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Support CASH's (Consensus Action on Salt and Health) 14th National Salt Awareness Week, running from 11th March – 17th March 2013.

A new survey for the Week found that more than 50% of people surveyed think restaurant meals are too salty, with 9 in 10 people believing local restaurants and café's should let them choose if they want to add salt to their meal or not [Ref 1].

Salt raises our blood pressure, and as a result, thousands of people around the UK die unnecessarily each year from strokes, heart attacks and heart failure. However, we are still eating too much salt, with an average intake of 8.1 grams per day [Ref 2], much more than the maximum daily recommendation of 6g per day (about a teaspoon).

If you want to cut down at home you can do; by reading the labels, using less salt in cooking and using less processed food. However it's not so easy when you are grabbing lunch on the go or out for a nice evening meal. As most of the salt we eat is hidden in our food, for National Salt Awareness Week, with the support of 11 national health charities [Ref 3], we are asking you to stand up to chefs and ask for 'less salt please!'.

Celebrity Chefs Anthony Worrall Thompson and Raymond Blanc have already committed to reduce salt levels. Raymond Blanc comments; "I believe that good food does not need more than the very lightest of seasoning - there is no reason for good chefs to mask the flavour of their ingredients by adding too much salt. Remember herby, sour, bitter and acid are also wonderful catalysts of flavour. I fully support CASH and their Salt Awareness Week. Let's all eat better by going easy on the salt."

Graham MacGregor, Professor of Cardiovascular Medicine at The Wolfson Institute of Preventive Medicine and Chairman of CASH comments: "The importance of reducing salt in our diets cannot be overstated. While efforts have been made by the food industry to use less salt, chefs'

preference for saltier foods is preventing further progress. For National Salt Awareness Week you can do something great for your health by asking your waiter for 'less salt please!'"

- ENDS -

- For further information, please contact (your name) on (phone no.) and (email)
- For more information on salt and health, please visit www.actiononsalt.org.uk or contact CASH at cash@qmul.ac.uk / 020 7882 6018

Ref 1 - Public Opinion survey: - Full regional breakdown available on request

The research for CASH was carried out online by Opinion Matters between 22 / 02 / 2013 and 26 / 02 / 2013 amongst a panel resulting in 1,137 respondents. All research conducted adheres to the MRS Codes of Conduct (2010) in the UK and ICC/ESOMAR World Research Guidelines. Opinion Matters is registered with the Information Commissioner's Office and is fully compliant with the Data Protection Act (1998).

Ref 2 – Assessment of Dietary Sodium Levels Among Adults (aged 19-64) in England, 2011 Department of Health survey https://www.wp.dh.gov.uk/transparency/files/2012/06/Sodium-Survey-England-2011_Text_to-DH_FINAL1.pdf

Ref 3 - Alzheimer's Society, British Heart Foundation, National Osteoporosis Society, National Obesity Forum, The Stroke Association, Men's Health Forum, Kidney Research UK, Meniere's Society, Diabetes UK, National Heart Forum, Cancer Research UK, Blood Pressure UK

For a full list of supporters –

<http://www.actiononsalt.org.uk/awareness/less%20salt%20please%202013/Supporters/89956.html>

Follow us on Twitter during Salt Awareness Week!
@CASHSALT Tweet us with your ideas for eating less salt #LessSaltPlease