

## Social supporter kit – processed meats



## 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, ready meals and processed meats.
- On average, one sausage contains 1.4g salt, which is more than a quarter (28%) of the recommended daily maximum salt intake.
- When you add white bread and tomato sauce to the average sausage, it contains 2.35g salt, which is nearly half the recommended daily maximum salt intake.
- The amount of salt in sausages varies greatly, with some sausages containing 3 times more salt than others (range 0.95-2.9g per 100g)
- The average salt content of bacon has decreased by 17% since 2010, and the average salt in sliced meats decreased by 18% between 2010 and 2015. There has been no significant change in the salt content of sausages since 2010.
- Australians eat 1.1 billion sausages per year, containing 1500 tonnes of salt. That's 3.5 trams of salt.

## 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)







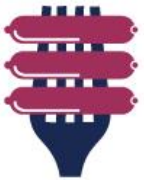


Facebook = [@nationalheartfoundation](https://www.facebook.com/nationalheartfoundation)

## 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 #SaltAwarenessWeek
- New research shows the average sausage contains over a quarter of the max daily salt intake. #UnpackTheSalt #SaltAwarenessWeek @HeartAust
- New research shows the average sausage in bread with tomato sauce contains nearly half the daily salt max intake #UnpackTheSalt #SaltAwarenessWeek @HeartAust
- Some sausages are 3 times saltier than others. Read the label. #UnpackTheSalt #SaltAwarenessWeek @HeartAust
- New research shows no change in salt levels in sausages since 2010. We need targets. #UnpackTheSalt #SaltAwarenessWeek @HeartAust
- New research shows sausages are packed with salt. Try healthier options like lean meat and veggies on the BBQ. #UnpackTheSalt #SaltAwarenessWeek @HeartAust
- In 2017, 78% of Aussie snags exceeded the UK max salt target. We are behind. It's time to #UnpackTheSalt #SaltAwarenessWeek @HeartAust.
- Did you know Aussies eat 1.1 billion sausages per year? And they're packed with salt. #UnpackTheSalt #SaltAwarenessWeek @HeartAust

# Social media tiles

Download the images: [www.unpackthesalt.com.au/downloadable-resources/](http://www.unpackthesalt.com.au/downloadable-resources/)

<p><b>UNPACK THE SALT</b></p> 	<p><b>AN AVERAGE SAUSAGE CONTAINS OVER 1/4</b> of your maximum daily salt intake</p> 	<p><b>IN 2017</b></p>  <p>78%</p> <p>of Aussie snags exceeded the UK</p> <p><b>MAXIMUM SALT TARGET WE ARE BEHIND</b></p>
<p>Australians eat <b>1.1 BILLION SAUSAGES PER YEAR</b> = 1,500 ton salt</p> <p>That's 3.5 trams full of salt</p> 	<p><b>SOME SAUSAGES ARE 3x SALTIER</b> than others</p> 	<p>TRY LEAN MEATS AND VEGGIES</p> <p><b>ON THE BBQ</b></p> <p>FOR TASTY LOW SALT ALTERNATIVES</p>  <p><a href="http://unpackthesalt.com.au">unpackthesalt.com.au</a></p>
<p><b>ONE SAUSAGE IN BREAD</b></p> <p><b>= NEARLY 1/2</b></p> <p>your maximum daily salt intake</p>	<p><b>NO REDUCTION IN AVERAGE SALT CONTENT</b> in sausages in the past 7 years</p> <p>No targets for food manufacturers on salt content of sausages</p> 	

**ONE SAUSAGE IN BREAD**

**= NEARLY 1/2**

your maximum daily salt intake

TRY LEAN MEATS AND VEGGIES

**ON THE BBQ**

FOR TASTY LOW SALT ALTERNATIVES



**SOME SAUSAGES ARE 3x SALTIER** than others



**AN AVERAGE SAUSAGE CONTAINS OVER 1/4** of your maximum daily salt intake

