Sodium Warning Label: Proposed Amendment of Article 81
Notice of Intention

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Heart Disease is a Leading Killer Nationally and in NYC

Nationally:

- 67 MILLION American adults have high blood pressure
- 1 IN 3
- ~1,000 DEATHS/DAY

High blood pressure contributes to

Centers for Disease Control and Prevention

In NYC:

- 1 in 3 deaths are due to heart disease
- 36% of Black adults have been told by a health professional that they have high blood pressure, nearly 50% more than Whites (36.1% vs. 24.8%)
Heart Disease & Stroke Risk Factors: High Dietary Sodium

- Excess sodium intake is dangerous
  - Leads to high BP$^3$
  - Interferes with proper BP control$^4$
  - Increases risk of heart disease and stroke$^4$
Warnings about Sources of Excess Sodium Can Help New Yorkers

• Poor awareness of sodium recommendations and major sources of dietary sodium
  – > 80% of adults in NYC consume more sodium daily than the recommended limit\textsuperscript{5}
  – Black New Yorkers consume more sodium daily than White New Yorkers\textsuperscript{5}

• Too few consumers understand that high sodium intake is a serious health hazard\textsuperscript{6}
  – Limited awareness of link between sodium and heart disease/stroke\textsuperscript{7}
Informed Decisions: Information New Yorkers Deserve to Have

• Consumers lack important information about risks
  – Some menu items contain more sodium than a person should consume in an entire day

• Variability of sodium content
  – Difficult for consumers to make reliably healthy choices

<table>
<thead>
<tr>
<th>Chain</th>
<th>Product</th>
<th>Sodium Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company A</td>
<td>Smokehouse Turkey Panini</td>
<td>2590 mg</td>
</tr>
<tr>
<td>Company A</td>
<td>Roasted Turkey &amp; Avocado BLT Sandwich</td>
<td>960 mg</td>
</tr>
</tbody>
</table>
Proposed Amendment to Article 81 of the Health Code: Sodium Warning Labels

• Identify high sodium items
  – Icon on menus/menu boards identifies items containing ≥ 2,300 mg of sodium

• Warning statement at point of purchase
  – Warning: indicates that the sodium (salt) content of this item is higher than the total daily recommended limit (2,300 mg). High sodium intake can increase blood pressure and risk of heart disease and stroke.

• Affects chain food service establishments (≥ 15 locations nationwide)
  – 1/3 of all restaurant traffic in NYC\textsuperscript{10}
Why Restaurants?
Sources of Sodium

- Restaurant/processed food makes up majority of dietary sodium intake
  [9]
- Restaurant food is more sodium dense than food prepared at home
  [10]
Why Restaurants?
High Sodium Items in NYC Chain Restaurants

SODIUM PER ITEM IN 2014, BY RESTAURANT
TYPE IN NYC

Source: MenuStat, 2014
Why Warning Labels?

• Evidence suggests that health warnings ↑ knowledge and can ↓ purchase and consumption of certain products\textsuperscript{12}

• Labels facilitate education
  – Can inform customers of the risks of consuming certain products
  – More than 1 million New Yorkers see calorie labels daily in restaurants\textsuperscript{13}

• Consumers find labels helpful
  – Nearly 80% of New Yorkers find calorie labels “useful”\textsuperscript{14}
Why 2,300 mg?

• Leading scientific bodies recommend that no one’s daily sodium intake exceed 2,300 mg
  – Institute of Medicine, US Department of Health and Human Services, USDA

• Warnings on items that contain more sodium than a person should consume in an entire day

• Icon is simple and warns of risks
Authority of Board of Health

• Federal labeling laws allow localities to require warnings about dangerous foods
  – Section 6(c) of Public Law 101-535

• Warnings and instructions are valid exercises of this Board’s authority
Implementation and Enforcement

- **Minimal compliance burden**
  - Information already exists per federal requirement to provide complete nutrition information upon request
  - Menu items in chain restaurants are standardized

- Regulation would take effect **December 1, 2015** to coincide with the other menu/menu board changes required by calorie labeling amendments

- Inspection for guidance and compliance incorporated into the regular restaurant inspections

- Violations would incur $200 fine; would not impact letter grade or inspection frequency
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 References


15. The NPD Group / CREST (marketing research data).