

Monday, March 16, 2015

MEDIA ADVISORY

Salty Surprise!

A week-long social media campaign will raise awareness about high levels of sodium in foods perceived to be healthy

MARKHAM, ON – Thanks to sustained efforts by the media, governments and NGOs, Canadians are increasingly aware of the high levels of sodium in certain restaurant and prepared foods. “High dietary sodium is a major concern for people living with hypertension,” says Dr. Ernesto Schiffrin, President of Hypertension Canada. “Hypertension Canada’s CHEP recommendations advise people with hypertension to consume no more than 2,000mg of sodium per day (5g of table salt), and yet the *average* Canadian consumes nearly *twice* that amount.”

“Part of the problem is that some foods that Canadians consider to be healthy choices may be loaded with dietary sodium,” warns Debra Reid, Hypertension Canada’s expert dietitian. **Follow @HTNCanada March 16-22 for a daily shareable salty surprise graphic** and get tips on how to make better choices. Can’t wait? Chew on these salty surprises. They are sure to whet your appetite... for healthy alternatives!

1. **Whole Wheat Bread:** Look out! Many whole wheat bread products are high in sodium. Choose bread products with the lowest amount of sodium, ideally, 5 per cent Daily Value or less.
2. **Canned Vegetables:** Canned veggies can be very high in sodium. Choose fresh or frozen veggies instead, which are lower in sodium and higher in other nutrients.
3. **Instant Cappuccino:** Beware of instant cappuccino powder! Treat yourself to the real deal.

WHO: Editors/journalists covering the health beat with an interest in: hypertension, cardiovascular health, stroke, heart attack, diabetes, prevention, treatment, health economics, policy, food and diet, sodium, salt, the food industry and more.

WHAT: [World Salt Awareness Week](#), a dedicated annual event that serves to highlight the importance of reducing salt intake in all populations, and all countries are invited to participate; be it holding an event, creating media interest or generating awareness within local communities. Hypertension Canada leads World Salt Awareness Week campaigns in Canada annually and the event receives widespread support in many countries around the world.

WHERE: @HTNCanada on Twitter and hypertension.ca

WHEN: March 16-22, 2015

Interviews with Hypertension Canada experts can be arranged by contacting:

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Hypertension Canada is a volunteer-based, not-for-profit organization representing over 50 years of expertise in the field of hypertension (high blood pressure). We deliver on our mission by enhancing hypertension research in Canada, disseminating evidence-based recommendations and improving awareness, prevention and treatment of hypertension and its complications. www.hypertension.ca