

## #UnpackTheSalt - Supporter Kit



It's surprising to most of us that the packaged food we turn to for quick and convenient meals can contain a lot of hidden salt.

Victorians are consuming almost double the recommended maximum salt intake of 5g (about one teaspoon) per adult per day, which greatly increases our chances of high blood pressure - a leading cause of heart attack and stroke.

## Quick Facts: Salt in Victoria

- Excessive salt intake can be directly linked to high blood pressure, which increases the risk of stroke, heart and kidney disease.
- Victorians consume almost double the maximum daily salt intake of five grams recommended by the World Health Organization (WHO).
- Victorian children eat about 30% more salt than recommended.
- Around 75% of salt in your diet comes from processed foods like cooking sauces, processed meats and ready meals.
- Stroke, heart and kidney disease caused by excess salt is preventable.
- New research has found convenient cooking sauces to be packed with salt. For example, a fresh pasta sauce from the supermarket can contain almost 1/3 of your daily maximum salt intake, with some tomato-based pasta sauces containing 90 times more salt than others.

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## Follow us

We'll be posting content on Facebook, Twitter and Instagram and we would love you to get involved. If you're posting on your own social media accounts please use:



Twitter - @HeartAust



Facebook - @nationalheartfoundation



Instagram - @nationalheartfoundation

## Social media hashtag

Join the conversation using the hashtag #UnpackTheSalt

## Tweets

If it's packed, chances are it's packed with salt. 75% of the salt we consume comes from processed food @HeartAust #UnpackTheSalt

Excess salt = high blood pressure = heart disease or stroke. Learn more.  
#UnpackTheSalt @HeartAust

Victorians are eating almost double the recommended daily maximum of salt.  
#UnpackTheSalt @HeartAust

You'll be alarmed at the hidden salt in packaged foods. Read the label. #UnpackTheSalt @HeartAust

75% of our daily salt comes from processed food like cooking sauces. Cook fresh.  
#UnpackTheSalt @HeartAust

Too much salt is bad for us. What's the #salternative? Find out here #UnpackTheSalt @HeartAust

New research shows convenience cooking sauces packed with salt. Read the label  
#UnpackTheSalt @HeartAust

Some tomato-based pasta sauces are 90x saltier than others. Read the label.  
#UnpackTheSalt @HeartAust

# Social media

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



**75%**  
of our salt comes from **processed foods** including **cooking sauces**

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Some **tomato-based** pasta sauces are **90x SALTIER** than others

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Victorians eat **2x** the **daily maximum salt intake**

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**Black bean sauces** are the saltiest meal based sauces with **2.4G OF SALT PER 100G** (nearly half the daily maximum)

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**6 MILLION AUSTRALIANS** have **high blood pressure**, that's **OVER 1/3** of our adult population

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Victorians eat an **ALARMING** amount of salt – more than **15,000 tonnes each year**

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