CONNECTING PUBLIC HEALTH AND FOODSERVICE OPERATORS:
REDUCING SODIUM IN HOSPITALS AND HEALTHCARE SETTINGS

CIA® CONSULTING
THE CULINARY INSTITUTE OF AMERICA
KEY STRATEGIES

1. measure salt, follow recipes
2. season foods with spices & herbs
3. apply “menu forensics” as a tool
4. contribute to sound business decisions
5. track primary purchases, create benchmarks
6. design menus and recipes to benchmarks
7. increase salability through variety
8. play to the senses - when we entice, we win
9. choose delicious foods to excite & enhance
SALT WITH MODIFIED DENSITY/SHAPE/SIZE

Examples of Products

• SODA-LO - hollow sphere shape

• Alberger Flake Salts (image below)

• NaCl + bulking agent (such as maltodextrin)

Challenges

• Most useful for topical applications

• Cost
SALT REPLACERS - USUALLY KCL ADDED TO NaCl

**Examples of Products**

- SoLo – NaCl, KCl, and Mg - 60% less sodium than NaCl
- Oceans Flavor
- Salona
- SaltWell - 30% KCl and 65% NaCl
- NuTek
- NutraSalt
- Two Seas
- Morton Lite Salt
- LomaSalt - several formulations

**Challenges**

- Bitter taste
- Metallic flavors
- May not be appropriate for patients on low potassium diets
- Cost
SALT ENHANCERS - YEAST EXTRACTS

Examples of Products
• Ajinomoto products including Koji-Aji
• Ogawa Salt Enhancer
• Ohly Provesta products
• Givaudan TasteSolutions salt
• Also: yeast, tomato powder, mushroom powder

Challenges
• May add unwanted umami taste, other flavors or colors
• Cost
FINISHING SALTS

• adds color and texture, as well as salt zing

• creates menu allure

• adds learning opportunities for the staff

• draws attention away from the “low sodium” stigma
WHAT DRIVES FOOD SELECTION?

Taste, price, and healthfulness continue to drive food selection, but Americans feel less strongly about these three factors than in 2014. Healthfulness in particular is down from its peak position last year.

How much of an impact do the following have on your decision to buy foods and beverages?

(% Rating 4 to 5 on 5-point scale, from No Impact to A Great Impact)

- Taste
- Price
- Healthfulness
- Convenience
- Sustainability


2015 n=1,007
Arrows indicate significant (.05 level) differences vs. 2014.

International Food Information Council Foundation
Food and Health Survey 2015
SUSTAINABLE FOODSERVICE IMPLEMENTATION

- engage the team, clearly stated goals
- start buying right, know the products
- begin with easily achievable targets
  - dressings
  - soups
  - plant based and new items
- engage customers (particularly medical)
- address patient satisfaction scores
ENABLING THE STAFF

• training opportunities
• staff engagement
• ensure good recipes
• facilitate use of SOPs
INDICATIVE CHALLENGES IN HEALTHCARE FOODSERVICE

• repetitive audience, staff and visitors, chronic care
• overnight employees
• wide variety of income levels
• speed of transaction, quick decisions, service, etc
• frequent flyer programs, facilitate use
MESSAGING/MARKETING OF SODIUM REDUCTION

• Emphasizing sodium reduction on front-of-package labeling can have negative effects on taste perception and increase salt use. Not emphasizing reduction in sodium is less likely to affect perceived salt intensity. *(Liem et al. Public Health Nutr, 2012)*

WHICH HEALTH MESSAGES WORK?

EXPERTS PREFER NEGATIVE ONES BUT THE PUBLIC Follows POSITIVE MESSAGES.
KEY STRATEGY #1
MEASUREMENT

- Always measure ingredients
- Outfit cooks to follow recipes
- Communicate reasoning to team
- Discontinue “free salting”
- In general, most sodium use could be cut by 25% without any noticeable difference
KEY STRATEGY #10
MAKE IT QUICK

- items look attractive
- sound attractive
- prepared fresh but fast, or are self serve
- package meals, serve it “ready to go”
Thanks for joining us!