

# RESOLVE

## TO SAVE LIVES



## Sodium Reduction

### Excess sodium increases blood pressure and risk of cardiovascular disease.

Globally, excess sodium consumption (>2.0g per day) is responsible for 1.65 million deaths from heart disease, stroke, and related causes each year.<sup>1</sup> Four of five of these deaths occur in low- and middle-income countries, and nearly half are among people younger than 70.<sup>1</sup>

**Average sodium intake is nearly twice the recommended level.** In 181 of 187 countries, covering 99% of the world's population, estimated average levels of sodium intake exceed the World Health Organization's recommendation of 2.0g per day, or just under one teaspoon per day.<sup>1</sup>

**1.65 MILLION PEOPLE DIE FROM EXCESS SODIUM EACH YEAR.**

**Sodium intake can be reduced.** Experience from the United Kingdom shows that with concerted and coordinated effort, food manufacturers can substantially reduce the sodium content of food. These strategies were associated with a 15% decrease in sodium consumption and a 40% decline in heart disease and stroke deaths in less than 10 years.<sup>2</sup>

**When food companies and restaurants reduce sodium, they put choice into consumers' hands.** Once sodium is in your food, you can't take it out. Studies show that when consumers are offered lower-sodium food, they only add a small fraction of the sodium back at the table.<sup>3</sup>

**Resolve to Save Lives** will work with local, national, and global partners to track sodium consumption rigorously and help scale up proven strategies to reduce sodium consumption. Through high-level commitments from governments, industry, and other stakeholders, and by educating and empowering consumers, sodium reduction can save lives and money.

Reducing sodium is complementary to improving treatment of high blood pressure. Sodium reduction lowers blood pressure and can reduce the number of people who need treatment.

# 1.6 MILLION

LIVES COULD BE SAVED EACH YEAR BY REDUCING SODIUM INTAKE BY 30%.

# \$19

COULD BE SAVED FOR EVERY \$1 SPENT ON SALT REDUCTION EFFORTS.

## RESOLVE TO SAVE LIVES

A five-year, \$225 million campaign funded by Bloomberg Philanthropies, the Chan Zuckerberg Initiative, and the Bill & Melinda Gates Foundation. It is led by Dr. Tom Frieden, former director of the US Centers for Disease Control and Prevention, and coordinated by Vital Strategies, which works in 60 countries to address the world's most challenging health issues.

AN INITIATIVE OF



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<sup>1</sup> Mozaffarian D, Fahimi S, Singh GM, et al. Global sodium consumption and death from cardiovascular causes. *N Engl J Med*. 2014 Aug 14;371(7):624-634.  
<sup>2</sup> He FJ, Pombo-Rodrigues S, Macgregor GA. Salt reduction in England from 2003 to 2011: its relationship to blood pressure, stroke and ischaemic heart disease mortality. *BMJ Open*. 2014;4(4):e004549.  
<sup>3</sup> Beauchamp G, Bertino M, Engelman K. Failure to Compensate Decreased Dietary Sodium With Increased Table Salt Usage. *JAMA*. 1987;258(22):3275-3278.  
For more information: SHAKE package. Geneva: World Health Organization; 2016 (<http://www.who.int/dietphysicalactivity/publications/shake-salt-habit/en/>, accessed 8 September 2017)