

Příliš soli škodí dětem i dospělým
("The 6th Czech Salt Awareness Week 2017")

Seminář a tisková konference se konají
v pondělí 20. listopadu 2017 od 14.30 v Lékařském domě, náměstí I. Pavlova, Praha 2
pořádají
Státní zdravotní ústav
Česká pediatrická společnost ČLS JEP
Zdravotně-sociální fakulta Jihočeské univerzity České Budějovice

Předběžný program

Heslo letošní světové kampaně **World Salt Awareness Week 2017: Salt- the forgotten killer** –
75% soli, kterou konzumujeme, je skryto v potravinách, které kupujeme.
Při výběru kontrolujte etikety na zboží, vybírejte méně slané

1. Úvod

Mezinárodní aktivity: World Salt Awareness Week 2017, letos pod heslem
Salt: The Forgotten Killer (Sůl- zapomenutý zabiják). Recentní data z literatury, zaměřeno
na mladou generaci

2. Informace o prevalenci hypertenze v ČR u dětí a dospělých

3. Současná situace konzumu soli v ČR, vlastní data ze SZÚ a ZSF Jihočeské univerzity,
internetová stránka <http://mene-solit.cz/>

4. Informace pro laiky ze strany pediatrů a praktických lékařů

4. Informace o jednání s potravináři

5. Návrh dalších akcí – informace laické veřejnosti o impaktu vysokého konzumu soli na
„public health“, možná spolupráce s primární pediatrickou péčí. Informační materiály pro
laickou veřejnost.

Informace o akci World Salt Awareness Week 2017

The theme of this year's World Salt Awareness Week is *Salt: The Forgotten Killer*

Although many countries around the world are now engaged in salt reduction activities, progress has been slow. It is now looking increasingly likely that most WHO member states will not meet their target of reducing population salt intake by 30% in time for the 2025 deadline. Therefore, over the week we will be reminding people that salt raises blood pressure, leading to strokes and heart attacks, and that by simply eating less we can lower our chances of dying prematurely.

We will be emphasising the need for further work if we are to reach the World Health Organisation 5g per day salt target. Many foods still have salt added to them, even foods that don't necessarily taste salty. However, through continued collaboration with the government and food industry, and increased awareness and education to the public, we can reduce salt intake, improve population diet, reduce premature deaths and substantially reduce health care costs.

How to Get Involved in World Salt Awareness Week

To help make World Salt Awareness Week 2017 (March 20-26) a success we need your help!

There are many different ways that people can get involved, no matter who you are, where you live or how much time you have. Your involvement could be about raising awareness through social media, getting involved with government advocacy or simply changing your individual eating habits. Whatever you decide to do, please let us know by emailing us on wash@qmul.ac.uk or by tweeting us [@WASHSALT](https://twitter.com/WASHSALT)

Below are more details on how to get involved with **World Salt Awareness Week**: **Poster:** we have a visually [impactful poster](#) highlighting the importance of salt reduction and asking the public to 'Switch to Less Salt'. If you would like to translate the poster into your own language, please contact us at wash@qmul.ac.uk for an editable file or advice.

Events: Organise an event to raise awareness of World Salt Awareness Week. This could be a community event, workplace event or national event. In the UK, a Parliamentary reception will be held at the House of Commons on 21st March 2017 with expert speakers from Government, the science community and campaigners. Guests will include NGOs, the food industry, MPs, Peers and health professionals

Survey: For the UK Salt Awareness Week we will be conducting a survey to highlight examples of products that are both high and low in salt within the same categories. If you would like to conduct a similar product survey, please contact us

Social Media: Tweet, share, post, comment, 'like', 'favourite' all things to do with World Salt Awareness Week. Use the #EatLessSalt and #WorldSaltAwarenessWeek hashtags. You can follow us [@WASHSALT](https://twitter.com/WASHSALT) on twitter for the latest updates. We plan to issue a social media kit for members.

Write to your health minister: We are using World Salt Awareness Week to urge Governments and Ministries of Health to develop national salt reduction strategies in line with the recommendations from WHO. Write a letter to your health minister, calling on governments to implement the commitments they made as part of the WHO Global Action Plan for the Prevention and Control of NCD 2013-2020 to reduce salt intake.

Send out a press release To raise awareness we have produced a press release template which you can adapt and translate for your country. Please [click here](#) to access the press release.

For more ideas on how to get involved in World Salt Awareness Week, please [click here](#) to see the activities that our WASH members planned for the week. Thank you for your support!

For all enquiries, please contact wash@qmul.ac.uk