

Social supporter kit – dips and crackers



Key messages

- Excessive salt can lead to high blood pressure, which increases the risk of heart attack, stroke and kidney disease.
- The World Health Organization (WHO) recommends a daily maximum salt intake of 5g – this is about 1 teaspoon. Victorians are consuming nearly double this amount.
- 75% of the salt in your diet comes from processed and packaged foods like dips and crackers, cooking sauces and ready meals.
- The saltiest dip is saltier than seawater.
- A serve of the saltiest dip with a serve of the saltiest cracker contains almost 3g salt – over half the recommended daily maximum intake.
- The average salt content of crackers has decreased by 16% since 2010, while the average salt in dips has increased by 14% since 2013.
- There are currently no salt targets for dips in Australia, however voluntary targets for crackers were set in 2009.
- Some dips contain nearly 400 times more salt than others (range 0-4.8g salt per 100g)
- The average salt content was highest in olive based dips and lowest in tzatziki, spinach and guacamoles.

Follow us

We'll be posting on social media, and we would love you to get involved. If you are posting on your own social, use **#UnpackTheSalt** and tag us at:



Twitter – [@heartaust](https://twitter.com/heartaust)



Instagram = [@nationalheartfoundation](https://www.instagram.com/nationalheartfoundation)



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Suggested tweets


- If it's packed, chances are, it's packed with salt. 75% of the salt we eat comes from processed foods @HeartAust #UnpackTheSalt
- New research shows the saltiest dip with the saltiest cracker contains over half the recommended daily maximum salt. Read the label. #UnpackTheSalt @HeartAust
- New research shows the saltiest dip is saltier than seawater. #UnpackTheSalt @HeartAust
- Some dips are 400x saltier than others. Read the label. #UnpackTheSalt @HeartAust
- New research indicates targets work. Salt in crackers has decreased since targets set in 2009. #UnpackTheSalt @HeartAust
- New research shows dips are getting saltier and there are no targets. #UnpackTheSalt @HeartAust
- New research shows that olive dips are the saltiest and tzatziki dips are the least salty #UnpackTheSalt @HeartAust
- New research shows many dips are packed with salt. Why not try making your own? #eatfresh #UnpackTheSalt @HeartAust

Social media tiles

Download the images: www.unpackthesalt.com.au/downloadable-resources/

<p>UNPACK THE SALT</p>	<p>Dips are getting saltier - they now contain 14% MORE SALT than they did in 2013</p>  <p>There are currently no targets to reduce the salt content of dips in Australia</p>	<p>The average salt content of crackers has DECREASED BY 16% since 2010</p>  <p>This is in line with targets that were set for crackers in 2009</p>
	<p>A serve of the saltiest dip paired with a serve of the saltiest cracker contains</p>  <p>2.93g salt</p>  <p>This is more than half your maximum daily intake</p>	<p>The saltiest dip is saltier than</p>  <p>seawater</p>
<p>Some dips contain almost 400 TIMES MORE SALT THAN OTHERS</p>  <p>from 0-4.8g salt per 100g</p>	<p>The average salt content was highest in olive based dips and lowest in tzatzikis</p> 	<p>REMEMBER TO READ THE LABEL</p>  <p>aim for less than 400mg sodium per 100g</p> <p>unpackthesalt.com.au</p>

The saltiest dip is saltier than



seawater

Some dips contain almost **400 TIMES MORE SALT** THAN OTHERS



from 0-4.8g salt per 100g



HOW DOES **SALT HURT MY HEART?**

A serve of the **saltiest dip** paired with a serve of the **saltiest cracker** contains



2.93g salt



This is more than half your maximum daily intake