



FOR RELEASE

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Sodium campaign uses Salty Talk to make its point

WHITEHORSE—Would you like a little soup with that salt?

#SaltyTalk at home



Over-consumption of sodium is the premise behind a series of four short, humorous Salty Talk videos from Health and Social Services. The first video was launched last week.

"Most people are aware that we tend to eat too much salt," Health and Social Services Minister Doug Graham said. "In fact, most Canadians eat twice as much sodium as is good for them. This campaign, including the videos and supporting information, helps raise awareness about this."

The videos focus on the unhealthy amounts of sodium in prepared foods. The supporting information addresses common misconceptions about salt and sodium. It also provides low sodium recipes, healthy alternatives to high sodium foods and information on how to read food labels.

The Salty Talk campaign can be found on the Health and Social Services Facebook page. Viewers without a Facebook account can still see the campaign at www.facebook.com/yukonhss. They can also link to it from the department's website, www.hss.gov.yk.ca.

"Too much sodium in our diets is one of the main causes of high blood pressure, which in turn can lead to stroke, heart attacks, and kidney disease," Health Promotion dietitian Kim Neufeld said. "We wanted to create a campaign that would make it easy for the grocery shoppers in the family to pick low sodium food choices. By reading and comparing food labels, you can improve your overall health and that of your family."

In February and March, the department ran a series of free blood pressure clinics to help Yukoners identify whether or not they have hypertension, which often shows no symptoms until the damage is done. Of the almost 900 people who took advantage of the clinics, 97 people were identified with mild to moderate high blood pressure and three with severe blood pressure.

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