

What do you know about **SALT?**



THE UNIVERSITY OF
AUCKLAND
Te Whare Wānanga o Tāmaki Makaurau
NEW ZEALAND

Knowledge, attitudes and behaviours related to dietary salt intake among New Zealand adults

Neela Bhana

Nutrition Society of New Zealand Conference | Auckland, 2018



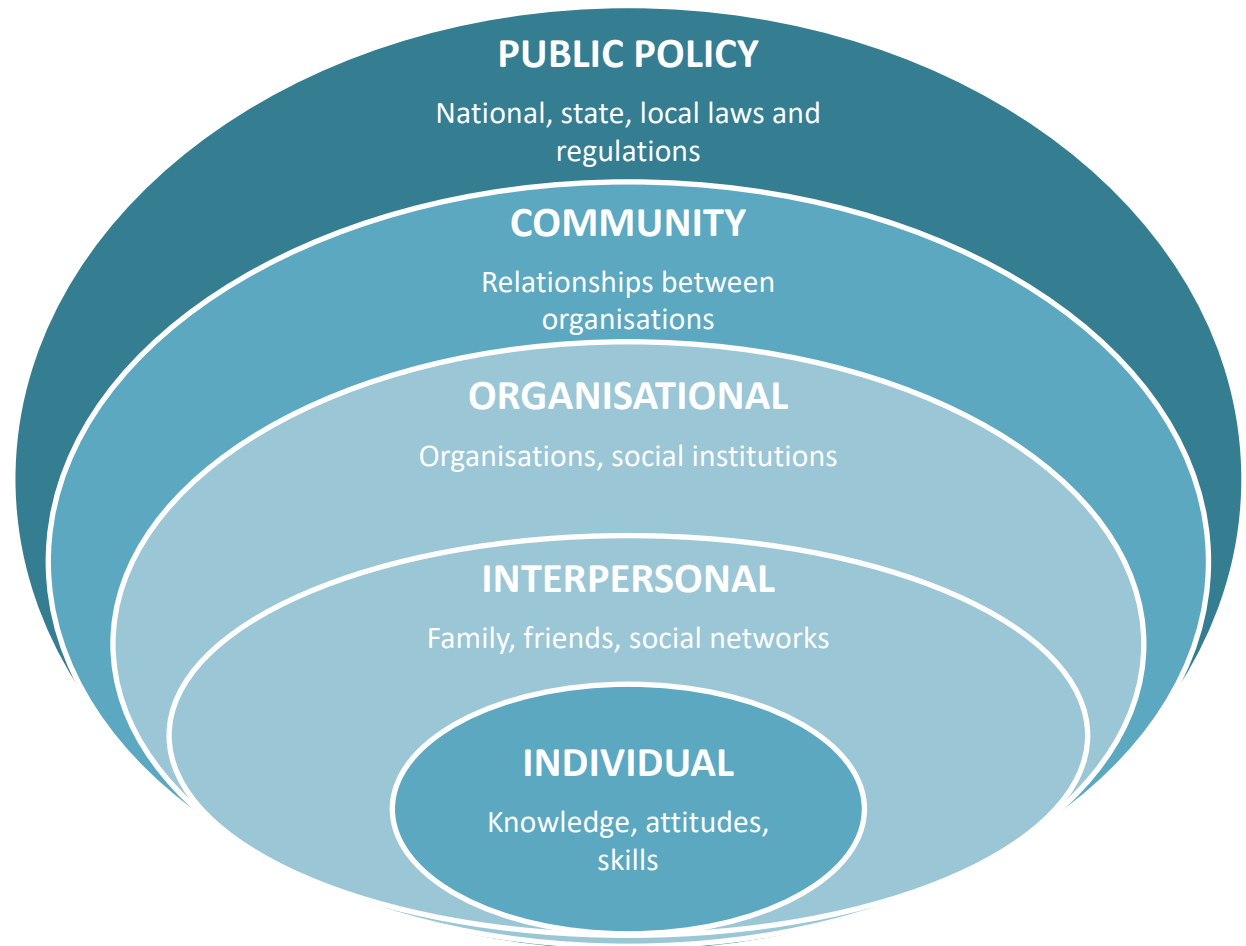
Sodium & health

- Cardiovascular disease is ranked the leading cause of death globally (17.8 million deaths).
- WHO recommended sodium intake: 2300mg/day
- NZ adult Na intake: 3373mg/day
- Dietary sources:
 - 75% processed foods
 - 15% discretionary salt
- Dietary sodium: a key (modifiable) risk factor for CVD



Population sodium reduction

- Reduce sodium in food supply.
- Encourage purchase and consumption of low(er) sodium food.
- Reduce discretionary salt use.



Population sodium reduction

INDIVIDUAL

Knowledge?
Attitudes?
Skills/behaviours?

Systematic review of KAB

Knowledge:

- ✓ Health impacts of excess salt intake (79-97%)
- × Dietary recommendations of salt (4-54%)
 - Primary food sources
- × Relationship between salt and sodium (56-89%)

Attitudes:

- × Misconceptions: salt = tastier food,
- × Himalayan/pink salts = healthier salts
- ✓ Individuals, food industry, government (most → least responsible for reducing salt intake)

Behaviours:

- Salt added at the table (<30%) vs. Salt added during cooking (24-85%)
- ✓ Concern for sodium and health → action to actively reduce intake.
- ✓ Simple front of package labels = improved food purchases

Aim

Investigate the knowledge, attitudes and behaviours related to dietary salt intake among New Zealand adults.



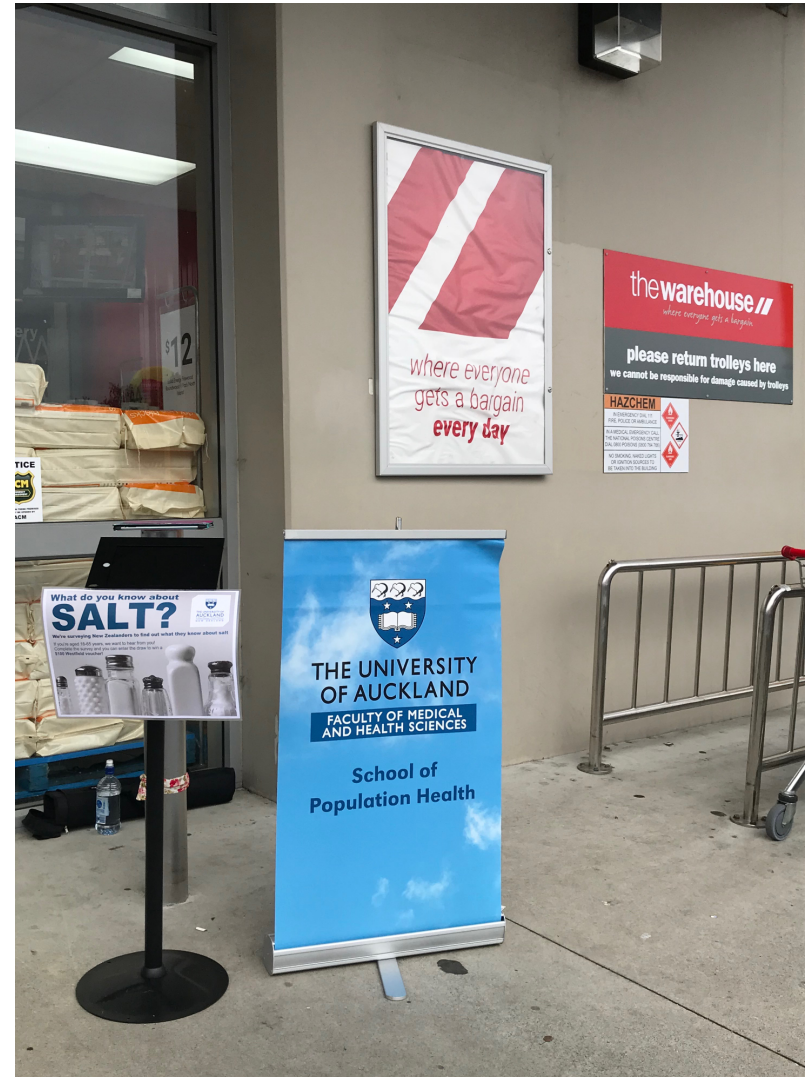
Design

- Cross-sectional online survey (based on Grimes et al., 2017)
- 33 questions (demographic (n=13))

Knowledge (n=9)	Attitudes (n=4)	Behaviours (n=7)
• Sodium RDI • Relationship between salt and sodium • Health effects • Dietary sources	• Common salt-related beliefs • Concerns for health • Who is responsible for reduce salt intake • Importance of reducing children's sodium intake	• Discretionary salt use • Strategies to reduce salt intake • Frequency of purchasing foods labelled low/reduced or no salt/sodium. • Use of food labels (Health Star Rating) to inform food purchases.

Recruitment

- 1st June – 31st August, 2018
- Inclusion criteria:
 - Adults 18-65 years
 - Living in New Zealand
 - Able to speak and read English
- Recruitment methods:
 - Shopper intercept (8 stores)
 - Facebook targeted advertising
 - Consumer research panel





Faculty of Medical and Health Sciences - ...
FMHS

36 mins · 🌐

What do you know about salt?
We're surveying New Zealanders to find out what they know about salt. If you're aged 18-65 years old and living in New Zealand we want to hear from you. Complete the survey and you can go in the draw to win a \$100 shopping voucher!



FMHS.AUCKLAND.AC.NZ

What do you know about salt? - The University of Auckland

1 Comment



Like



Comment



Share



fmhs_uoa

Sponsored

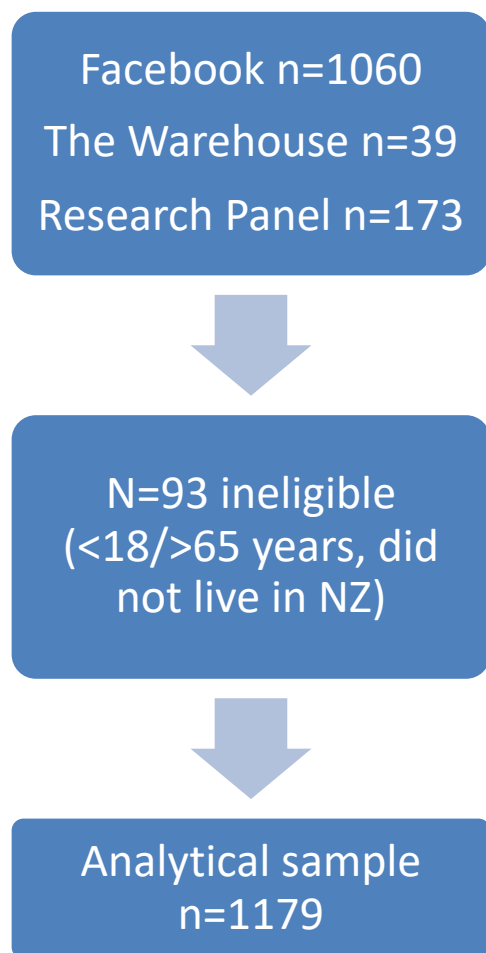


We're surveying New Zealanders to find out what they know about salt. Complete the survey and you can go in the draw to win a \$100 shopping voucher!

Learn More



Participant Characteristics



Demographic Characteristics	%
Male	22%
Female	77%
Gender diverse	1%
18-24 years	30%
25-34 years	20%
35-44 years	10%
45-54 years	12%
55-65 years	17%
European/Other	59%
Maori	15%
Pacific Island	8%
Asian	19%
Underweight (<18.5 kg/m ²)	5%
Healthy weight (18.5-24.9 kg/m ²)	44%
Overweight (25-29.9 kg/m ²)	27%
Obese (>30 kg/m ²)	24%
Parent/caregiver child(ren) <18 years	25%

Knowledge

Knowledge indicator	% (correct)
Dietary recommendation of salt	46%
Salt contains sodium	60%
Primary source: processed foods	83%
Do you think eating too much salt could damage your health?	96%

Attitudes

Attitude indicator	%
Himalayan salt, pink salts etc are healthier than table salt.	43% disagree
Salt needs to be added to food to make it tasty.	45% agree
Difficult to understand sodium information on food labels.	42% agree
There should be laws to limit the amount of salt added to processed foods	55% agree
Responsible for reducing sodium intake: • Individuals • Food industry • Government	92% 83% 53%

Behaviours

Behavioural indicators	% (often/always)
Salt added to food during cooking.	54%
Salt added to food at the table.	22%
Avoid eating packaged/ready to eat foods	57%
Avoid eating from fast food restaurants	59%
Used the food labels to check salt/sodium content of foods	26%

What does it mean?

- NZ adults appear knowledgeable on some indicators, but there are still misconceptions and areas for education to encourage behavior changes
- Bias
- Objective measures to validate self-reported behaviours?
- Consistent definitions for knowledge, attitudes and behaviour?





THE UNIVERSITY OF
AUCKLAND
Te Whare Wānanga o Tāmaki Makaurau
NEW ZEALAND

**MEDICAL AND
HEALTH SCIENCES**

Acknowledgements

Contact: n.bhana@auckland.ac.nz

MPH Supervisors:

Dr Helen Eyles, University of Auckland

Associate Professor Jennifer Utter, University of Auckland

Funding:

Continuing Research Excellence Grant (Project code: 3713185)

School of Population Health, University of Auckland

Additional Support Provided by:

Dr Carley Grimes, Deakin University

Bhana, N., Utter, J. & Eyles, H. Knowledge, attitudes and behaviours related to dietary salt intake: a systematic review. *Curr Nutr Rep* (2018) 7: 183.

<https://doi.org/10.1007/s13668-018-0239-9>