



GLOBAL NCD TARGET REDUCE SALT INTAKE



Background

Heart disease and stroke, cancers, diabetes, and chronic respiratory diseases and other noncommunicable diseases (NCDs) cause tens of millions of deaths per year, the majority of which occur during the most productive years of life. NCDs reduce economic output and prevent people around the world from living lives of health and wellbeing. Creating the conditions that favour sustainable development means taking action to prevent and control NCDs **now**.

Nine global NCD targets provide a vision for progress by 2025. The *WHO Global NCD Action Plan 2013-2020* and other resources provide a roadmap of policies and interventions to realise this vision. When implemented, they will put countries on track to meet the commitments made on NCDs at the United Nations General Assembly in 2011 and 2014, and in the *2030 Agenda for Sustainable Development*, including target 3.4 to reduce premature NCD deaths.

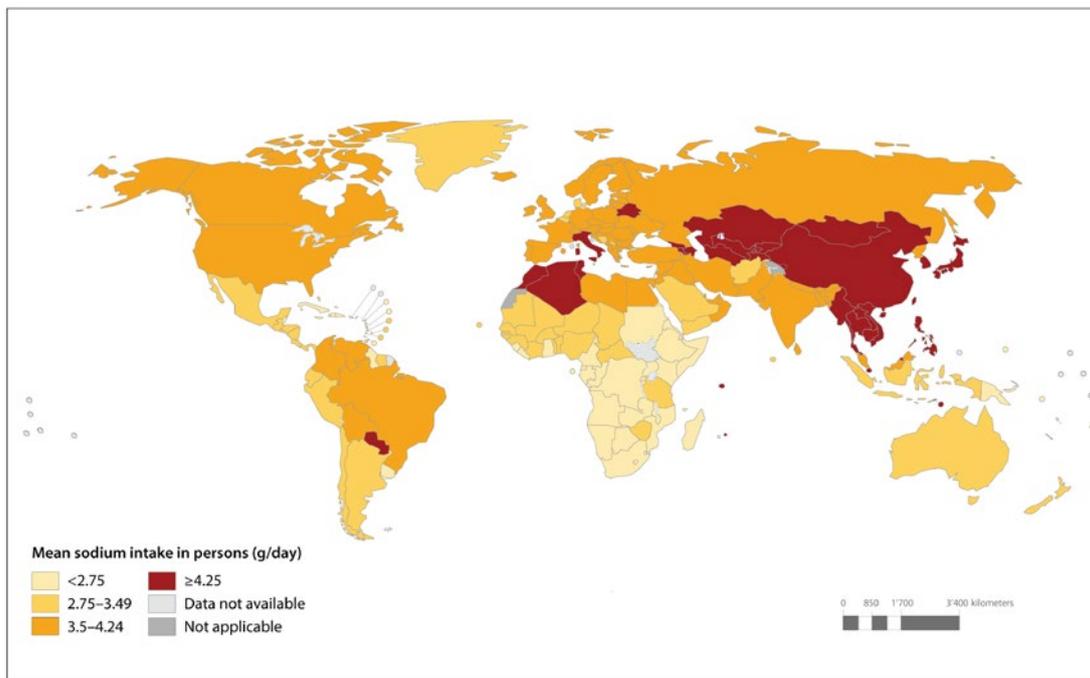
Global Target

A 30% relative reduction in the mean population intake of salt/sodium by 2025.

Fast Facts

- High salt consumption contributes to raised blood pressure and increases the risk heart disease and stroke.
- Most people consume an average of 9-12 grams of salt each day – twice the recommended daily intake limit of 5 grams (sodium 2g/day).
- The increasing production of processed foods, rapid urbanization and changing dietary patterns are contributing to increased salt/sodium intake worldwide.
- Reducing salt intake has been identified as one of the most cost-effective measures countries can take to improve the health of their population.

Reducing salt intake to recommended levels could prevent 2.5 million deaths every year.



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Data Source: World Health Organization
Map production: Information Evidence and Research (IER)
World Health Organization



Mean sodium intake in persons aged 20 years and over, comparable estimates, 2010



Priority Actions

Taking action now is crucial to reduce salt consumption globally and meet this target. Partnerships between government and civil society will be key to supporting policy implementation. Measures that will help drive progress towards this target include:

- Establish **national salt/sodium-reduction targets**, focusing on foods that contribute most to population intake.
- Work with **food manufacturers** to progressively reduce sodium/salt in their products.
- Work with **restaurants and catering services** to reduce the addition of salt during meal preparation.
- Establish **consumer-friendly nutrition-labelling regulations** that include sodium in line with the Codex Alimentarius (see Key Resources).
- Consider **fiscal tools** to encourage the production and consumption of foods with reduced salt/sodium content.
- Establish **policies for food procurement** in public institutions that encourage the purchase of products with lower salt/sodium content.
- Establish **national food-based dietary guidelines** that incorporate salt/sodium reduction.
- Implement **public campaigns and social marketing** initiatives to raise consumer awareness of healthy dietary practices and the need to reduce salt intake.
- Use **local policy interventions** and the **promotion of “healthy food”** in settings such as schools, workplaces, communities and cities to create an enabling environment for salt reduction.



Tweet!

Most people consume twice the recommended amount of salt per day. Cut salt, protect your heart, and **#beatNCDs**.

For more information

WHO site: <http://www.who.int/beat-ncds/en/>

Tell your story at “NCDs&me”: <http://www.who.int/ncds-and-me>

@who

#beatNCDs

Key Resources

Guideline: Sodium intake for adults and children. World Health Organization, 2012.

http://apps.who.int/iris/bitstream/10665/77985/1/9789241504836_eng.pdf

Codex Alimentarius. International food standards. World Health Organization, Food and Agriculture Organization of the United Nations. <http://www.fao.org/fao-who-codexalimentarius/about-codex/en/>

Global action plan for the prevention and control of noncommunicable diseases 2013–2020.

World Health Organization, 2013. http://apps.who.int/iris/bitstream/10665/94384/1/9789241506236_eng.pdf

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