

# National Salt and Sugar Reduction Initiative (NSSRI)



*Release of Preliminary Sugar Targets*

Comment Period: Fall 2018

Questions? Email [sugar@health.nyc.gov](mailto:sugar@health.nyc.gov)

Visit [www.nyc.gov/health/nssri](http://www.nyc.gov/health/nssri)

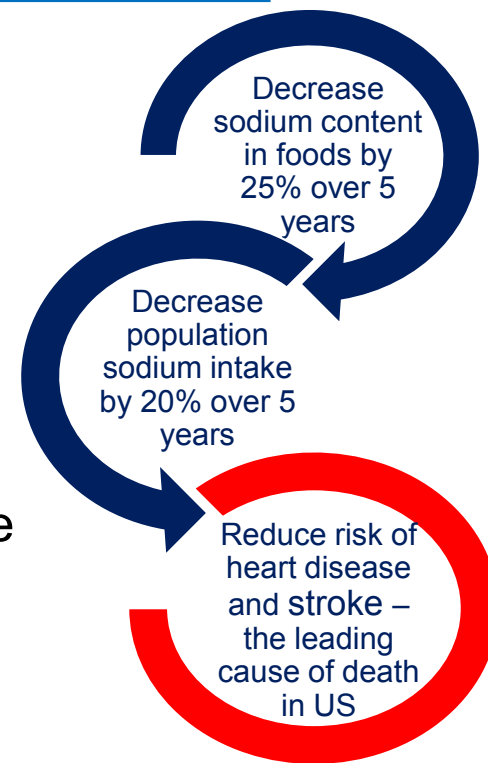
# Background: National Salt Reduction Initiative

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- Launched in 2009, based upon UK Model
- Collaboratively set sodium reduction targets:
  - Iterative process including 100+ meetings with industry
  - ~30 companies committed
- Analyzed sodium changes in the food supply
- Informed FDA's proposal for sodium reduction guidance

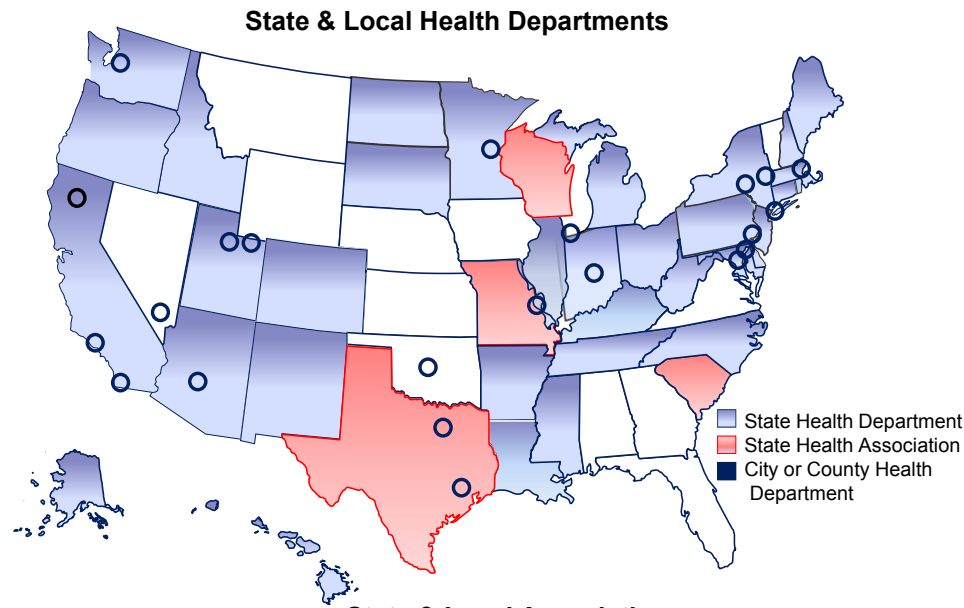


Sales-weighted mean sodium density declined by 6.8% from 2009-2015



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# National Partnership: Partners Across the U.S.



## Health Organizations

- Academy of Nutrition and Dietetics
- American College of Epidemiology
- American Heart Association
- American Medical Association
- American Public Health Association
- Center for Science in the Public Interest
- The Food Trust
- Healthy Food America
- InterAmerican Heart Foundation
- International Network for Epidemiology in Policy
- Kaiser Permanente
- National Forum for Heart Disease and Stroke Prevention
- National Kidney Foundation
- Preventive Cardiovascular Nurses Association
- Rudd Center for Food Policy and Obesity at UConn
- Society for the Analysis of African-American Public Health Issues
- World Hypertension League

## State & Local Associations

- Association of State and Territorial Health Officials
- Association of State Public Health Nutritionists
- California Conference of Local Health Officers
- Council of State and Territorial Epidemiologists
- Mississippi Task Force on Heart Disease and Stroke Prevention
- Missouri Council for Activity and Nutrition
- National Association of Chronic Disease Directors
- National Network of Public Health Institutes
- National Association of County and City Health Officials
- New York State Chapter, American College of Cardiology
- Northern Illinois Public Health Consortium
- Northwest Kidney Centers
- South Carolina Institute of Medicine & Public Health
- Texas Association of City and County Health Officials
- Texas Medical Association
- Texas Cardiovascular Disease and Stroke Partnership
- Wisconsin Heart Disease and Stroke Alliance

PRELIMINARY



# New Opportunity: National Salt **and Sugar** Reduction Initiative

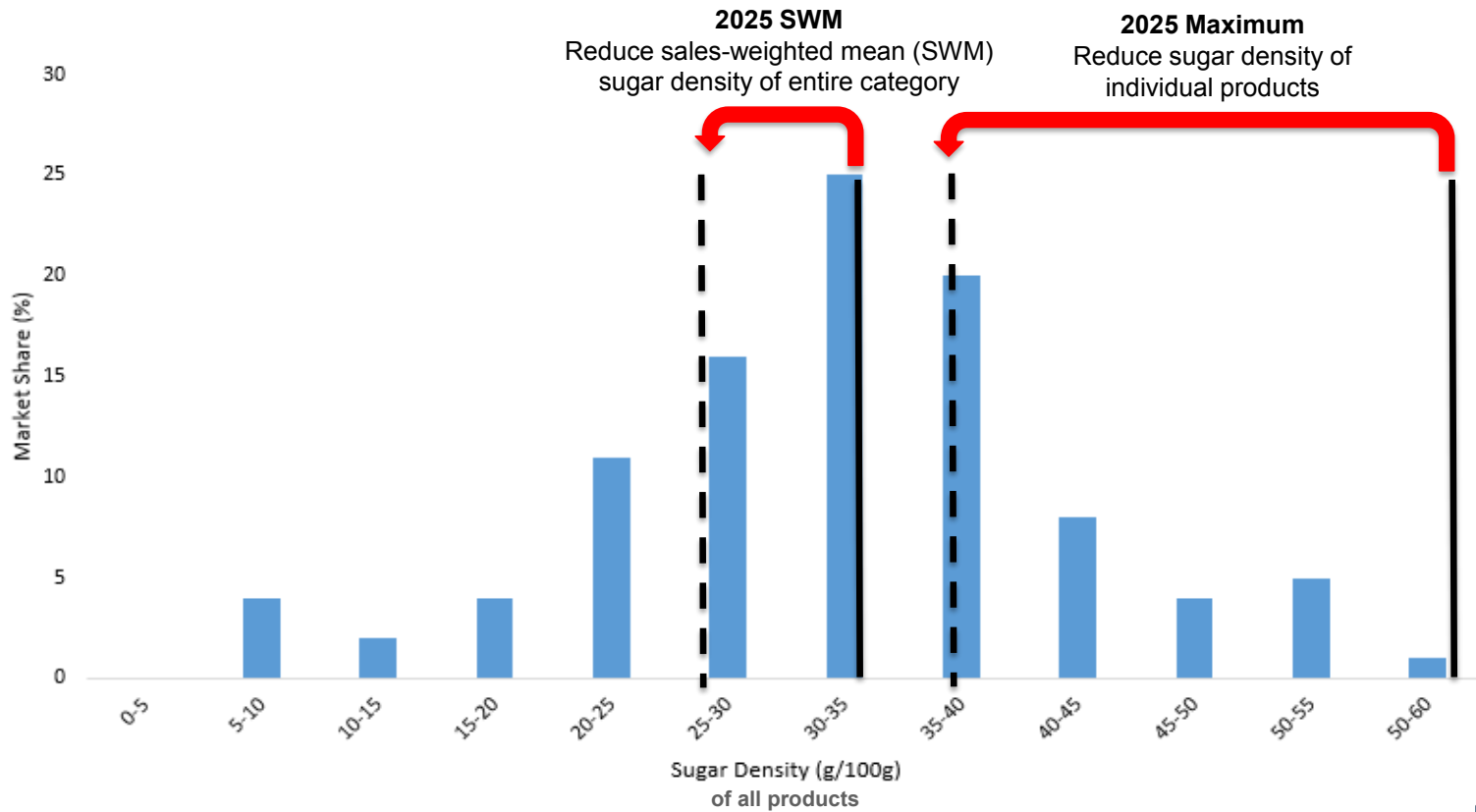
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- Voluntary targets for 13 food categories, contribute ~60% of sugar intake
- Proposing two sugar density (g of sugar /100g of product) targets for each category:
  - Sales-weighted mean (SWM)
  - Maximum
- Timeline: interim 2022 and 2025 targets
- Meet these targets without increasing non-nutritive sweeteners, saturated fat, calories or sodium

PRELIMINARY



# Target Setting for Example Category



Companies meet targets by demonstrating that the company's products meet both the SWM and the Maximum by the target year

PRELIMINARY

2025 Targets

2018 Baseline



# Part of a Comprehensive Approach

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- Diet-related disease is a multifaceted issue that affects every city and state in the nation.
- Innovative and complementary initiatives, such as education and policy, must be implemented simultaneously to address this challenge.
- The NSSRI complements a suite of national and local strategies to improve Americans' diets through consumer behavior change, including but not limited to education and policy, such as taxes and point of purchase information.
- The USDA recommends a healthy eating style that includes whole fruits, vegetables, and grains; however, the reality is that many Americans eat substantial amounts of processed foods that are high in calories, fats, and sugar.
- A food supply lower in added sugar will make it easier for consumers to make healthier choices.
- Simultaneous with this effort, we will continue to encourage Americans to reduce consumption of added sugar. This includes avoiding sugary drinks.
- Intake of added sugars is associated with increased risk of excess weight, type 2 diabetes, hypertension, stroke, heart disease, and cavities.

PRELIMINARY



# Share Your Feedback

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Preliminary categories and targets are now available.

We invite you to share feedback related to the feasibility of these targets, in addition to any functional or technical challenges you anticipate with these categories or targets



The technical comment period is open for 60 days, from October 19<sup>th</sup> to December 17<sup>th</sup>

Send comments via email to [sugar@health.nyc.gov](mailto:sugar@health.nyc.gov)



After reviewing the comments, NSSRI may adjust categories and targets.

We anticipate releasing the targets in 2019.

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