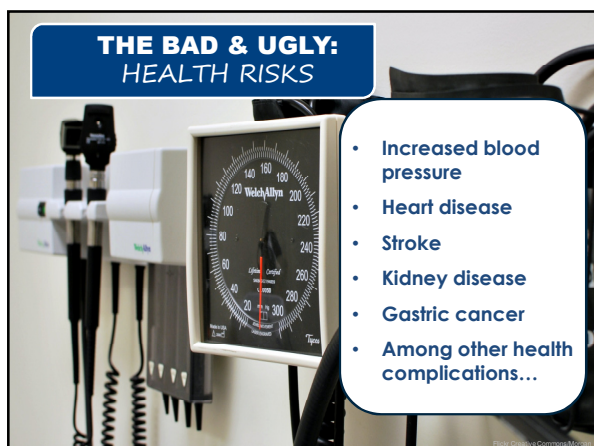




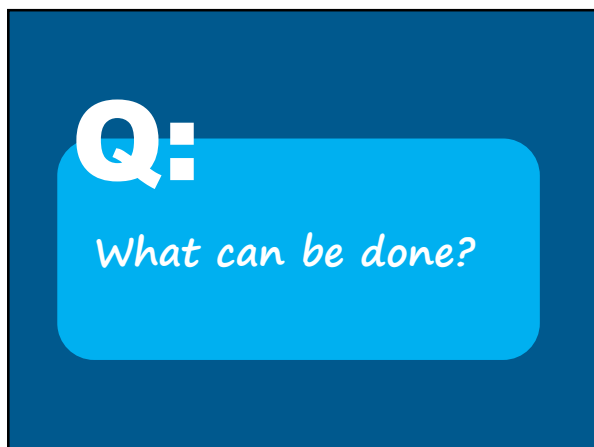














1 **Reduced Healthcare Costs**



Flickr Creative Commons/Pictures of Mom

By the Numbers . . .

\$93 BILLION
Annual cost of health insurance claims
from **obesity** and **related chronic**
diseases



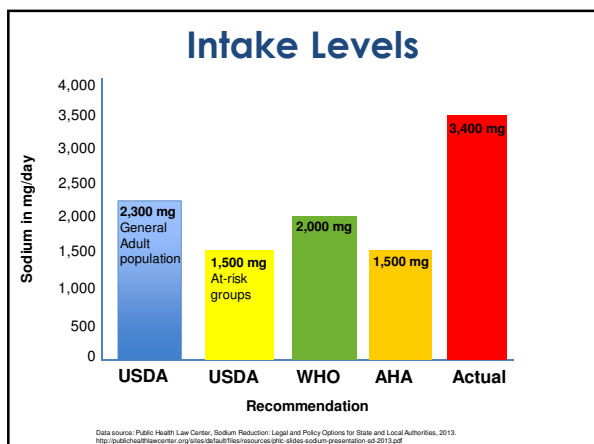
Flickr Creative Commons/Erving Seeman

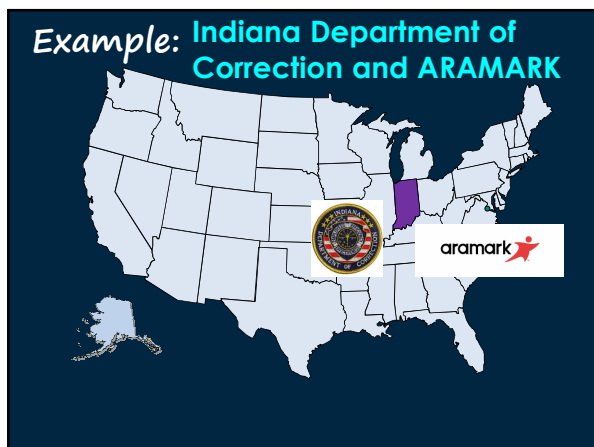
Reduced Healthcare Costs

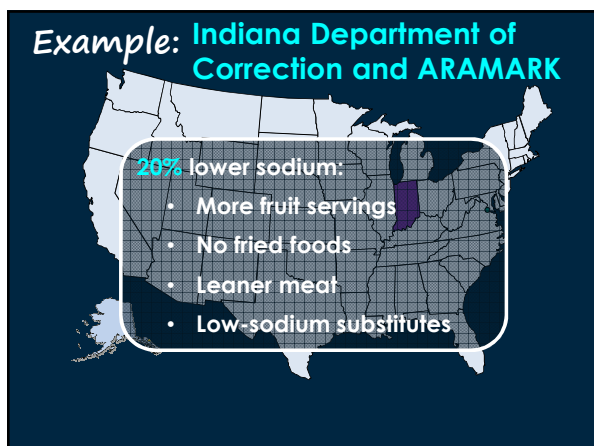
Reducing daily consumption by **1,200mg** → Save **\$10 to \$24 billion** in healthcare costs per year



Flickr Creative Commons/Pictures of Mom







Example: Indiana Department of Correction and ARAMARK

- Decreased blood pressure
- Taxpayer savings

Q:
What about employers who self-insure?

- 1** *Reduced Healthcare Costs*
- 2** *Improved Productivity*
- 3** *Reduced Absenteeism*
- 4** *Positive Public Image*

By the Numbers . .

\$225.8 BILLION

Annual cost of **reduced performance at work** due to personal and family health problems



2 *Improved Productivity*



3 *Reduced Absenteeism*



3 **Reduced Absenteeism**

\$1 = \$2.73



Flickr Creative Commons Pictures of Money

4 **Positive Public Image**



Flickr Creative Commons Pictures of Money

news » health

First Lady Lauds Walmart's Push For Healthful Food

JANUARY 20, 2011 12:41 PM ET

NPR STAFF AND WIRES



SHARE

[f](#) [t](#)

First lady Michelle Obama joined Bill Simon, head of Walmart's U.S. operations, Thursday in Washington, D.C., to announce the company's plan to provide healthier and more affordable food choices to customers.








By the Numbers . .

\$225.8 BILLION

Annual cost of **reduced performance at work** due to personal and family health problems



#2: Sodium reduction efforts should be implemented *gradually*.





<http://www.soup.com/campbells-25-less-sodium-chicken-noodle-soup-10-7-qa-210964>

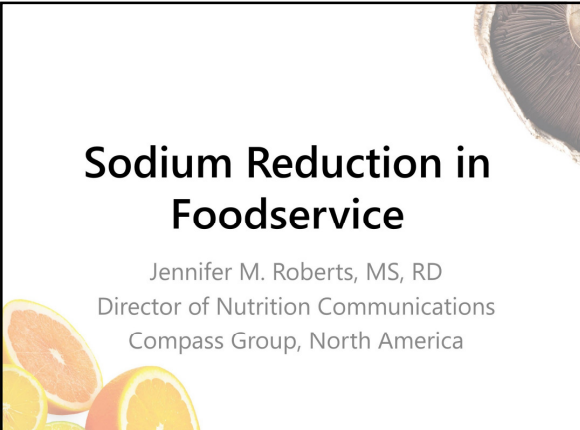






Sodium Reduction in Foodservice

Jennifer M. Roberts, MS, RD
Director of Nutrition Communications
Compass Group, North America



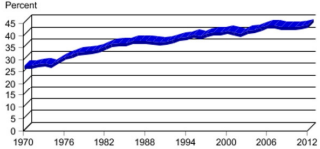
Overview

- Importance of engaging foodservice
- Making the case for sodium reduction
- Success stories




Why Foodservice?

Food away from home as a share of household food expenditures has risen steadily since 1970, reaching its highest level of 43.1 percent in 2012



Year	Percent
1970	28
1976	30
1982	32
1988	34
1994	35
2000	36
2006	38
2012	43.1



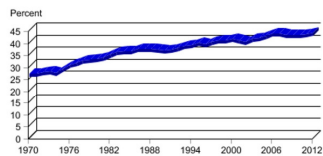
Food away-from-home expenditures divided by total food expenditures, for all families and individuals.

Total expenditures on food away from home include expense-account meals, food furnished to inmates and patients, and food and cash donated to schools and institutions. These items are not included in expenditures on food away from home for all families and individuals.

Source: Economic Research Service (ERS), U.S. Department of Agriculture (USDA), Food Expenditures
<http://www.ers.usda.gov/data-products/food-expenditures.aspx>

Why Foodservice?

Food away from home as a share of household food expenditures has risen steadily since 1970, reaching its highest level of 43.1 percent in 2012

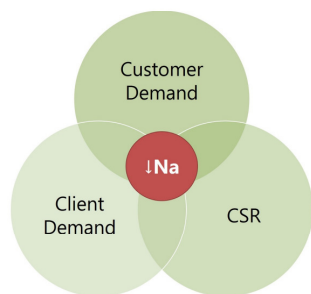


Food away-from-home expenditures divided by total food expenditures, for all families and individuals.

Total expenditures on food away from home include expense-account meals, food furnished to inmates and patients, and food and cash donated to schools and institutions. These items are not included in expenditures on food away from home for all families and individuals.

Source: Economic Research Service (ERS), U.S. Department of Agriculture (USDA), Food Expenditures
<http://www.ers.usda.gov/data-products/food-expenditures.aspx>

Making the Case



Making the Case

The #1 ingredient customers are avoiding:



Source: The Hartman Group's Health + Wellness 2013.

What do customers want?

- Flavor
- Authenticity
- Food they can feel good about



What do clients want?

- Maximized employee productivity
- Improved employee morale and loyalty
- Decreased healthcare costs



Foodservice Can Make a Difference

We have the POTS & PANS!

- An environment that is Part Of The Solution through the Promotion and Accessibility of Nutritious Selections



Success Stories

- Mitsui reduced sodium in their Yellowfin Canned Tuna by 37%, and Skipjack Canned Tuna by 16%.
- Butterball Petite Roast Turkey has 49% less sodium than the Foil-Wrapped Turkey item.
- Au Bon Pain now offers reduced sodium soup options.



Success Stories

- Moving to Tyson Ham resulted in an overall 20% sodium reduction.
- Unilever reduced sodium by 10% in core dressings, and by as much as 31% in gravies and bases.
- Continental Mills brings new low-sodium commitments to 65% of core dry mixes.



Success Stories

- Sysco and Neptune shrimp products average 25% lower sodium than our previous supplier.
- Schwan's pizza dough has 25% less sodium than typical white crust options.
- Lamb-Weston features low sodium fries, steak fries and hash browns.



Success Stories

- ConAgra No-Salt-Added diced tomatoes give chefs control over sodium content.
- Mission Foods offers reduced sodium tortillas.
- Arnold Sandwich Thins average 50% less sodium than typical sandwich buns.



Success Stories

- McCormick For Chefs line offers seasoning blends with flavorful no-sodium options.
- Hampton Creek has reduced sodium in their cookies by 36% and by 23% in their Just Mayo.
- Bush's Beans has reduced sodium in ten core items by 92%.



Thank you!

If you would like to connect with a local Compass Group account:
jennifer.roberts@compass-usa.com





Sodium Reduction in Communities Grant Program
Heartland Healthy Neighborhoods
Shawnee County Health Agency
Kansas Department of Health & Environment

+ Shawnee County

- Approximately 175,000 people
- Largest city: Topeka, KS (state capital)
- \$930,000 grant over a 3 year period
- One of five communities to receive the grant

+ Sodium Project: Major Partners

- Kansas Department of Health and Environment
- Heartland Healthy Neighborhoods
- Community Resources Council
- E2 Communications

+

Overall Strategies



Heartland Healthy Neighborhoods
Shawnee County Health Agency
Kansas Department of Health & Environment

+ Strategies

- Develop Sodium Baseline for Shawnee County
- Worksite Policies
- Environmental Support
- Government Procurement Policies
- Media Campaign



+

Environmental Support Strategies



Sodium Reduction in Communities Grant Program

Heartland Healthy Neighborhoods
Shawnee County Health Agency
Kansas Department of Health & Environment

+ Partners

- **Hy-Vee**
(29th & SW Wanamaker)
- **Gas N' Shop**
(19th & N. Topeka Blvd)
- **Larry's Shortstop**
(38th & SW Topeka Blvd)
- **Kwik Shop**
(13 Locations)





AGREEMENT:

Give choice to the consumer.



+ Nutritional Guidelines

Food Items Must Meet:

- Less than or equal to 250 calories
- Less than 230 mg of sodium
- Less than or equal to 35% calories from fat (excluding products containing nuts)
- Sugar is NOT the first ingredient listed
- Utilize food items already available in the stores

Additional Requirement

- Every station must offer at least three varieties of fresh fruit.
- One station was not selling fruit in the beginning

+ Monthly Spot Checks

What SCHA Was Looking For:

- Stand prominently displayed at front of store
- Stand is clean and well maintained
- Stickers and graphics are present
- All items on stand are from stock list
- Each item has 5 or more in stock
- No items on stand that are not on stock list

What SCHA Provided



+ Being Flexible

Displays and Data

- Wanted stand alone racks
- Had to work within store parameters
- Locally owned stores had to manually track sales
- Corporate stores the data came from the corporate office out of town

Adjusting to the Store's Needs



+ Displays



+ Sales Data

Store	2014	2015	2016	2017	2018	2019
1. 1011 N. 1st St. Shawnee, MO	1,124	1,124	1,124	1,124	1,124	1,124
2. 1011 N. 1st St. Shawnee, MO	1,124	1,124	1,124	1,124	1,124	1,124
3. 1011 N. 1st St. Shawnee, MO	1,124	1,124	1,124	1,124	1,124	1,124
4. 1011 N. 1st St. Shawnee, MO	1,124	1,124	1,124	1,124	1,124	1,124
5. 1011 N. 1st St. Shawnee, MO	1,124	1,124	1,124	1,124	1,124	1,124
6. 1011 N. 1st St. Shawnee, MO	1,124	1,124	1,124	1,124	1,124	1,124
7. 1011 N. 1st St. Shawnee, MO	1,124	1,124	1,124	1,124	1,124	1,124
8. 1011 N. 1st St. Shawnee, MO	1,124	1,124	1,124	1,124	1,124	1,124
9. 1011 N. 1st St. Shawnee, MO	1,124	1,124	1,124	1,124	1,124	1,124
10. 1011 N. 1st St. Shawnee, MO	1,124	1,124	1,124	1,124	1,124	1,124

Data Collection

- Offered reward for sales data, but all businesses were on board before incentives were offered
- Did not ask for pricing information, but was good to have the extra data
- Collected once a month from each location

+ Outcomes

Data Issues

- Stores agreed to one year prior plus the timeframe of the intervention
- Really needed 2 years prior
- 3 of 13 stores didn't have 2 years

Results for 10 stores

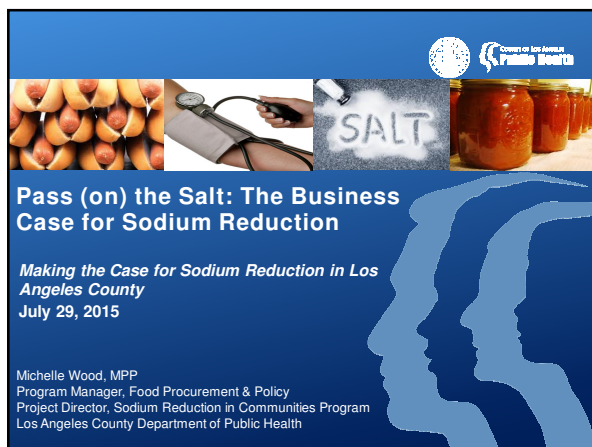
- 4 of the 10 showed an increase in sales of healthy food items from stock list from before to after intervention
- All 4 stores were in food deserts
- Customers walked and biked to stores and a majority relied on the stores for their normal grocery items
- One local store went from zero fresh fruit to up to 300 pieces

+ NACCHO – Practice-Based Success



Thank you

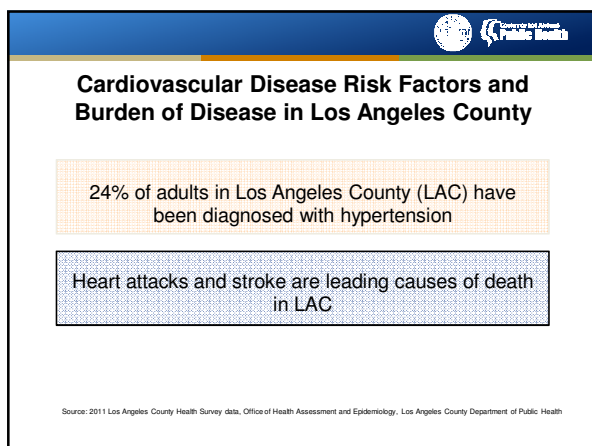
Misty Kruger
Public Information Officer
Shawnee County Health Agency
misty.kruger@sncgo.us
785.251.2737



Pass (on) the Salt: The Business Case for Sodium Reduction

Making the Case for Sodium Reduction in Los Angeles County
July 29, 2015

Michelle Wood, MPP
Program Manager, Food Procurement & Policy
Project Director, Sodium Reduction in Communities Program
Los Angeles County Department of Public Health




Cardiovascular Disease Risk Factors and Burden of Disease in Los Angeles County

24% of adults in Los Angeles County (LAC) have been diagnosed with hypertension

Heart attacks and stroke are leading causes of death in LAC

Source: 2011 Los Angeles County Health Survey data, Office of Health Assessment and Epidemiology, Los Angeles County Department of Public Health




Opinions on Sodium in Los Angeles County

72% (5.6 million) LAC adults (18+ years) agree there should be restrictions placed on how much sodium is added to packaged and restaurant foods

89% of LAC adults think its important or somewhat important that food and beverage companies change ingredients in their products to reduce sodium or salt content

70% of LAC adults favor reduced access to unhealthy snacks and beverages in vending machines in public buildings and work sites

1. Los Angeles County Department of Public Health Internet Panel Survey, LA DPH Sodium Reduction Survey, December 16, 2014 - January 3, 2015, Global Strategy Group.
2. Los Angeles County Department of Public Health Internet Panel Survey, LA DPH Sodium Reduction Survey, December 16, 2014 - January 3, 2015, Global Strategy Group.
3. Los Angeles County Voter Survey, Food Policy/Healthy Eating Poll, October 2015, Poll Research Corporation for the Los Angeles County Department of Public Health.



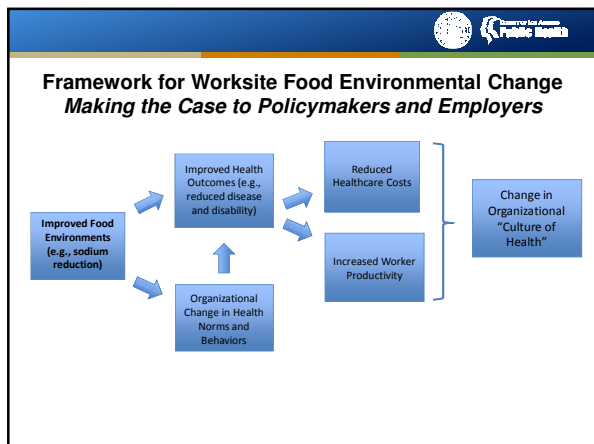
Healthier Food Environment = Healthier Population

- Changing the food environment gives consumers a broader range of healthful foods from which to choose.
- Policy and environment strategies are effective at the state and local level and can help drive demand for local as well as federal action.
- One of the most promising strategies to decrease the prevalence of heart disease and stroke is to lower sodium content of processed and restaurant foods.
- Sodium reduction, even in modest amount, may benefit most Americans.





Worksite Food Environments Matter



County of Los Angeles Government

- 101,000 Employees; 37 County Departments
- County-wide Wellness Program:** Improve the health and productivity of County employees and lessen their health-related costs, mainly by helping employees change their lifestyle patterns through wellness initiatives.

Employee Health Profile

Chronic Conditions	Prevalence	Costs
Diabetes	6.8%	16.5%
Coronary Artery Disease	0.7%	2.6%
Hypertension	10.7%	24.5%

BMI Measurements*+: Adults (Ages 21-74)	
% of Adults who are Overweight or Obese	71.5%

Source: Kaiser Permanente, Customer Composite Scorecard Report - All Members, County of Los Angeles, November 2013. Health statistics are represented for all County of Los Angeles employees, who are members of Kaiser Permanente from quarter 1 of year 2013.

PREVENTING CHRONIC DISEASE
 PUBLIC HEALTH RESEARCH, PRACTICE, AND POLICY

Facilitators of and Barriers to Implementing a Local Policy to Reduce Sodium Consumption in the County of Los Angeles Government, California, 2009

Needs Assessment County of Los Angeles Government (2009-10)

Estimating the Potential Health Impact and Costs of Implementing a Local Policy for Food Procurement to Reduce the Consumption of Sodium in the County of Los Angeles

By 2010 report, an evaluation of evidence recommended that...
 Facilitators of and Barriers to Implementing a Local Policy to Reduce Sodium Consumption in the County of Los Angeles Government, California, 2009...
 Needs Assessment County of Los Angeles Government (2009-10)...



Healthy Food Procurement Initiative


Improving Worksite Food Environments in the County of LA


2010 – DPH launched its initiative to create healthier food environments in the County of LA with support from the CDC.

- *Communities Putting Prevention to Work*
- *Sodium Reduction in Communities Program*

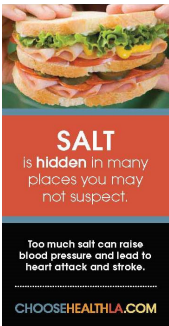
2011 – County of Los Angeles Board of Supervisors adopted Board motion, *Healthy Food Promotion in LA County Food Services Contracts*.

2011-2015 – DPH has partnered with 7 County Departments to operationalize nutrition standards (e.g., sodium limits).






Los Angeles County Sodium Reduction Initiative



- **Supported by CDC's Sodium Reduction in Communities Program (SRCP)**
 - 2010-13: County of Los Angeles government, school districts, media, and menu labeling
 - 2013-15: County of Los Angeles government, City of Los Angeles government, vending and hospitals
- **Goal:** to reduce population sodium intake in Los Angeles County
- **Implementing strategies to improve food service venues**
 - Menu labeling, sodium reduction, smaller portions, placement, pricing
- **National partners:** NSRI and Million Hearts








Case Study: Worksite Vending Machines in the County of Los Angeles

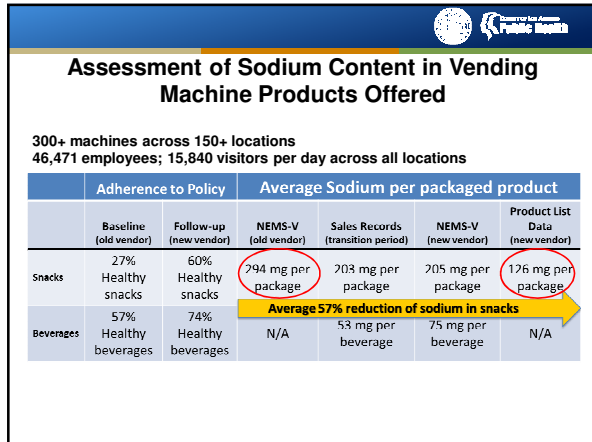
ALL SNACKS SOLD IN COUNTY-CONTRACTED VENDING MACHINES MUST ADHERE TO THE FOLLOWING NUTRITION GUIDELINES¹:

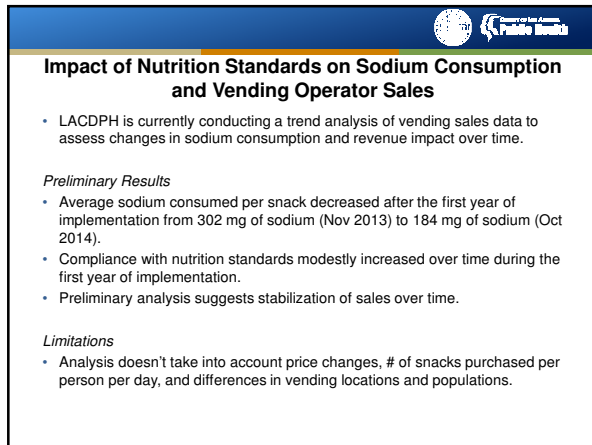
AN INDIVIDUALLY SOLD SNACK THAT HAS NO MORE THAN:

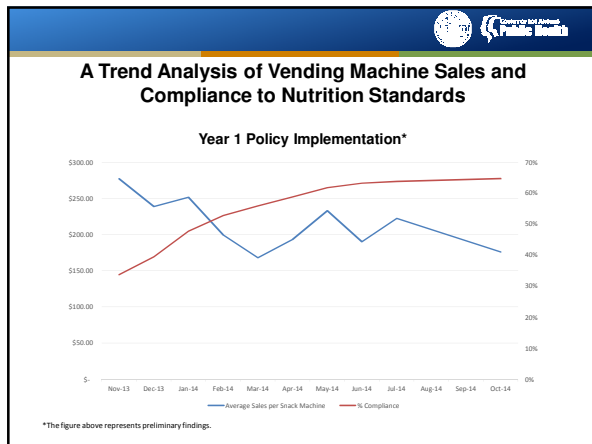
1. 35% of its calories from fat (excluding legumes, nuts, nut butters, seeds, eggs, non-fried vegetables and cheese packaged for individual sale).
2. 10% of its calories from saturated fat (excluding eggs and cheese packaged for individual sale).
3. 35% sugar by weight (excluding fruits and vegetables).
4. 250 calories per individual food item or package if a pre-packaged item.
5. 360 milligrams of sodium per individual food item or package if a pre-packaged item.


EXAMPLES OF SNACKS THAT COMPLY WITH THE NUTRITION POLICY

 Baked chips	 Unsalted nuts
 Pretzels	 Granola and Energy bars
 Dried fruit (no sugar added)	










Potential Decrease in Cases of Hypertension and Annual Savings in Hypertension Treatment Costs from Reducing Sodium Consumption in LA County

Scenario: Percent Reduction in Population Sodium Intake	Average Systolic Blood Pressure Reduction (mm Hg)	Percent Decrease in the Frequency of Hypertension	Decrease in the Number Cases of Hypertension	Potential Annual Cost Savings [in 2014 dollars] (\$)
10% (344 mg)	0.71	1.7%	31,953	69.5 million
20% (687 mg)	1.41	2.8%	52,629	114.3 million
30% (1,031 mg)	2.11	4.2%	78,944	171.5 million
40% (1,374 mg)	2.82	5.3%	99,619	216.3 million
50% (1,718 mg)	3.52	6.8%	127,814	276.9 million

Annual cost savings numbers have been updated. Original table sourced from: Division of Chronic Disease and Injury Prevention. (2010) The Potential Health Impact of Reducing Excess Sodium Consumption in Los Angeles County, Los Angeles, CA: Los Angeles County Department of Public Health.



Impact of Sodium Reduction in Los Angeles County

- ❑ FEM-LA population model for 2004-2050
 - Preliminary estimate: **3207-5155 deaths** averted from reductions in incidence of heart disease and stroke due to a 400 mg sodium reduction in dietary intake in LAC
 - **Up to 2 lives saved every week**
 - Savings in total medical spending **\$2.2-3.6 billion** in LAC from 2004 to 2050

SODIUM REDUCTION

Abstract: Reducing sodium intake is a promising strategy to reduce the burden of cardiovascular disease. This report estimates the potential health and economic benefits of reducing sodium intake in Los Angeles County (LAC) from 2004 to 2050.

Objectives: We estimated the potential health and economic benefits of reducing sodium intake in LAC from 2004 to 2050.


Methods: We used the Future Elderly Model (FEM) to estimate the potential health and economic benefits of reducing sodium intake in LAC from 2004 to 2050.

Results: Reducing sodium intake in LAC from 2004 to 2050 could avert 3,207 to 5,155 deaths and save \$2.2 to \$3.6 billion in total medical spending.


Conclusions: Reducing sodium intake in LAC from 2004 to 2050 could avert 3,207 to 5,155 deaths and save \$2.2 to \$3.6 billion in total medical spending.

Keywords: sodium reduction, cardiovascular disease, health benefits, economic benefits.

Unpublished data. Estimates using the Future Elderly Model - Los Angeles County (FEM-LA).




What's Next? Improving Worksite Wellness in Private Hospitals



Worksite Wellness Team


- Communicating the health and "business case" with hospital leadership.



Implementing a Multifaceted Approach


- Changes to the food environment.
- Health education and messaging.
- Wellness programming and policies.

- **Data Collection and Evaluation**
 - Measures of employee attendance & performance.
 - Employee health care utilization and spending.
 - Health status and behavior changes.



Key Summary Points: Making the Case


- Solid public support for sodium reduction policies shows consumer demand.
- Reducing sodium in worksite vending machines is feasible to implement and preliminary analysis suggests stabilization of sales over time.
- Reducing population sodium intake in LA County can lead to reductions in treatment costs for high blood pressure, improved health outcomes and demand for lower-sodium products.
- Communicating the health and “business case” to policymakers and employers will help build support for worksite food environment changes (e.g., sodium limits).




Special Thanks

Los Angeles County Department of Public Health

Ranjana Wickramasekaran, MPH
 Brenda Robles, MPH
 Katrina Vo
 Jelilat Majekodunmi
 Jocelyn Harrison, RD
 Mirna Ponce-Jewell, MPH, MA
 Paul Simon, MD, MPH
 Tony Kuo, MD, MSHS




Resources & Contact Information



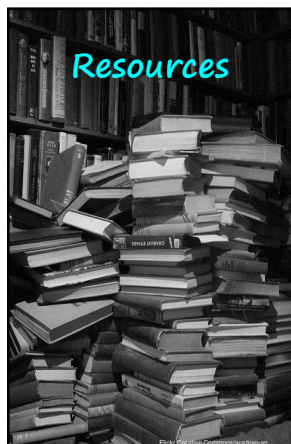
Food Procurement resources
<http://publichealth.lacounty.gov/chronic>

Public education resources
www.choosehealthla.com

Salt shocker videos
<http://www.youtube.com/user/chooseHealthLA>



Michelle Wood, MPP
 Program Manager, Food Procurement and Policy
 Project Director, Sodium Reduction in Communities Program
 Los Angeles County Department of Public Health
mwood@ph.lacounty.gov



Resources

- CDC Salt webpage and resources
- Articles, case studies, and reports on the health impact of reduced sodium consumption, as well as business strategies to reduce consumption of sodium

For links to these resources, see/download the webinar hand-out: <http://bit.ly/1Kwya70>

OUR NEXT WEBINAR!

*A Strategy Worth Its Salt:
Group Purchasing to Supply
Reduced-Sodium Foods*



September 1, 2015
10 a.m. Pacific Time

To register, visit: <http://bit.ly/1leoU1B>



Flickr Creative Commons/Dubravko Boric



QUESTIONS?

Monash clip art

ChangeLabSolutions

Thank you!

Alexis Etow, JD
aetow@changelabsolutions.org

Ray Leung, JD
rleung@changelabsolutions.org



changelabsolutions.org
