Strengthening delivery of prevention of disease
Salt reduction initiative in Croatia

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Global status report on NCDs, 2014

• NCDs currently cause more deaths than all other causes combined
• NCD deaths are projected to increase to 52 million by 2030
• Four major NCDs responsible for 82% of NCD deaths
Global NCD targets

Set of 9 voluntary global NCD targets for 2025

- Harmful use of alcohol: 10% reduction
- Premature mortality from NCDs: 25% reduction
- Essential NCD medicines and technologies: 80% coverage
- Physical inactivity: 10% reduction
- Drug therapy and counseling: 50% coverage
- Salt/sodium intake: 30% reduction
- Tobacco use: 30% reduction
- Raised blood pressure: 25% reduction
- Diabetes/obesity: 0% increase
Strategic Plan for the Reduction of excessive salt intake in the Republic of Croatia 2015-2019
Croatia

- According to the EU plan, salt intake should be also cut down, and salt content should be labelled on all food articles.

- In 2006, at the Croatian Congress on Hypertension Declaration of salt reducing programme in Croatia was announced, and in 2007 at the Croatian Congress on Atherosclerosis, Croatian action on salt and health (CRASH), and national programme for reducing salt intake were launched.

- From that time data on salt intake and awareness of harmfulness of salt intake in Croatia were obtained.
The goal

• The goal of the Strategic Plan for the Reduction of excessive salt intake in Croatia is to gradually reduce salt intake in the general population of the Republic of Croatian for an average of 4% a year, from the current 11.6 grams per day to 9.3 grams in 2019.

• It would ultimately contribute to the realization of the plan of the WHO and the UN on the reduction of salt intake by 30% by 2025, adopted within the European framework for national initiatives to reduce salt intake through food (ESAN).
Expected results

• salt intake by 20% until 2020

• blood pressure by 2 mmHg

• hypertension – stroke – heart attacks

• healthcare expenditures
Millimeters are important

SBP for 1-3 mmHg = risk of stroke for 20-30%

- High blood pressure accounts for 35-50% of stroke risks
- Hypertension is the single most important modifiable risk factor for ischemic stroke
- Stroke is the second leading cause of death in Croatia
Projected effect of salt reduction on future cardiovascular disease

3 g NaCl (1.2 g Na) day reduction results in:

• Reduction of hypertensive women by 16-24%
• Reduction of hypertensive men by 22-34%

Potential savings for Croatia:

• €6.14 millions - €21.49 millions in treating hypertension
• 3100 to 6200 less new cardiovascular disease cases per year
• 2300 to 4700 less deaths per year
WHO Tool Kit

Population Salt Reduction Strategies

WHAT
1. INDUSTRY ACTION
2. EMPOWER CONSUMERS
3. SUPPORTIVE SETTINGS

HOW
Product Reformulation  Consumer Education  Local Policies
Food Regulations  Marketing & Mobilization  Catering Guidelines

OUTCOME
Reduction of salt in processed foods
- Industry Commitment
- Food Targets/Standards
- Proper labeling
- Fiscal Measures

Reduction of use and consumption of salt
- Public Awareness and education campaign
- Behavior Change campaign
- Health Literacy

Reduction of use of salt
- Food outlets
- Events and functions
- Settings (Schools, Health Care Facilities)

http://www.who.int/dietphysicalactivity/reducingsalt/en/
• Thank you for your attention

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