



SHAKE the salt habit - second edition

WHO-recommended policies & interventions that support salt reduction

Intervention	What is it?	Relevant WHO guidance	Recommended approach to leverage salt reduction
Food reformulation	Policies that set scope and criteria for maximum limits or targets for the sodium content of pre-packaged food	WHO Best Buy WHO global sodium benchmarks for different food categories	Mandatory approach: Set maximum permissible limits for sodium (as defined by WHO global benchmarks or regional or national targets) that cover food categories that are major sources of dietary sodium
Front of package labelling (FOPL) as part of comprehensive food and nutrition labelling	Policies that set scope and criteria for providing interpretive information about healthiness of food, including sodium content, on the front of pre-packaged food, as part of comprehensive food and nutrition labelling policies to list ingredients, declare sodium content, regulate the use of sodium-related claims or provide health-related warning messages about sodium content	WHO Best Buy Codex Alimentarius Guidelines on nutrition labelling Codex Alimentarius Guidelines for use of nutrition and health claims WHO Guideline: Nutrition labelling policies [in press]	Mandatory approach: Require that interpretive FOPL is mandatory on all pre-packaged food so that consumers can easily identify food products that exceed the nutrient threshold for sodium; require listing of ingredients and mandatory declaration of sodium content on all pre-packaged food; and, prevent misleading health and nutrition claims related to sodium
Food procurement and service	Policies that set scope and criteria for food, including high-sodium food, served or sold in public settings and/or procured by governments for food programmes	WHO Best Buy WHO Guideline: Policies and interventions to create healthy school food environments WHO Action framework for developing and implementing public food procurement and service policies for a healthy diet	Mandatory approach: Ban the procurement, use, sale and supply of any food that does not meet nutrition criteria related to sodium across all public settings at national, state and local or province level
Food marketing restrictions	Policies that set scope and criteria for restricting food marketing to protect children from its harmful impact on diet, including consumption of high-sodium food	WHO Guideline: Policies to protect children from the harmful impact of food marketing	Mandatory approach: Ban the marketing of any food products that exceed the nutrient threshold for sodium to all children aged up to 18 years in all media, channels and settings and prohibit the use of child-appealing persuasive techniques
Taxation of unhealthy food	Policies that set scope and criteria for taxes on unhealthy food, including high-sodium food	WHO Guideline: Fiscal policies to promote healthy diets	Mandatory approach: Require that a health levy or similar is applied to any food that does not meet nutrition criteria related to sodium
Behaviour change communication and mass media campaigns for healthy diets	A set of communication activities designed to change behaviours to reduce consumption of unhealthy food, including salt and high-sodium food	WHO Best Buy	Behaviour change communication is integral to all public health responses and should be part of a comprehensive sodium reduction programme, including to build support for other policies and interventions
Lower-sodium salt substitutes (LSSS) to replace regular table salt (in appropriate settings)	Alternatives to regular table salt in which a proportion of the sodium is typically replaced with potassium	WHO Guideline: Use of lower-sodium salt substitutes	LSSS may be considered as one of several potential interventions in a comprehensive sodium reduction programme, provided an assessment has been made that its use is appropriate in the setting