



Excess salt is in more
foods than you think!
It's time to reduce your
sodium intake.



Excess salt puts us at risk for high blood pressure, heart disease, and kidney disease. Take the pledge to reduce the sodium you eat!



www.heart.org/SODIUM

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Campaign Overview

Campaign Sponsor: American Heart Association / American Stroke Association

Background: Americans eat more than 3,400 milligrams of sodium, on average, daily—more than double the amount that the American Heart Association recommends for ideal heart health. Sodium is an essential nutrient, but this amount is far too high and can increase the risk of high blood pressure, heart disease, stroke, and other health problems. Americans can take steps to lower their sodium intake and support the reduction of the high levels of sodium in the food supply.

Campaign Objectives:

- Increase awareness of Americans' excess sodium intake and its impact on health.
- Inspire behavior change and drive consumer habits leading to reduced dietary sodium intake.
- Build an army of passionate and willing supporters to activate with decision makers to demand less sodium in the food supply.

Campaign Purpose: This campaign aims to raise awareness of Americans' excess sodium intake and its impact on health, and to motivate consumers to reduce their personal sodium intake and to demand less sodium in the food supply. The tagline, "I Love You Salt, But You're Breaking My Heart" conveys the concept that we all have a relationship with salt, but it's not a healthy one—and we need to break up with excess salt so we can live healthier lives. The campaign's online presence is heart.org/sodium. This website will provide information about sodium and health, and tips for reducing sodium intake using a quiz, a blog authored by a registered dietitian, and other educational content such as infographics and articles.

Target Audience:

- Moms and health-conscious individuals (Primary)
- At-risk populations, including multicultural ones; and activists (Secondary)

Calls-to-Action—act on these calls at heart.org/sodium and share them with your friends:

- Take the pledge to reduce the sodium you eat
- Watch the video to learn how salt sneaks up on you
- Upload a photo and/or story about your efforts to break up with excess salt
- Read the Salty Scoop blog and leave a comment

Talking Points:

- Even if you don't use the salt shaker, you're probably getting too much sodium. More than 75 percent of the sodium we eat is added to processed, prepackaged, and restaurant foods before we buy them.
- Over time, your taste buds can adjust to prefer less salt. Research has shown that when people eat a lower-sodium diet over time, they begin to prefer those foods and foods they used to like taste too salty.
- You can reduce the sodium you eat by comparing labels of similar products and choosing the one with less sodium, and using herbs, spices, citrus juices, and vinegars instead of salt to add flavor to foods.

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Sodium Key Messaging

Americans' love for salt is having a dramatic impact on their health. The average American takes in more than **3,400 milligrams of sodium** each day—almost 2,000 milligrams more than the AHA recommends. Sodium is an essential nutrient and a little salt can be part of a healthy diet, but the amounts we are eating are far too high and can increase the risk of high blood pressure, heart disease, stroke, and other health problems.

- Cardiovascular disease is the **leading cause of death** and disability worldwide, and high blood pressure is one of the major risk factors.
- **High blood pressure is the leading risk factor** of women's deaths in the U.S., and the second leading risk factor for death for men.
- **One-third of American adults** have high blood pressure, and about **90 percent** of American adults are expected to develop high blood pressure over their lifetimes.
- More than **40 percent of non-Hispanic black adults** have high blood pressure. Not only is high blood pressure more prevalent in blacks than whites, but it also develops earlier in life.

The biggest contributor to our sodium consumption? It's not the salt shaker. More than **75 percent of sodium consumption** is from processed, prepackaged, and restaurant foods. This makes it hard for people to choose foods with less sodium and to limit how much sodium they are eating because it is already added to their food before they buy it. Any meaningful strategy to reduce sodium intake at the population level must involve the efforts of food manufacturers, food processors, and restaurant industries. Successful sodium reduction requires action and partnership at all levels—individuals, healthcare providers, professional organizations, public health agencies, governments, and industry.

Other Sodium Facts:

- Too much salt can **damage blood vessels** over time, paving the way for high blood pressure.
- Blood pressure rises with age, and **eating less sodium now** will help to blunt that rise and also reduce the risk of developing other conditions, such as kidney disease, that are associated with eating too much sodium.
- Results from one study showed that more people reported **headaches** when eating higher-sodium diets than lower-sodium diets.
- Excess sodium can make the body retain extra water, which may cause **bloating**.
- Children ages 1-18 are at risk of developing heart disease and elevated blood pressure at an earlier age, because nearly 80 percent of 1 to 3-year-olds and more than 90 percent of 4 to 18-year-olds eat too much sodium.
- **Kids who have high sodium diets** are about 40 percent more likely to have elevated blood pressure than kids who have lower sodium diets.
- **Taste preferences** for salty foods may be established early in life, so children's preference for salt may be reduced if they are exposed to lower sodium diets at a young age.

Tips to Reduce Your Sodium:

- Compare labels of similar products and choose the one with the lowest amount of sodium; limit intake of processed, prepackaged and restaurant foods; control portion sizes; and cook at home more—use herbs, spices, citrus juices, and vinegars instead of salt to add flavor to foods.
- Visit heart.org/sodium for more information and tips for reducing sodium in your diet, along with healthy recipes without too much sodium.

E-Communications Samples

In addition to including a blurb in newsletters, we encourage you to send individual, stand-alone communications to your lists about the sodium campaign. It is more likely that individuals will take action if they receive a stand-alone communication about the campaign as opposed to just seeing a blurb about it in a longer newsletter.

Newsletter Article Content:

Subject: Salt is sneaky—watch out for excess salt in your foods!

Did you know that most Americans eat more than twice the American Heart Association's recommended amount of sodium? Chances are, that includes you—even if you rarely pick up the salt shaker. The worst part is, most of us don't even realize how much salt we're taking in. **But sure enough, Salt is sneaking up on us—mostly when we go out to restaurants or eat packaged foods.** Check out this new 1-minute video to see for yourself:

<http://bit.ly/1trMjLv>

It's true; many of us love salt. In fact, sodium is an essential nutrient! But the excess amounts we're eating put us at risk for elevated blood pressure which means an increased risk of heart disease and stroke. As much as we might have an affinity for salt, it's just not worth the cost to our hearts. There are plenty of other ways to enjoy tasty food with less salt. Check out our new website, <http://bit.ly/1qDIBKn>, to get the 411 on sodium, including our blog, quiz, infographics, links to lower-sodium recipes and more.

That's why the American Heart Association is kicking off a new campaign, "I love you salt, but you're breaking my heart." Stand up for your health and pledge to reduce your sodium intake today! Take the pledge here: <http://bit.ly/1zrYF6R>

Thank you,

[INSERT CONTACT NAME]

Follow-Up Email Message 1:

Subject: We're watching for sneaky Salt, and you should too.

Dear **[NAME]**,

We're keeping our eye on sneaky Salt. Are you going to join us?

You see, for years, Salt has been sneaking into Americans' diets—especially when we go to restaurants or eat packaged foods, *not* through a salt shaker. In fact, most of us eat more than double what is ideal for heart health. And it's wreaking havoc on our hearts by contributing to high blood pressure, heart disease, and stroke. **If we start replacing or reducing some of the sodium in our diets, we could help to turn this trend around** (<http://bit.ly/1qDIBKn>)

How can you reduce the sodium you eat? **Learn where Salt is hiding so you know how to be more aware of him.** (<http://bit.ly/TVzybC>)

Some of America's most popular foods contribute a lot of sodium to our diets. "The Salty Six" may seem like unlikely culprits, but some contain up to half of the daily recommended sodium. Breads? Poultry? Sandwiches? Yes. Too much, too often could cause you to experience negative effects, such as bloating or high blood pressure. Remember, a healthier you is *always* within reach.

Will you join us in watching out for sneaky Salt? **Start by pledging to reduce your sodium intake today!** (<http://bit.ly/1zrYF6R>)

Thank you,
[INSERT CONTACT NAME]

Follow-Up Email Message 2:

Subject: You probably don't know...

Dear **[NAME],**

Think you know how much sodium you eat? A recent AHA survey shows that you may have no idea!

Ninety-seven percent of people surveyed by the AHA either underestimated—more than half were off by around 1,000 mg—or could not estimate their sodium consumption. In light of that fact that most Americans eat more than twice as much sodium as the AHA recommends for ideal heart health, the fact that they have no idea may pose a big problem for their health; excess sodium can lead to high blood pressure, heart disease, and stroke.

It's time for all of us to get a better handle on how much sodium we eat. **You can start by taking our quiz to find out how much you know about your sodium intake.** (<http://bit.ly/1qDIBKn>)

Then join the hundreds of other Americans who are reducing their sodium intake by **signing the pledge today!** (<http://bit.ly/1zrYF6R>)

Thank you,
[INSERT CONTACT NAME]

Social Media Sample Messaging

The messages below were drafted to promote the sodium reduction campaign on Facebook, Twitter, and Google+.

Twitter:

- #DYK: 77 percent of the sodium America consumes comes from processed, prepackaged, and restaurant foods. Learn more at <http://bit.ly/1w6kYuk> #SneakySalt
- It's not about the salt shaker. You're getting more sodium than you need, mostly through some prepackaged and restaurant foods. Check out the facts here: <http://bit.ly/1w6kYuk>
- Too much Salt has sneaky health impacts. Replace salt with herbs & spices to flavor your foods & keep your heart healthy! <http://bit.ly/1qDIBKn>
- Reduce your salt intake and protect your heart by getting the Salty Scoop: <http://bit.ly/1qO3O4Y> #SneakySalt
- We need less salt in our prepackaged foods—our health depends on it! <http://bit.ly/1qDIBKn> RT if you watch for #SneakySalt!
- Too much salt? Americans eat 3,400+ mg of sodium every day—way more than recommended. Salt's everywhere—see for yourself: <http://bit.ly/1trMjLv>
- Sure, we love Salt...but we don't realize he sneaks into processed, prepackaged, and restaurants foods! <http://bit.ly/1trMjLv> #SneakySalt
- Salt is everywhere! <http://bit.ly/1trMjLv>—now THAT'S scary. #SneakySalt
- Don't let Salt sneak up on you. <http://bit.ly/1trMjLv> #SneakySalt
- Think you have a healthy diet? Take our quiz to see how sodium-savvy you are: <http://bit.ly/1mk5Cl3> #SneakySalt
- Eating less sodium NOW can vastly improve your future health! Take the quiz to test your knowledge and learn how! <http://bit.ly/1zrYF6R>
- Your friends need to know—too much sodium is harmful to our health! Share this video with them now! <http://bit.ly/1trMjLv>
- Want to spread the word about #SneakySalt? Share our cover photo with your followers!
- #SneakySalt is in foods where we least expect him! Check out common salty foods, and tell us which ones surprised you. <http://bit.ly/TVzybC>
- Think you're worth your salt? Check out our sodium myths infographic – did any of these catch you by surprise? <http://bit.ly/TVzybC>
- Salt, you're breaking our hearts! Studies show too much #salt can lead to heart disease: <http://bit.ly/1qDIBKn> #SneakySalt
- Too much salt breaking your heart? Take the AHA's pledge to reduce the sodium you eat <http://bit.ly/1qDIBKn> #SneakySalt
- Worried about the #sodium in your diet? Pledge to reduce your salt intake here: <http://bit.ly/1zrYF6R>

Facebook:

- We've been learning a lot about our relationship with Salt lately, and it's not all good. In fact, Salt is sneaking up on us. See for yourself: `<iframe width="640" height="360" src="//www.youtube.com/embed/YR81aziXRfw" frameborder="0" allowfullscreen></iframe>`

- Some people think too much salt is something to scream about. We tend to agree: **<iframe width="640" height="360" src="//www.youtube.com/embed/YR81aziXRfw" frameborder="0" allowfullscreen></iframe>**
- Too much sodium can be harmful to your heart and overall health. Luckily, there are plenty of ways to cut back. Get the Salty Scoop now! <http://bit.ly/1qO3O4Y>
- Did you know the majority of your sodium doesn't come from a salt shaker? It comes from processed, prepackaged, and restaurant foods! Discover all the latest facts on sodium here: <http://bit.ly/1qDIBKn>
- Slash your sodium intake by cooking more at home and using herbs, spices, citrus juices, and vinegars instead of salt to flavor your meals. You can help friends and family live healthy, too, by clicking SHARE now! <http://bit.ly/1qDIBKn>
- Sneaky Salt is finding his way into our diets and increasing our risk of heart disease and stroke. **<iframe width="640" height="360" src="//www.youtube.com/embed/YR81aziXRfw" frameborder="0" allowfullscreen></iframe>**
- Want more info about keeping your sodium levels healthy? Visit <http://bit.ly/1qDIBKn> to learn more & take a pledge to reduce your salt intake. Watching for too much salt has long term benefits for your health!
- How is your relationship with salt going? If you're like most other Americans, it's unhealthy, and you may not even realize it. Take our quiz to find out if your relationship with salt needs couples therapy! <http://bit.ly/1mk5Cl3>
- Hey everyone! We're trying to get the word out that our nation needs to break up with excess salt! Share this with your friends so they can be aware of Sneaky Salt too!
- Eating too much sodium can lead to high blood pressure, putting you at risk for heart disease, high blood pressure, and stroke. By taking our pledge to reduce your sodium intake, you can help lead us to a heart-healthier future. <http://bit.ly/1qDIBKn>
- How much salt is too much? The average American eats more than 3,400 mg of sodium every day, more than twice as much than the **@AmericanHeartAssociation – My Heart. My Life** recommends! Take our quiz to learn how sodium impacts your heart: <http://bit.ly/1mk5Cl3>
- Help more people realize just how sneaky salt is! Print our infographics and put them up in your community! <http://bit.ly/TVzybC>

Google+:

- Sodium is everywhere, and most of the time, you may not even realize it! Watch our newest #video to see where excess salt is sneaking into your food: **<iframe width="640" height="360" src="//www.youtube.com/embed/YR81aziXRfw" frameborder="0" allowfullscreen></iframe>**
- Fact: A population drop in sodium consumption to 1,500 mg/day could result in a 25.6 percent overall decrease in blood pressure. Want more sodium facts? Check out our website for the latest info on sodium and heart health! <http://bit.ly/1qDIBKn>
- We all have our own stories—share yours! Tell us how you or a family member cut back on sodium for a healthier heart. Your experience could inspire others to watch for sodium too! <http://bit.ly/1q29SZY> #ShareYourStory #SneakySalt
- Help get your community involved! Print our infographics and post them around your neighborhood so more people learn the truth about salt! <http://bit.ly/TVzybC>
- Every voice makes a difference in the fight against heart disease! Take the #pledge to show that you're taking a stand to reduce your #sodium intake. <http://bit.ly/1qDIBKn>

Public Service Announcements

Below are sample 15-, 30- and 60-second PSA scripts.

Sample PSAs

:15

PERSON: THIS IS IMPORTANT: I JUST LEARNED THAT EACH DAY, THE AVERAGE AMERICAN CONSUMES MORE THAN TWICE AS MUCH SODIUM THAN THE AMERICAN HEART ASSOCIATION RECOMMENDS. I LOVE YOU SALT, BUT YOU'RE BREAKING MY HEART, AND I'M DOING SOMETHING ABOUT IT! TAKE THE PLEDGE TO WATCH YOUR SODIUM INTAKE, TOO, AT HEART DOT ORG SLASH SODIUM!

:30

PERSON 1: [HAPPY WHISTLING]

PERSON 2: HEY! WE HAVEN'T CAUGHT UP IN A WHILE. HOW'S LIFE?

PERSON 1 [EXCITED]: LIFE IS GOOD! I RECENTLY STARTED EATING FOOD WITH LESS SALT, AND I FEEL GREAT!

PERSON 2: LESS SALT? BUT YOU ALREADY EAT SO HEALTHY!

PERSON 1: I THOUGHT SO TOO, BUT SALT HAS BEEN SNEAKING INTO MY DIET IN UNEXPECTED FOODS LIKE BREAD, POULTRY, AND SANDWICHES, TO NAME A FEW. BY WATCHING THE FOODS I EAT, I'M SIGNIFICANTLY REDUCING THE CHANCES OF HIGH BLOOD PRESSURE, HEART DISEASE, AND STROKE.

PERSON 2: I HAD NO IDEA SALT WAS SO SNEAKY!

PERSON 1: NEITHER DID I, BUT I'M DOING SOMETHING ABOUT IT, AND YOU CAN TOO: GO TO HEART DOT ORG SLASH SODIUM AND TAKE THE PLEDGE TO REDUCE THE SODIUM YOU EAT AND START LIVING HEALTHIER!

:60

[DRAMATIC MUSIC]

PERSON: I JUST CAN'T DO THIS ANYMORE!

SALT: BUT WE'VE BEEN TOGETHER SO LONG.

PERSON: YOU'RE BREAKING MY HEART, SALT.

SALT: BUT YOU NEED ME.

PERSON: I'VE JUST LEARNED I NEED [DRAMATIC PAUSE] *LESS* OF YOU, SALT. BECAUSE OF YOU, I'M BLOATED, AND MY BLOOD PRESSURE IS ON THE RISE. BECAUSE OF THAT, MY RISK OF HEART ATTACKS, STROKE, AND KIDNEY DISEASE HAS INCREASED. I CAN'T DO THIS ANYMORE.

SALT [EXAGGERATED]: WHAT?

PERSON: I LOVE YOU SALT, BUT YOU'RE BREAKING MY HEART!

SALT: BUT WHY NOW?

PERSON [CONFIDENTLY]: NINETY PERCENT OF ALL AMERICAN ADULTS ARE EXPECTED TO DEVELOP HIGH BLOOD PRESSURE IN THEIR LIFETIME, SO I JUST CAN'T CONTINUE THIS WAY ANYMORE. PLUS, YOU'RE SNEAKY. SEVENTY-SEVEN PERCENT OF THE SODIUM AMERICANS EAT COMES FROM PROCESSED, PREPACKAGED, AND RESTAURANT FOODS—*NOT* THE SALT SHAKER! SALT, I JUST TOOK THE AMERICAN HEART ASSOCIATION'S PLEDGE TO BREAK UP WITH YOU, AND I'M SPREADING THE WORD.

SALT [BLUBBERING]: BUT...BUT...

[DRAMATIC MUSIC FADES]

PERSON: YOU—YOU OUT THERE LISTENING. GO TO HEART DOT ORG SLASH SODIUM AND TAKE THE PLEDGE TO START WATCHING FOR SODIUM. BREAK UP WITH EXCESS SALT TO LIVE HEALTHIER TODAY!

Letters to the Editor

Letters to the editor (LTEs) offer a unique opportunity for supporters to self-identify with our cause while reaching an entire community. LTEs also make our message relatable because they come from a real person in the community: their neighbor.

We want to make it as easy as possible for our supporters to submit LTEs, so make sure to share the messaging points below with them. Whether that's sharing the following information in a blog post or an email, we want to provide them with the tools they need to write a strong message.

It's important that an LTE reflects the voice of the person submitting, so we have not provided an exact template, but instead, talking points and an outline of what a supporter should include, alongside instructions on how to submit LTEs once finished. **When sharing the information below with supporters, make sure to remind writers that they must write in their own words, not with words copied from outside sources.**

Tips for Supporters Writing and Submitting an LTE:

- Visit your local newspaper's website to learn how to submit your LTE. If necessary, give the editor a call and ask the preferred method of submission.
- Make sure you leave your name and contact information (including phone number) when you submit your LTE. The newspaper will need to contact you to verify you truly submitted the letter before they can publish it.
- Keep LTEs short. Try to keep your message around 175 words. Some newspapers may have word limits for LTEs, check with the editor to find out.
- Use your own words. LTEs are impactful because they're *your* perspective. When you use language from an outside source that is not authentic to you, the LTE not only loses its power, but there is a risk it could be considered plagiarism.
- Let us know if your LTE gets published by passing along a link or copy of it.

What to Include in Your LTE:

- **Share your story:** If you have a story related to sodium and its impact on health, consider sharing it so readers can make a personal connection from the start. Make sure you explain why watching the amount of sodium you consume has already changed you for the better, and has long-term health benefits.
- **State your intent:** Right after you share your story, state your intent: to get more people to watch the video and pledge to reduce the sodium they eat on [heart.org/sodium](https://www.heart.org/sodium).
- **Back up your intent with facts and share tips:** Use the talking points below to help shape your LTE.

- **Restate your intent:** Urge people in your community to join you and make the commitment to say NO to a higher risk of high blood pressure, heart disease, stroke, kidney disease, and other health problems. Watching for sodium has long term health benefits, and we need your help to help spread the word. Make sure to direct them to heart.org/sodium so they can take the pledge and learn how they can get involved.

Talking Points:

- The average American takes in more than **3,400 milligrams of sodium** each day—almost 2,000 milligrams more than the American Heart Association recommends for ideal heart health.
- Strong evidence has **linked excess sodium intake to the development of elevated blood pressure**, which increases the risk of heart attacks, stroke, and kidney disease.
- More than **77 percent of sodium consumption** is from processed, prepackaged, and restaurant foods.
- **Less sodium in the diet can help halt the rise in blood pressure** that occurs as we age, and will also reduce the risk of developing other conditions, such as kidney disease, associated with excess sodium consumption.
- **Reduce your sodium intake by:**
 - Reading the nutrition facts label to compare and find foods lower in sodium. You'll be surprised to find that even foods in the same category have different amounts of sodium.
 - Looking for “no salt added” versions of canned vegetables and beans, and if you can't find that version, drain and rinse vegetables and beans to remove some of the sodium. Watch out for frozen vegetables with salty sauces.
 - Limiting portion sizes of prepackaged and restaurant foods.



OLDER ADULT

Health Facts



Be Physically Active

Many older people may feel that physical activity is not safe to do, or that they are too busy or too tired to be physically active. But being physically active every day is one important aspect of a healthy lifestyle that can help you to continue to live independently at home in your community. Strengthening your heart, lungs, and muscles and increasing your flexibility contribute to physical fitness. Being active helps you do every day activities like climbing the stairs, shopping for groceries, and visiting with family and friends.

Research shows that regular physical activity can promote psychological well-being and aid in reducing feelings of mild to moderate depression and anxiety. On a day that you're feeling a bit tired, down, or stressed, consider taking a brisk walk.

Leading a physically active lifestyle can also help maintain a healthy weight and prevent weight gain. Balance the calories you take in as food and beverages with the calories that you use through physical activity.

People with higher levels of physical activity are at lower risk for developing chronic disease. Regular physical activity can reduce the risk of or help manage chronic diseases such as high blood pressure, stroke, coronary artery disease, type 2 diabetes, colon cancer, and osteoporosis. It can also help prevent or reduce falls.

Different intensities and types of activity provide different benefits. Generally, if you are able to talk while performing the physical activity, it's moderately intense. But if you're breathing hard

and it's hard to hold a conversation, the activity is vigorously intense. Vigorously intense activity burns more calories than less vigorous activity in the same amount of time.

For most people, moderately intense physical activities include:

- Walking briskly
- Doing yard work
- Scrubbing the floor
- Actively playing with children
- Pushing a wheelchair
- Biking at a casual pace

For most people, vigorously intense activities include:

- Jogging or running
- Swimming laps
- Playing sports such as basketball or soccer
- Cross-country skiing

HERE'S WHAT YOU NEED TO KNOW:

Consult with your healthcare professional if you have certain chronic diseases or are taking specific medications that could affect your participation in physical activities. Your healthcare professional can also help determine the best level of physical activity for you, and whether you should participate in supervised or unsupervised programs.

Explore physical activity programs for older adults offered by local organizations such as senior centers, recreation departments, hospitals, fitness centers, churches, community centers, and schools.

Reduce your risk for chronic disease.

Do at least 30 minutes of moderately-intense physical activity, above usual activity, on most days of the week. You don't need to do it all at once—it's all right to break up your physical activity into three, 10-minute times throughout the day. And, increasing the intensity or the amount of time that you are physically active can have even greater health benefits.

Help manage body weight and prevent weight gain.

You may need at least 60 minutes of moderately to vigorously intense activity, above usual activity, on most days of the week to manage your weight. At the same time, watch the calo-

ries in the food you eat—you can figure out the right number of daily calories for you by looking at the chapters in the *Dietary Guidelines for Americans*, 2005 at www.healthierus.gov/dietaryguidelines.

Achieve physical fitness.

This includes cardiovascular conditioning (getting your heart rate up), stretching exercises for flexibility, and resistance exercises or strength training for improving muscle strength and building endurance. Combining these different types of physical activity can help you be faster and stronger. It is important for older adults to include resistance exercises at least two times a week.

WHAT'S STRENGTH TRAINING?

Strength training physical activity includes resistance exercises that can increase muscle strength and maintain the integrity of your bones. Strength training makes your body strong and more toned. Examples include using free weights or weight machines, and resistance bands. They're an important part of getting your heart rate up and it's beneficial to include them 2 or more days per week. Strength training and weight bearing exercise such as walking can help reduce the risk of falls in older adults and may help reduce the risk of osteoporosis.

FITTING IN PHYSICAL ACTIVITY

Finding time to be physically active can be a challenge. It is important to schedule it in and make it part of your routine. Studies show you get the same health benefits from breaking up physical activity into three to six 10-minute or two to four 15-minute intervals throughout the day. As long as you get your heart rate up and keep it up for the whole 10 or 15 minutes, it's your daily total that's important.

HYDRATION

Proper hydration is important when participating in physical activity. To avoid dehydration, be sure to drink plenty of water or other fluid (non-alcoholic) both during and after the activity.

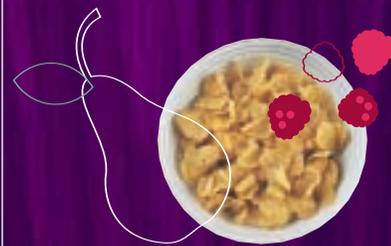
MOTIVATION

There may be times when you need extra motivation. Leveling-off periods are normal and may signal that it's time to get help from others. You can plan activities with a group, find a buddy to exercise with, record your progress, and feel good about small, consistent changes.



OLDER ADULT

Health Facts



Choose Carbohydrates Wisely

Foods containing carbohydrates are part of a healthful diet because they provide dietary fiber, sugars, and starches that help the body function well. The sugars and starches in foods supply energy to the body in the form of glucose, which is used to fuel your brain and nervous system.

A fiber-rich diet has many benefits. For example, it helps protect against heart disease and promotes regularity. Constipation that affects many older adults may be caused by certain medications or too low a fluid intake.

Your best carbohydrate-containing foods are nutrient-packed foods in several of the basic food groups: fruits, vegetables, grains, and milk and milk products. Choosing these foods within your calorie requirements each day may help your heart stay healthy and reduce the risk of chronic disease.

It's important to *choose carbohydrates wisely*. Sugars can be naturally present in foods such as the fructose in fruit or the lactose in milk. Sugars are also added to food during processing or preparation, such as high-fructose corn syrup in sweetened beverages. Foods with added sugar are often high in calories and low in nutrients—and that combination *doesn't* help your body. Added sugars are those added to foods during processing or preparation such as high-fructose corn syrup in sweetened beverages or baked products, honey, sugar, or molasses.

HERE'S WHAT YOU NEED TO KNOW:

Choose fiber-rich fruits, vegetables, and whole grains often.

Focus on fruits: Eat a variety of fruits. Make the most of your choices—fresh, frozen, canned, or dried, rather than fruit juice.

Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2



Amount Per Serving

Calories 250 Calories from Fat 110

% Daily Value*

Total Fat 12g 18%

Saturated Fat 3g 15%

Trans Fat 3g

Cholesterol 30mg 10%

Sodium 470mg 20%

Potassium 700mg 20%

Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4%

Vitamin C 2%

Calcium 20%

Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total fat	Less than	65g	80g
Sat fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Vary your vegetables:

- Eat more dark green vegetables such as broccoli, kale, and other dark leafy greens. Try more orange vegetables, such as carrots, sweet potatoes, pumpkin, and winter squash.
- Legumes—such as dry beans and peas—are especially rich in dietary fiber and should be consumed several times per week.

Make at least half your grains whole: Eat at least 3 ounce equivalents of whole-grain products daily. Examples of whole grains are whole-grain cereals, breads, crackers, and pasta. Other examples are brown and wild rice. One slice (1 ounce) of whole-grain bread, 1/2 cup cooked brown rice, and 1/2 cup of cooked oatmeal together are equivalent to 3 ounces of whole grains.

If you eat a 1,600-calorie diet, you will need approximately 1 1/2 to 2 cups of fruit each day, 2 cups of vegetables each day, 1/2 cup of dry beans or peas (legumes) most days (4 to 5 times a week), and 5 ounce equivalents of grains (at least 3 ounces should be whole grains) each day.

If you eat a 2,000-calorie diet, you will need approximately 2 to 2 1/2 cups of fruit each day, 2 to 2 1/2 cups of vegetables each day, 1/2 cup of dry beans or peas (legumes) most days (4 to 5 times a week), and 7 ounce equivalents of grains (at least 4 ounces should be whole grains) each day.

Many packaged foods have fiber information on the front of the package.

For example, the package might say “excellent source of fiber,” “rich in fiber,” or “high in fiber.” The Nutrition Facts label will list the amount of dietary fiber in a serving and the percent Daily Value (% DV). Look at the % DV column—5% DV or less is low in dietary fiber, and 20% DV or more is high.

Check the product name and ingredient list.

For many, but not all “whole-grain” food products, the words “whole” or “whole grain” may appear before the name (e.g., whole-wheat bread). But, because whole-grain foods cannot necessarily be identified by their color or name (brown bread, 9-grain bread, hearty grains bread, mixed grain bread, etc. are not always “whole-grain”), you need to look at the ingredient list. The whole grain should be the first ingredient listed. The following are some examples of how whole grains could be listed:

whole wheat	wild rice
brown rice	whole oats/oatmeal
buckwheat	whole rye
popcorn	whole grain barley
bulgur (cracked wheat)	

How much dietary fiber do I need?

The recommended dietary fiber intake is 14 grams per 1,000 calories consumed.

For example, if you’re a sedentary older woman who needs 1,600 calories a day, you should be aiming for 22 grams of dietary fiber a day. You could meet this goal by eating 1/2 cup stewed prunes (3.8 grams) and a whole-wheat English muffin (4.4 grams) for breakfast, 1/2 cup cooked cowpeas (5.6 grams) with lunch, and 1/2 cup of green peas (4.4 grams) and 1 medium boiled sweet potato without peel (3.9 grams) with dinner.

If you’re a sedentary older man who needs 2,000 calories a day, you should be aiming for 28 grams of dietary fiber a day. You could meet this goal by eating 1 cup raspberries (8 grams) and a whole-wheat English muffin (4.4 grams) for breakfast, 1/2 cup black beans (7.5 grams) with lunch, and 1 cup of mixed vegetables (8 grams) with dinner.

What foods contain dietary fiber and how much do they contain?

Here are some examples.

Food	Grams of fiber	% DV*
1/2 c cooked navy beans	9.5 g	38% DV
1/2 c ready-to-eat 100% bran cereal	8.8 g	35% DV
1/2 c cooked lentils	7.8 g	31% DV
1 medium baked sweet potato with skin	4.8 g	19% DV
1 small raw pear	4.3 g	17% DV
1/2 c mixed vegetables	4.0 g	16% DV
1 medium baked potato with skin	3.8 g	15% DV
1/2 c stewed prunes	3.8 g	15% DV
1 medium raw orange	3.1 g	12% DV
1/2 c cooked broccoli	2.8 g	11% DV

* % Daily Values (DV) listed in this column are based on the food amounts listed in the table. The DV for dietary fiber is 25 grams.

Choose and prepare foods and beverages with little added sugars or caloric sweeteners.

The Nutrition Facts label says how many grams of sugar the food contains, but does not list added sugars separately. The amount listed includes sugars that are naturally present in foods (such as fructose in fruit or lactose in milk) and sugars added to the food during processing or preparation.

Added sugars, also known as caloric sweeteners, provide calories but few or no essential nutrients. So, the more foods with added sugars you eat, the more difficult it becomes to get the nutrients you need without eating too many calories and gaining weight.

How do I know how much sugar is in a food?

On packaged foods, look on the ingredient list, where the ingredients are listed in order of amount by weight from most to least. Foods that

have added sugars as one of the first few ingredients may be high in total sugars. Check the Nutrition Facts label to determine the amount of sugars per serving. The amount listed includes sugars that are naturally occurring (such as fructose in fruit) and sugars added to the food during processing or preparation. Use these conversion factors to visualize the total amount of sugar (natural and added) in one serving of a food item: 4 grams of sugar = ~1 teaspoon = ~16 calories.

Other names for added sugars in an ingredient list include brown sugar, corn sweetener, corn syrup, dextrose, fructose, fruit juice concentrates, glucose, high-fructose corn syrup, honey, invert corn syrup, invert sugar, lactose, maltose, malt syrup, molasses, maple syrup, raw sugar, sucrose, and syrup. Below is an example of an ingredient list for a fruit yogurt.

INGREDIENTS: CULTURED GRADE A REDUCED FAT MILK, APPLES, HIGH-FRUCTOSE CORN SYRUP, CINNAMON, NUTMEG, NATURAL FLAVORS, AND PECTIN. CONTAINS ACTIVE YOGURT AND L. ACIDOPHILUS CULTURES.

Also, check the front of food products' packaging for guidance. Sometimes the label will say "sugar-free" or "no added sugars."

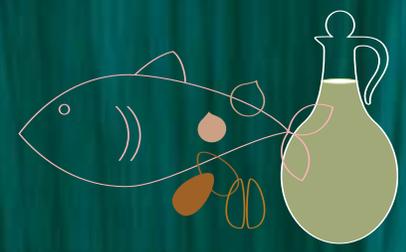
Foods from restaurants, convenience stores, or other food stores may also have added sugar. The foods that contribute the most added sugar to diets of Americans are regular soft drinks; sugars and candy; cakes, cookies, and pies; fruit drinks, such as fruit punch; milk products, such as ice cream, sweetened yogurt, and sweetened milk; and sweetened grains, such as cinnamon toast and honey-nut waffles.

For more information on sugar, look in the chapters in the *Dietary Guidelines for Americans*, 2005 at www.healthierus.gov/dietaryguidelines. Appendix A has healthy eating plans that provide information about how much added sugar you may be able to include in your diet.



OLDER ADULT

Health Facts



Know Your Fats

Fats and oils are part of a healthy diet and play many important roles in the body. Fat provides energy and is a carrier of essential nutrients such as vitamins A, D, E, K, and carotenoids. But many older adults have been told to decrease the amount of fat in their diets and are confused about what to do. Fat can impact the health of your heart and arteries in a positive or negative way, depending on how much you eat and the types of fat you eat.

HERE'S WHAT YOU NEED TO KNOW:

Eat less saturated fat, ~~trans~~ fat, and cholesterol.

Eating too much saturated fat, the type of fat that is solid at room temperature, may increase risk of heart disease. Similarly, eating too much *trans* fat, which is made when liquid vegetable oil is processed to become solid or hydrogenated, also may increase risk of heart disease. And, eating too much cholesterol, a fatty substance found only in animal-based products, may clog arteries.

Total Calorie Intake	Limit on Saturated Fat Intake ^a
1,600	18 g or less
2,000	20 g or less
2,200	24 g or less
2,500	25 g or less

^a Aim to consume less than 10% of total calories from saturated fat.

It is important to eat less than 10% of your calories from saturated fat. Also, you should keep *trans* fats as low as possible and eat less than 300 milligrams of cholesterol each day.

If you aim to eat 2,000 calories a day, your daily allowance of saturated fat would be less than 200 calories or 20 grams—which equals 10 percent

What foods have healthy fats?

The table below lists common food sources of healthy fats.

Monounsaturated	Polyunsaturated Omega-6	Polyunsaturated Omega-3	
Nuts	Vegetable oils:	Certain fish:	Vegetable oils:
Vegetable oils:	Soybean	Salmon	Soybean
Canola	Corn	Trout	Canola
Olive	Safflower	Herring	Walnuts
High oleic safflower			Flaxseed
Sunflower			

Daily Value (% DV) for saturated fat. The first table on page 1 shows the saturated fat limits for people with various calorie needs. If you have an elevated cholesterol level, you should follow your healthcare provider's advice. People with elevated cholesterol may be advised to decrease their calories from saturated fat to less than 7% of total calories and to consume less than 200 milligrams per day of cholesterol.

Be wise about fat.

Choose fats found in fish, nuts, and vegetable oils. Experts recommend getting between 20% and 35% of calories from *total* fat, with most fats coming from fish, nuts, and vegetable oils. These foods can contain monounsaturated and polyunsaturated fats and should be used instead of the saturated and *trans* fat sources in your diet. To help reduce the risk of heart disease, evidence suggests eating two servings of fish a week (about 8 ounces total).

Unhealthy fats such as saturated fat, *trans* fat, and cholesterol are found in many foods. So, look for choices that are lean, fat-free, or low-fat when selecting and preparing meat, poultry, and milk products. Trim excess fat from meat and poultry and remove the skin from poultry to reduce saturated fat. Limit foods that are processed or made with tropical oils (e.g., palm oil, palm fruit oil, palm kernel oil, coconut oil, etc.) that increase the amount of saturated fat in the food (e.g., cakes, cookies, pies, crackers, candy, creamers, etc.).

Trans fat is mostly found in food products made with shortening—liquid oil that is processed to become hard. Most of the *trans* fat Americans eat comes from cakes, cookies, crackers, pies, fried potatoes, household shortening, and stick margarine. Limiting consumption of many processed foods is an easy way to reduce *trans* fat.

Use the label—what to look for and how it adds up.

The Nutrition Facts label can help you choose fats wisely. Look at the serving size and determine how many servings you are actually eating. If you eat two servings, you will be consuming double the calories and nutrients, such as fat. You will also get double the % DV of other nutrients as well. The % DV represents one serving of the food item.

Amounts per serving % DV*	
Total Fat 12g	18%
Saturated Fat 3g	15%
<i>Trans</i> Fat 3g	
Cholesterol 30mg	10%

* Percent Daily Values on the Nutrition Facts Label are based on a 2,000 calorie diet.

Use the % DV on the Nutrition Facts label to identify which nutrients (total fat, saturated fat, and cholesterol) are high or low: 5% DV or less is low, and 20% DV or more is high. There is no % DV for *trans* fat, but you should aim to keep *trans* fat intake as low as possible.

Additionally, the labels on some food packages have claims that describe a specific level of fat (including total fat, saturated, or *trans* fat) in a food. Some examples of claims to look for are: "fat free," "low saturated fat," "no fat," or "light."

There are many ways to reduce the saturated fat in your diet.

The Saturated Fat and Calories Content table on the next page shows a few examples of the saturated fat content of different forms of foods you may eat. Comparisons are made between foods in the same food group (e.g., regular cheddar cheese and low-fat cheddar cheese)—you can choose a lower saturated fat version and eat many of the foods you enjoy.

The Saturated Fat and Calories Content of Different Forms of Selected Foods

Food Category	Amount	Saturated Fat Content (grams)	% Daily Value*	Calories
Cheese				
• Regular cheddar cheese	1 oz	6.0	30%	114
• Low-fat cheddar cheese	1 oz	1.2	6%	49
• Low-fat cottage cheese (1% milk fat)	1/2 oz	0.7	3%	81
Ground beef				
• Regular ground beef (25% fat)	3 oz (cooked)	6.1	31%	236
• Extra lean ground beef (5% fat)	3 oz (cooked)	2.6	13%	148
• Ground turkey	3 oz (cooked)	3.0	14%	193
Milk				
• Whole milk (3.5% fat)	1 c	4.6	23%	146
• Low-fat (1% fat) milk	1 c	1.5	8%	102
• Fat-free milk	1 c	0.0	0%	86
Breads				
• Croissant (med)	1 medium	6.6	33%	231
• Bagel, oat bran (4")	1 medium	0.2	1%	227
• Buttermilk biscuit (small)	1 small	1.2	6%	100
Frozen desserts				
• Regular ice cream	1/2 c	4.9	25%	145
• Frozen yogurt, low-fat	1/2 c	2.0	10%	110
• Sherbert	1/2 c	0.9	4%	107
Table spreads				
• Butter	1 tsp	2.4	12%	34
• Soft margarine with zero <i>trans</i> fat	1 tsp	0.7	4%	25
• Margarine-like spread (40% fat)	1 tsp	0.3	2%	16
Chicken				
• Fried chicken (leg, with skin)	3 oz (cooked)	3.3	17%	212
• Roasted chicken (breast, no skin)	3 oz (cooked)	0.9	5%	140
• Chicken nuggets	6 pieces	3.9	19%	285
Fish				
• Fried fish	3 oz	2.8	14%	195
• Baked fish	3 oz	1.5	8%	129
• Fish sticks	3 oz	2.7	14%	232

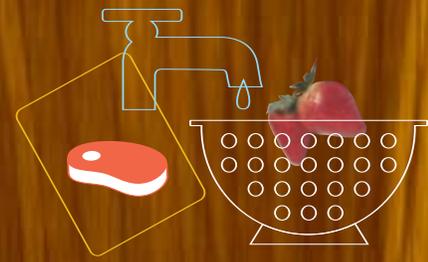
* % Daily Values (DV) listed in this column are based on the food amounts listed in the table. The % DV listed is based on a 2,000 calorie diet. The DV for saturated fat is 20 grams.

Source: Agricultural Research Service (ARS) Nutrient Database for Standard Reference, Release 17.



OLDER ADULT

Health Facts



Play It Safe with Food

No one wants to get sick from eating food that's been improperly handled or prepared. Understanding how to safely prepare, handle, and store food will protect you and your family from the risk of illness caused by eating food that has been contaminated by bacteria or other microorganisms—otherwise known as microbial foodborne illness.

Every year, an estimated 76 million people in the U.S. become ill from harmful bacteria in food. Perhaps foodborne illness has affected you and you did not recognize the common symptoms, which may include an upset stomach, diarrhea, a fever, vomiting, abdominal cramps, and dehydration. It can also result in more severe illness, such as paralysis and meningitis, or even death.

Older adults are at higher risk, as are people with weakened immune systems. Individuals with certain chronic illnesses need to pay extra attention and carefully follow food safety advice.

There are simple steps that you and your family can take to avoid the risk of foodborne illness. Four words can help you remember them: Clean, Separate, Cook, and Chill. Use the temperature chart on the next page to help you keep food safe when you store it, thaw it, prepare it, cook it, serve it, and save leftovers.

HERE'S WHAT YOU NEED TO KNOW:

Clean:

Wash your hands thoroughly. When preparing, handling, and eating food, it is essential to wash hands often, particularly before and after

preparing food and especially after handling raw meat, poultry, eggs, or seafood. Here's a way to effectively wash your hands:

- Wet your hands.
- Apply soap.
- Rub hands together vigorously for 20 seconds.
- Rinse them thoroughly under clean, running warm water.
- Dry them completely using a clean, disposable cloth or towel.

Keep food contact surfaces clean. Clean kitchen counters and cutting boards where you prepare food after each use, and clean your refrigerator and freezer shelves regularly with soap and hot water. Regular cleaning protects these surfaces from contaminating food.

Wash fruits and vegetables. It is important to remove and discard outer leaves and wash fresh produce prior to cooking or eating. Rinse fruits and vegetables under clean, running water, scrub with a clean brush or hands, and dry using a clean, disposable cloth or towel. Drying is an important step, as excess moisture can help bacteria grow.

Meat and poultry should not be washed or rinsed. This creates the danger of cross-contamination, which means spreading bacteria to other food, utensils, or surfaces. Plus, it's not necessary because any bacteria present on the food will be destroyed by cooking to safe internal temperatures.

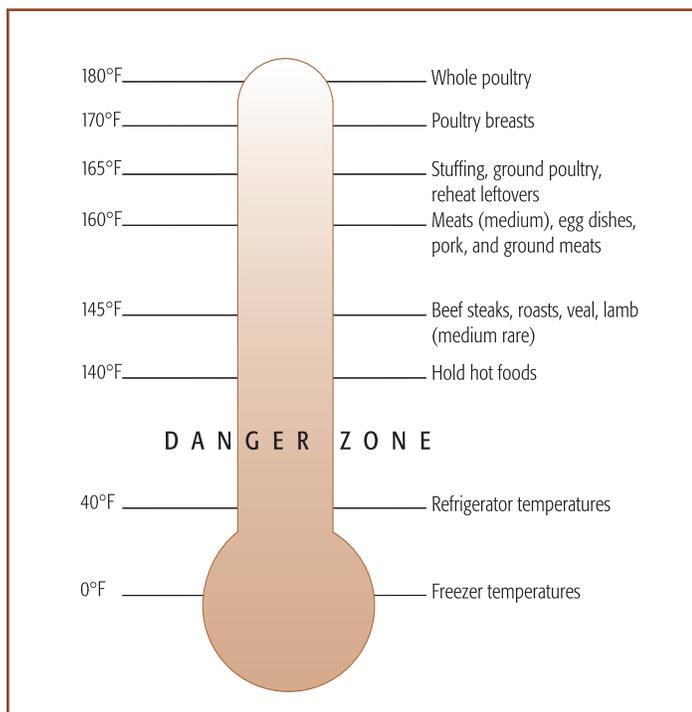
Separate:

Separate raw, cooked, and ready-to-eat foods. When you're shopping, preparing, and storing food, don't cross-contaminate. Take advantage of the different sections and shelves of the refrigerator to keep raw, cooked, and ready-to-eat foods away from each other. Store raw meat, poultry, and seafood on the bottom shelf of the refrigerator or on a plate or tray, so their juices don't drip onto other foods. Always discard foods that will not be cooked if they have touched raw meat, poultry, seafood, or eggs.

Cook:

Cook meat, poultry, fish, eggs, and leftover foods to safe internal temperatures. This is important because it kills microorganisms. The best way to tell if a food such as meat, poultry, or leftover food has been cooked to the proper temperature is to use a food thermometer—there are several types available in most grocery stores.

Do not eat raw (unpasteurized) milk or any products made from unpasteurized milk, raw or partially cooked eggs or foods containing raw



eggs, raw or undercooked meat and poultry, unpasteurized juices, or raw sprouts because they may contain harmful bacteria. Older adults should be particularly careful to only eat certain deli meats and frankfurters that have been reheated to steaming hot.

Chill:

Chill perishable foods promptly and thaw foods properly. Did you know that bacteria grow most rapidly at the unsafe temperatures between 40°F and 140°F? To keep food out of this "danger zone," keep cold food 40°F or below, and hot food 140°F or above. Plan ahead to thaw foods. Never thaw food on the kitchen counter at room temperature. Instead, thaw by placing the food in the refrigerator, submerging air-tight packaged food in cold tap water and changing the water every 30 minutes so the food continues to thaw, or defrosting food on a plate in the microwave.

Handle leftovers safely. Refrigerate or chill leftover food within 2 hours. Reheat leftover food to the proper internal temperature before serving. Discard leftover food after 3 to 4 days in the refrigerator, even if it does not look or smell bad. "If in doubt, throw it out."

Make sure your refrigerator is set at 40°F or below, and the freezer is set at 0°F or below. You can check this with an appliance thermometer, sold at most grocery stores and kitchen specialty stores.

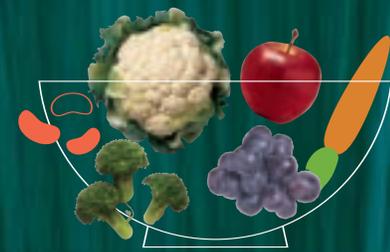
For more important information, visit www.fightbac.org.

If you think you or others became ill from eating the same food, please report this outbreak to your local (city, tribal, or county) health department. By investigating outbreaks, public health officials learn about problems in food production that lead to illness. Applying what is learned in the investigation of one outbreak can help to prevent many future illnesses.



OLDER ADULT

Health Facts



Eat Plenty of Fruits and Vegetables

You’ve probably heard it all your life—fruits, vegetables, and legumes are good for you, and it’s important to eat them every day.

But it helps to know why. Fruits, vegetables, and legumes (dry beans and peas) may *reduce the risk of several chronic diseases*. Compared to people who eat few fruits, vegetables, and legumes, people who eat higher amounts as part of a healthy diet are likely to have reduced risk of chronic diseases, including stroke and perhaps other cardiovascular diseases, type 2 diabetes, and cancers in certain parts of the body (mouth, throat, lung, esophagus, stomach, and colon-rectum). A healthy diet is one that:

- Emphasizes a variety of fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products
- Includes lean meats, poultry, fish, legumes, eggs, nuts, and seeds
- Balances calorie intake with caloric needs
- Is low in saturated fats, *trans* fats, cholesterol, salt (sodium), and added sugars

When increasing the amount of fruits, vegetables, and legumes you eat, be sure to eat them in place of less nutritious foods, not in addition to them.

The fiber in fruits, vegetables, and legumes is important. Diets rich in fiber-containing foods may reduce the risk of heart disease. Fiber is also important for regularity. Since constipation may be a problem as you get older, it is important to consume foods rich in fiber.

When shopping for fruits and vegetables, choose an assortment of different types and colors to provide a variety of nutrients and other healthful plant substances. Fruits, vegetables, and legumes

that contain vitamins A and C, and potassium, are listed below. All fruits, vegetables, and legumes contain dietary fiber; the table below provides some examples. However, the dietary fiber of fruits and vegetables is reduced by peeling and juicing, so eat the whole fruit and cut up vegetables.

Sources of vitamin A (carotenoids)

- Bright orange vegetables like carrots, sweet potatoes, and pumpkin
- Tomatoes and tomato products (sauce, paste, and puree), and red sweet pepper
- Leafy greens such as spinach, collards, kale, beet and mustard greens, and green leaf lettuce
- Orange fruits like mango, cantaloupe, apricots, and red or pink grapefruit

Sources of vitamin C

- Citrus fruits and juices, kiwi, strawberries, guava, papaya, and cantaloupe
- Broccoli, peppers, tomatoes, cabbage (especially Chinese cabbage), brussels sprouts, and potatoes
- Leafy greens such as romaine lettuce, turnip greens, and spinach

Sources of dietary fiber

- Cooked dry beans
- Raw pears, raspberries, and blackberries
- Dried prunes, figs, and dates
- Cooked green peas, brussels sprouts, and spinach

Sources of potassium

- Baked white or sweet potatoes, cooked greens (such as spinach), and winter (orange) squash
- Bananas, plantains, many dried fruits, oranges and orange juice, cantaloupe, and honeydew melons
- Cooked dry beans and soybeans
- Tomato products
- Beet greens

Eating fruits and vegetables provides other benefits, too. One is calorie control: *many fruits, vegetables, and legumes are low in calories because they are high in water content and fiber.* So, if you're trying to lose weight, fruits, vegetables, and legumes can help you feel full without eating too many calories. Fruits, vegetables, and legumes are packed with vitamins, minerals, fiber, and other nutrients. They can help you get the most nutrition out of the daily number of calories you're supposed to eat. Remember, different vegetables are rich in different nutrients, so aim for a variety of vegetables throughout the week, including those that are dark green and leafy, orange, and starchy. And, don't forget dry beans and peas.

HERE'S WHAT YOU NEED TO KNOW:

Fruits, vegetables, and legumes are packed with nutrients.

The table on page 1 gives examples of fruits, vegetables, and legumes that provide important nutrients such as vitamins A and C, potassium, and dietary fiber. For example, if you eat a 2,000-calorie diet, it is recommended that you eat approximately 4 1/2 cups of fruits and vegetables daily.

One caution about buying packaged (canned, frozen, or dried) fruits and vegetables is they may contain added sugars, saturated fats, or sodium—ingredients you may need to limit. There are three places to look on a package that will give you clues about what is in the food:

- Ingredient list
- Nutrition Facts label
- Front label of the package

This sample product ingredient list for frozen, sweetened strawberries shows you that it contains added sugars.

INGREDIENTS: STRAWBERRIES, INVERT SUGAR SYRUP, CORN SYRUP.

Added sugars can appear on the ingredient list as brown sugar, corn sweetener, corn syrup, dextrose, fructose, fruit juice concentrates, glucose, high-fructose corn syrup, honey, invert corn syrup, invert sugar, lactose, maltose, malt syrup, molasses, maple syrup, raw sugar, sucrose, and syrup.

If fruits and vegetables are canned, dried, or frozen, use the Nutrition Facts label to check the calories, nutrient content, and fat, salt (sodium), and sugar. Use the percent Daily Value (% DV) to determine how much dietary fiber, vitamins A and C, and potassium, are in the food you select. Five percent DV or less is low and 20% DV or more is high. Look for foods high in dietary fiber, vitamins A and C, and potassium if you want to meet recommended intakes. Look for foods low in sodium and saturated fat if you want to limit your intake of those nutrients.

In addition, the label on the front of the package may contain claims about the product by the manufacturer. Use the claims on fruit and vegetable packages to identify foods with little salt (sodium) or added sugars. Examples include "low sodium," "no added salt," "no added sugar," and "unsweetened."

Fruit, vegetable, and legume specifics:

- Focus on fruit. Eat a variety of fruits—whether fresh, frozen, canned, or dried—rather than fruit juice for most of your fruit choices.
- Vary your vegetables. Eat more dark green vegetables, such as broccoli, kale, and other dark leafy greens; orange vegetables, such as carrots, sweet potatoes, pumpkin, and winter squash; and dry beans and peas, such as pinto beans, kidney beans, black beans, garbanzo beans, split peas, and lentils.
- If you eat a 2,000-calorie diet, you will need approximately 2 to 2 1/2 cups of fruit and 2 to 2 1/2 cups of vegetables each day and 1/2 cup of beans or peas most days (4 to 5 times a week).

The menu below is an example of how you can incorporate fruits, vegetables, and legumes into a healthy eating plan at 1,600 calories.^a

Menu	
Breakfast	3/4 c oatmeal
	1 medium banana
	1 c fat-free milk
Lunch	Tuna-Grape salad sandwich: 2 oz canned light tuna, packed in water 2 Tbsp celery 3/4 c green or red grapes 1 Tbsp low-fat mayonnaise 2 slices whole-wheat bread 1 large leaf romaine lettuce
	1/2 c steamed broccoli and carrots
	1/2 canned pear, in juice, no added sugar
Dinner	1 1/2 c Chicken and Spanish Rice (see recipe at right)
	1 c cantaloupe
	1 small whole-wheat roll
	1 tsp soft margarine
	1 c fat-free milk
Snack	1/2 c fruit cocktail, in juice, no added sugar
	1 c fruit yogurt, fat-free, no added sugar

Adapted from the Dietary Approaches to Stop Hypertension (DASH) eating plan. Available at: www.nhlbi.nih.gov/health/public/heart/hbp/dash/index.htm.

^a There is a right number of calories for you to eat each day. This number depends on your age, gender, activity level, and whether you're trying to gain, maintain, or lose weight. To calculate your number, visit www.healthierus.gov/dietaryguidelines and look in the chapters of the *Dietary Guidelines for Americans, 2005*.

Chicken and Spanish Rice (makes 5 servings, serving size: 1 1/2 cups)

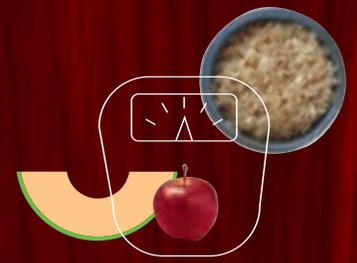
1 c onions, chopped	1/2 tsp black pepper
1/4 c green peppers, chopped	1 1/4 tsp garlic, minced
2 tsp vegetable oil	5 c cooked brown rice (in unsalted water)
1 8-oz can tomato puree	3 1/2 c chicken breast, cooked (skin removed), diced
2 1/2 c frozen peas	
1 tsp parsley, chopped	

1. In a large skillet, sauté onions and green peppers in oil for 5 minutes on medium heat.
2. Add tomato puree, peas, and spices. Heat through.
3. Add cooked rice and chicken. Heat through.



OLDER ADULT

Health Facts



For a Healthy Weight, Find Your Balance Between Food and Physical Activity

Staying at—or getting to—a healthy weight may help you in several ways. Not only will it help you feel better and look better, but research shows it plays an important role in reducing the risk of several types of chronic disease.

Excess body fat leads to a higher risk for premature death, type 2 diabetes, high blood pressure, high blood cholesterol and triglycerides, heart disease, stroke, gall bladder disease, respiratory dysfunction, gout, arthritis, and certain kinds of cancers.

HERE'S WHAT YOU NEED TO KNOW:

Determine what a healthy weight is for you.

Use the Adult Body Mass Index (BMI) Chart on the next page to help you determine if you are underweight, at a healthy weight, overweight, or obese. Locate your height in the left-most column and read across the row for your height to your weight. Follow the column of the weight up to the top row that lists the BMI. A BMI under 19 is underweight, 19 through 24 is the healthy weight range, 25 through 29 is in the overweight range, and a BMI of 30 and above is the obese range.

For those who are overweight or obese, modest weight loss (e.g., 10 pounds) has health benefits, and the prevention of further weight gain is very important. Eating fewer calories while increasing physical activity are the keys to controlling body weight. Aim for a slow, steady weight loss by decreasing calorie intake (eating fewer calories) while maintaining an adequate nutrient intake and increasing physical activity. Next are some suggestions to get you on your way. If you are

overweight and have a chronic disease and/or are on medication, talk to your healthcare provider before you start a weight loss program to make sure the changes are safe.

Many older Americans need to eat fewer calories, be more active, and make wiser food choices.

Eat fewer calories. Calories count—and they come from both food and beverages. There are a right number of calories for you to eat each day. You can estimate your number from the Estimated Calories Needed table on page 3. For example, a 60-year-old, sedentary woman should aim for 1,600 calories a day, while a 60-year-old, sedentary man should aim for 2,000 calories a day.

Be more active. Eating fewer calories, of course, is just one side of the equation. Caloric expenditure needs to be in balance with caloric intake to maintain body weight. That means the calories “burned” during physical activity (in addition to activities of daily living) need to be the same as the calories taken in as food and beverages. All adults should engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, on most days of the week. However, to prevent weight gain, you may need up to 60 minutes of moderate- to vigorous-intensity activity on most days of the week while not eating more calories than you require.

Make wiser food choices. Remember, it is always important to eat foods that are high in nutrients for the amount of calories they contain, such as

fruits, vegetables, whole grains, and low-fat or fat-free milk and milk products. Using the food label on packaged foods can help you make healthier food choices. And don't forget to

watch your portion size. Controlling portion size helps limit calorie intake, especially when eating foods that are high in calories.

Adult BMI Chart																		
BMI	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	
Height	Weight In Pounds																	
4'10"	91	96	100	105	110	115	119	124	129	134	138	143	148	153	158	162	167	
4'11"	94	99	104	109	114	119	124	128	133	138	143	148	153	158	163	168	173	
5'	97	102	107	112	118	123	128	133	138	143	148	153	158	163	158	174	179	
5'1"	100	106	111	116	112	127	132	137	143	148	153	158	164	169	174	180	185	
5'2"	104	109	115	120	126	131	136	142	147	153	158	164	169	175	180	186	191	
5'3"	107	113	118	124	130	135	141	146	152	158	163	169	175	180	186	191	197	
5'4"	110	116	122	128	134	140	145	151	157	163	169	174	180	186	192	197	204	
5'5"	114	120	126	132	138	144	150	156	162	168	174	180	186	192	198	204	210	
5'6"	118	124	130	136	142	148	155	161	167	173	179	186	192	198	204	210	216	
5'7"	121	127	134	140	146	153	159	166	172	178	185	191	198	204	211	217	223	
5'8"	125	131	138	144	151	158	164	171	177	184	190	197	203	210	216	223	230	
5'9"	128	135	142	149	155	162	169	176	182	189	196	203	209	216	223	230	236	
5'10"	132	139	146	153	160	167	174	181	188	195	202	209	216	222	229	236	243	
5'11"	136	143	150	157	165	172	173	186	193	200	208	215	222	229	236	243	250	
6'	140	147	154	162	169	177	184	191	199	206	213	221	228	235	242	250	258	
6'1"	144	151	159	166	174	182	189	197	204	212	219	227	235	242	250	257	265	
6'2"	148	155	163	171	179	186	194	202	210	218	225	233	241	249	256	264	272	
6'3"	152	160	168	176	184	192	200	208	216	224	232	240	248	256	264	272	279	
	Healthy Weight						Overweight						Obese					

Source: Evidence Report of Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults, 1998. NIH/National Heart, Lung, and Blood Institute (NHLBI).

For more information on the *Dietary Guidelines for Americans*, please visit www.healthier.us.gov/dietaryguidelines.



Read food packages to make smart choices.

Use the Nutrition Facts label. Most packaged foods have a Nutrition Facts label like the label on the next page. Use this tool to make smart food choices and find out the amount of calories and nutrients you are actually eating. To use the label effectively:

- **Check servings and calories.** Look at the serving size and how many servings you are consuming. If the Nutrition Facts label shows 100 calories for a 1/2 cup serving, and you eat 1 cup, you are consuming 200 calories. Or, if the Nutrition Facts label on a bottle of fruit juice indicates there are 160 calories in a serving and the bottle contains 2 1/2 servings and you drink the entire bottle, you are consuming 400 calories.
- **Check the percent Daily Value (% DV).** For most nutrients, the Nutrition Facts label provides a % DV. Five percent DV or less means that there is a low amount of that nutrient in a particular food, and 20% DV means that there is a high amount of that nutrient in a particular food. Keep nutrients like saturated fat, cholesterol, and sodium low. Try to get at least 100% DV per day of dietary fiber; vitamins A, C, and D; calcium; and iron.

Know the serving size. Controlling how much you eat helps limit calorie intake, particularly when eating foods that are high in calories. When

using packaged foods with the Nutrition Facts label, you can check servings and calories as noted above. When eating whole foods or packaged foods without labels, pay attention to how the serving size compares to a recommended amount of food from each food group.

Read the ingredient list. Ingredients are listed in descending order by weight from most to least. Make sure that those ingredients you want more of, such as whole grains (e.g. whole wheat) are listed first, as in the example below. Make sure that those you want to eat less of, like added sugars, are not one of the first few ingredients. Some names for added sugars (caloric sweeteners) include sucrose, high-fructose corn syrup, corn syrup, corn sweetener, maple syrup, honey, and molasses.

This is a label from whole-wheat bread.

INGREDIENTS: WHOLE-WHEAT FLOUR, WATER, WHEAT GLUTEN, SOYBEAN AND/OR CANOLA OIL, YEAST, SALT, HIGH-FRUCTOSE CORN SYRUP, HONEY.

Check for claims on the front of food packages. The labels of some food products have a variety of claims to help manage your weight such as “low calorie,” “lite,” “low fat,” “reduced fat,” “reduced sugar,” or “diet.”

Estimated Calories Needed by Gender, Age, and Activity Level ^a

Gender	Age (Years)	Sedentary ^b	Moderately Active ^c	Active ^d
Female	51+	1,600	1,800	2,000 - 2,200
Male	51+	2,000	2,200 - 2,400	2,400 - 2,800

^a These levels are based on Estimated Energy Requirements (EER) from the Institute of Medicine (IOM) Dietary Reference Intakes macronutrients report, 2002, calculated by gender, age, and activity level for reference-sized individuals. “Reference size,” as determined by IOM, is based on median height and weight for that height to give a BMI of 21.5 for adult females and 22.5 for adult males.

^b Sedentary means a lifestyle that includes only the light physical activity associated with typical day-to-day life.

^c Moderately active means a lifestyle that includes physical activity equivalent to walking about 1.5 to 3 miles per day at 3 to 4 miles per hour, in addition to the light physical activity associated with typical day-to-day life.

^d Active means a lifestyle that includes physical activity equivalent to walking more than 3 miles per day at 3 to 4 miles per hour, in addition to the light physical activity associated with typical day-to-day life.

For more information on the *Dietary Guidelines for Americans*, please visit www.healthier.us.gov/dietaryguidelines.



Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

% Daily Value*

Total Fat 12g 18%

Saturated Fat 3g 15%

Trans Fat 3g

Cholesterol 30mg 10%

Sodium 470mg 20%

Potassium 700mg 20%

Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4%

Vitamin C 2%

Calcium 20%

Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total fat	Less than	65g	80g
Sat fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories/Hour Expended in Common Physical Activities

Some examples of physical activities commonly engaged in are listed below.

Some of the activities can constitute either moderate or vigorous intensity depending on the rate at which they are carried out.

Moderate Physical Activity	Approximate Calories/Hr for a 154 lb Person ^a
Hiking	370
Light gardening/yard work	330
Dancing	330
Golf (walking and carrying clubs)	330
Bicycling (<10 mph)	290
Walking (3.5 mph)	280
Weight lifting (general light workout)	220
Stretching	180
Vigorous Physical Activity	Approximate Calories/Hr for a 154 lb Person ^a
Bicycling (>10 mph)	590
Swimming (slow freestyle laps)	510
Walking (4.5 mph)	460
Heavy yard work (chopping wood)	440
Weight lifting (vigorous effort)	440

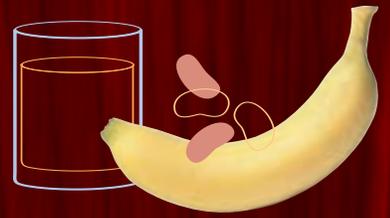
^a Calories burned per hour will be higher for persons who weigh more than 154 lbs (70 kg) and lower for persons who weigh less.

Source: Adapted from the 2005 Dietary Guidelines Advisory Committee (DGAC) Report.



OLDER ADULT

Health Facts



Sodium and Potassium

Nearly all Americans eat too much salt (sodium). Most of the salt comes from eating processed foods (75%), or adding salt to food while cooking and using the salt shaker at meals (5% to 10%). On average, the more salt a person eats, the higher his or her blood pressure. Eating less salt is an important way to reduce the risk of high blood pressure, which may in turn reduce the risk of heart disease, stroke, congestive heart failure, and kidney damage. To reduce the amount of sodium in your diet, eat less processed food and use less salt while cooking and at the table.

Other lifestyle changes may prevent or delay getting high blood pressure and may help lower elevated blood pressure. These include eating more potassium-rich foods, losing excess weight, being more physically active, and eating a healthy diet. If you drink alcoholic beverages, do so in moderation.

Did you know that sodium and potassium both impact blood pressure? A diet rich in potassium helps to counterbalance some of sodium's harmful effects on blood pressure.

HERE'S WHAT YOU NEED TO KNOW:

Older adults should aim for no more than 1,500 milligrams of sodium each day.

This is about 3/4 teaspoon of salt. You should also try to get 4,700 milligrams of potassium each day.

Here are some tips for eating less salt and more potassium:

- When you're choosing packaged foods, check the sodium content on the Nutrition Facts label. Focus on the milligrams of sodium in each serving. Use the percent Daily Value

Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

% Daily Value*

Total Fat 12g 18%

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Potassium 700mg 20%

Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4%

Vitamin C 2%

Calcium 20%

Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total fat	Less than	65g	80g
Sat fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

(% DV) to help limit your sodium intake. Five percent DV or less is low and 20% DV or more is high. You don't want to exceed a total of 65% DV for sodium from all foods in a day. Sixty-five percent DV is 1,500 milligrams of sodium.

- Compare sodium content for similar foods. This can really make a difference. Use the Nutrition Facts label to select brands that are lower in sodium.
- Use the claims on the front of the food package to quickly identify foods that contain less salt or that are a good source of potassium. Examples include "low in sodium," "very low sodium," and "high in potassium."

- When you're preparing food at home, use herbs and spices to add flavor to your foods. Don't salt foods before or during cooking—and limit use at the table.
- While salt substitutes containing potassium chloride may be useful for some individuals, they can be harmful to people with certain medical conditions. Consult your healthcare provider before using salt substitutes.
- When you're eating out, ask that your meal be prepared without salt or ask your wait person to identify foods that are made without salt.

Ranges of sodium content for selected foods available in the retail market

This table is provided to show the importance of reading the food label to determine the sodium content of food, which can vary by several hundreds of milligrams in similar foods.

Food	Amount	Range of Sodium Content (mg)	% Daily Value (% DV)* for Sodium
Breads, all types	1 oz	95 - 210	4% - 9%
Frozen vegetables, all types	1/2 c	2 - 160	0% - 7%
Frozen main dishes	8 oz	500 - 2,570	21% - 107%
Salad dressing, regular fat, all types	2 Tbsp	110 - 505	5% - 21%
Whole-grain, ready-to-eat cereals	1 c	35 - 375	1% - 16%
Soup (tomato), reconstituted	8 oz	700 - 1,260	29% - 53%
Tomato juice	8 oz (~1 c)	340 - 1,040	14% - 43%
Potato chips ^a	1 oz (28.4 g)	120 - 180	5% - 8%
Pretzels ^a	1 oz (28.4 g)	290 - 560	12% - 23%

* % Daily Values (DV) listed in this column are based on the food amounts listed in the table. The DV used for sodium on the Nutrition Facts label is 2,400 mg. Since older adults should consume only 1,500 mg of sodium, you should aim for no more than 65% DV.

^a All snack foods are regular flavor, salted.

Source: Agriculture Research Service (ARS) Nutrient Database for Standard Reference, Release 17 and recent manufacturers' label data from retail market surveys. Serving sizes were standardized to be comparable among brands within a food. Bread slices vary in size and weight across brands.

Note: None of the examples provided were labeled low-sodium products.

Get enough potassium each day

Adults should consume 4,700 milligrams of potassium each day. Potassium-containing food sources include leafy greens, such as spinach and collards; fruit from vines, such as grapes and blackberries; root vegetables, such as carrots and potatoes; and citrus fruits, such as oranges and grapefruit. More specific examples are provided below.

Food, Amount	Potassium (mg)	% Daily Value*	Calories
Sweet potato, baked, 1 potato (146 g)	694	20%	131
Beet greens, cooked, 1/2 c	655	19%	19
Potato, baked, flesh, 1 potato (156 g)	610	17%	145
White beans, canned, 1/2 c	595	17%	153
Yogurt, plain, non-fat, 8-oz container	579	17%	127
Prune juice, 1/2 c	530	15%	136
Tuna, yellowfin, cooked, 3 oz	484	14%	118
Lima beans, cooked, 1/2 c	484	14%	104
Winter squash, cooked, 1/2 c	448	13%	40
Cod, Pacific, cooked, 3 oz	439	13%	89
Banana, 1 medium	422	12%	105
Spinach, cooked, 1/2 c	419	12%	21
Tomato juice, 3/4 c	417	12%	31
Orange juice, canned, 3/4 c	436	12%	105

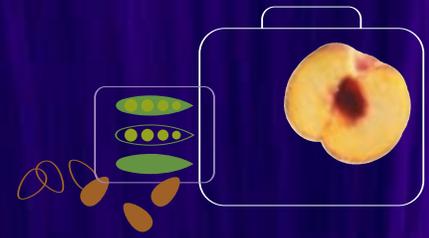
* % Daily Values (DV) listed in this column are based on the food amounts listed in the table and FDA's Daily Value for potassium (3,500 mg).

Source: Nutrient values from Agricultural Research Service (ARS) Nutrient Database for Standard Reference, Release 17. Foods are from ARS single nutrient reports, sorted in descending order by nutrient content in terms of common household measures. Food items and weights in the single nutrient reports are adapted from those in the 2002 revision of USDA Home and Garden Bulletin No. 72, Nutritive Value of Foods. Mixed dishes and multiple preparations of the same food item have been omitted from this table.



OLDER ADULT

Health Facts



Get the Most Nutrition Out of Your Calories

Each major food group provides a variety of nutrients, so it's important to include all food groups in your daily eating plan. You will enjoy many different foods while getting essential nutrients that help you get the most nutrition out of your calories.

Many older adults don't eat enough foods that contain calcium, potassium, fiber, magnesium, and vitamins A, C, D, and E. Fruits and vegetables contain potassium, fiber, magnesium, and vitamins A and C. Vitamin E is found in many ready-to-eat cereals, nuts, and vegetable oils. Calcium and vitamin D are found in fat-free and low-fat milk. At the same time, many older adults eat too many foods high in calories, saturated and *trans* fats, cholesterol, added sugars, and salt.

Getting the nutrients you need through a healthy diet is essential for overall health. So, look for foods that are packed with vitamins, minerals, fiber, and other nutrients, but lower in calories. These foods should be the foundation of your diet. Eating nutrient-packed foods helps you stay within your calorie needs while meeting your nutrient needs.

What are my daily calorie needs?

There is a right number of calories for you to eat each day. Find your number in the table below. For example, a 60-year-old, sedentary woman should aim for 1,600 calories a day, while a 60-year-old, sedentary man should aim for 2,000 calories a day. You could use up the entire amount on a few high-calorie items, but chances are you won't get the full range of nutrients that your body needs.

Estimated Calories Needed by Gender, Age, and Activity Level^a

Gender	Age (Years)	Sedentary ^b	Moderately Active ^c	Active ^d
Female	51+	1,600	1,800	2,000 - 2,200
Male	51+	2,000	2,200 - 2,400	2,400 - 2,800

^a These levels are based on Estimated Energy Requirements (EER) from the Institute of Medicine (IOM) Dietary Reference Intakes Macronutrients Report, 2002, calculated by gender, age, and activity level for reference-sized individuals. "Reference size," as determined by IOM, is based on median height and weight for that height to give a Body Mass Index (BMI) of 21.5 for adult females and 22.5 for adult males.

^b Sedentary means a lifestyle that includes only the light physical activity associated with typical day-to-day life.

^c Moderately active means a lifestyle that includes physical activity equivalent to walking about 1.5 to 3 miles per day at 3 to 4 miles per hour, in addition to the light physical activity associated with typical day-to-day life.

^d Active means a lifestyle that includes physical activity equivalent to walking more than 3 miles per day at 3 to 4 miles per hour, in addition to the light physical activity associated with typical day-to-day life.

HERE'S WHAT YOU NEED TO KNOW:

Eat a variety of nutrient-packed foods and beverages within and among the basic food groups, while limiting foods with saturated fat, *trans* fats, cholesterol, added sugars, and salt, as well as alcohol. Those who choose to consume alcoholic beverages should do so sensibly and in moderation. Individuals taking medications that interact with alcohol and those with specific medical conditions should not consume alcoholic beverages. Select a variety of foods from each food group and within food groups. A healthy eating plan is one that:

- Emphasizes fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products
- Includes lean meats, poultry, fish, dry beans (legumes), eggs, and nuts
- Is low in saturated fat, *trans* fat, cholesterol, salt (sodium), and added sugar
- Balances calorie intake with calorie needs

Use the Nutrition Facts label.

Most packaged foods have a Nutrition Facts label. Use this tool to make smart food choices and find out how much you are actually eating. To use the label effectively:

Check servings and calories. Find out how much you are actually eating. Look at the serving size and how many servings you are eating. If you are eating two servings, you are eating double the calories and the nutrients listed in the Nutrition Facts label for one serving of the food.

Check the percent Daily Value (% DV). For many nutrients, the Nutrition Facts label provides a % DV. Five percent DV or less is low and 20% DV or more is high.

- Try to get 100% DV per day of dietary fiber; vitamins A, C, and D; calcium; potassium; and iron.
- Try to stay below 100% DV per day for total fat, saturated fat, and cholesterol, and below 65% DV (1,500 milligrams) for sodium.
- Try to keep *trans* fats as low as possible.

Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

% Daily Value*

Total Fat 12g 18%

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Potassium 700mg 20%

Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4%

Vitamin C 2%

Calcium 20%

Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total fat	Less than	65g	80g
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Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Read the ingredient list.

Ingredients are listed in descending order by weight from most to least. Make sure that those ingredients you want more of, such as whole grains (e.g., whole wheat) are listed first. Make

sure that those you want to eat less of, like added sugars, are not one of the first few ingredients. Some names for added sugars (caloric sweeteners) include brown sugar, corn sweetener, corn syrup, dextrose, fructose, fruit juice concentrates, glucose, high-fructose corn syrup, honey, invert corn syrup, invert sugar, lactose, maltose, malt syrup, molasses, maple syrup, raw sugar, sucrose, and syrup.

You can get a big nutritional “bang for the bite” by making smart food choices. The comparisons in the Smart Food Choices chart are just some examples of how you can get more from your calories.

As an older adult, you may have increased needs for particular nutrients and should select food sources of these nutrients more often. For example:

- Many people over 50 years old have reduced absorption of vitamin B12. Fortified cereal, lean meat, some fish or shellfish, and vitamin B12 dietary supplements are sources of vitamin B12.
- Older adults, people with dark skin, and people insufficiently exposed to sunlight tend to need more vitamin D to help maintain bone health. Drinking vitamin D-fortified low-fat or fat-free milk is a good way to get vitamin D.
- Since constipation may affect up to 20% of people over age 65, older adults should consume foods rich in dietary fiber.
- Lifestyle changes can prevent or delay the onset of high blood pressure and can lower elevated blood pressure. These changes include increasing potassium intake, reducing salt intake, eating an overall healthful diet, and getting enough physical activity.

Smart Food Choices	
Vitamin A	
1 oz cheese puffs snack = 0.6 IU (1% DV) in 122 calories	vs.
1/2 c carrot, cooked = 13,420 IU (270% DV) in 27 calories	
Vitamin C	
1 12-fluid-oz soft drink = 0 mg (0% DV) in 160 calories	vs.
1 c (8 fluid oz) orange juice = 110 mg (180% DV) in 120 calories	
Dietary Fiber	
1 slice white bread = 1 g (4% DV) in 80 calories	vs.
1 slice whole-wheat bread = 2 g (8% DV) in 70 calories	
Vitamin E	
1 oz potato chips = 3 mg (10% DV) in 152 calories	vs.
1 oz almonds = 7 mg (25% DV) in 160 calories	

Source: U.S. Department of Agriculture, Agricultural Research Service. 2004. USDA National Nutrient Database for Standard Reference, Release 17. Nutrient Data Laboratory Home Page, www.nal.usda.gov/fnic/foodcomp.

Million Hearts Collaboration - July 2014 Messaging Campaign

Theme: "I love you salt, but you're breaking my heart."

July is the month to begin lowering your salt intake! The American Heart Association just released a new campaign "I love you salt, but you're breaking my heart." The purpose is to increase awareness of Americans' excess sodium intakes and the impact those intakes have on health; inspire changes in consumer behaviors to reduce sodium intake; and build a base of supporters who will actively engage with decision makers to effect policy changes that reduce sodium in the food supply.

If you have any activities that promote reducing salt intake in your local community, please [let us know](#).

This document is intended to ensure consistent messaging among partners and it includes:

- 1. Email newsletter article and resources**
- 2. Social media resources**

Email Newsletter Article

[From the AHA Website at <http://www.heart.org/sodium>]

Sodium and Heart Health

- Too much salt can damage blood vessels over time, paving the way for high blood pressure.
- Blood pressure rises with age, so even if you don't have high blood pressure now, reducing sodium intake can help maintain normal blood pressure as you get older.
- One in three U.S. adults has high blood pressure, and 90 percent of American adults are expected to get high blood pressure over their lifetimes. In the U.S., high blood pressure is a leading risk factor of deaths.

Eating less salt can:

- Improve heart health
- Lower high blood pressure risk
- Reduce bloating
- Reduce preferences for salty tastes

On the AHA sodium website you can access several items to help promote salt reduction:

- Take the Pledge – an online pledge page allows you to make a true commitment to reducing the risks to heart disease; by taking the pledge you will receive resources and tips via email from the AHA to help you uphold your pledge
- “Don't Let Salt Sneak Up On You” video – a new 1-minute video is a fun reminder to watch out for salt in packaged and restaurant foods.
- Salty Scoop Blog – meet Suzie Sodium, AHA's in-house sodium specialist, and find videos, news, and other posts with tips to reduce salt intake without reducing flavor
- Sodium 411 – learn more about salt, such as the difference between salt and sodium, sources of sodium, the power of potassium, how much you should eat, recipes and more
- Action Center –Tell a Friend, Share Your Story and Upload Your Picture of living a healthy lifestyle with less salt

Help spread the word about sodium reduction and create a movement that can change America's relationship with salt.

Additional Resources for Patients, Providers, and Health Professionals

- **National Salt Reduction Initiative (NSRI)**

The NYC Health Department is coordinating an unprecedented public-private partnership to help prevent heart disease and strokes by reducing the amount of salt in [packaged](#) and [restaurant](#) foods. The National Salt Reduction Initiative (NSRI), a partnership of more than 90 [state and local health authorities and national health organizations](#), sets voluntary targets for salt levels in 62 categories of packaged food and 25 categories of restaurant food to guide food company salt reductions in 2012 and 2014. Some popular products already meet these targets – a clear indication that they are achievable. Go to [National Salt Reduction Initiative](#) or email salt@health.nyc.gov for more information.

- **Centers for Disease Control and Prevention (CDC)**

Current dietary guidelines for Americans recommend that adults in general should consume no more than 2,300 mg of sodium per day. At the same time, consume potassium-rich foods, such as fruits and vegetables. However, if you are in the following population groups, you should consume no more than 1,500 mg of sodium per day, and meet the potassium recommendation (4,700 mg/day) with food.

- You are 51 years of age or older.
- You are African American.
- You have high blood pressure.
- You have diabetes.
- You have chronic kidney disease.

The 1,500 mg recommendation applies to about half of the U.S. population overall and the majority of adults. Nearly everyone benefits from reduced sodium consumption. Eating less sodium can help prevent, or control, high blood pressure. To learn more about sodium in your diet, visit <http://www.cdc.gov/vitalsigns/Sodium/index.html>.

- **Million Hearts Initiative**

Find out more on salt and sodium reduction at the Million Hearts Initiative Site. To help consumers adjust their meal preparation, go to the following link to access Recipes, Meal Plans, and stories of creating lightened –up meals for a healthy heart. <http://recipes.millionhearts.hhs.gov/>

Social Media Resources

- [AHA Twitter](#)
- [AHA Facebook](#)
- [CDC Twitter](#)
- [CDC Facebook](#)

- [CDC - Salt](#)
- [Million Hearts Twitter](#)
- [Million Hearts Facebook](#)

Twitter Hashtags

- #SodiumChat
- #sneakysalt

Sample Social Media Messages

- #DYK: 77 percent of the sodium America consumes comes from processed, prepackaged, and restaurant foods. Learn more at <http://bit.ly/1w6kYuk> #SneakySalt
- It's not about the salt shaker. You're getting more sodium than you need, mostly through some prepackaged and restaurant foods. Check out the facts here: <http://bit.ly/1w6kYuk>
- Reduce your salt intake and protect your heart by getting the Salty Scoop: <http://bit.ly/1qO3O4Y> #SneakySalt
- We need less salt in our prepackaged foods—our health depends on it! <http://bit.ly/1w6kYuk> RT if you watch for #SneakySalt!
- Too much salt? Americans eat 3,400+ mg of sodium every day—way more than recommended. Salt's everywhere—see for yourself: <http://bit.ly/1trMjLv>
- Don't let Salt sneak up on you. <http://bit.ly/1trMjLv> #SneakySalt
- Think you have a healthy diet? Take our quiz to see how sodium-savvy you are: <http://bit.ly/1mk5Cl3> #SneakySalt
- Think you're worth your salt? Check out the sodium myths infographic – did any of these catch you by surprise? <http://bit.ly/TVzybC>



“I LOVE YOU SALT,
BUT YOU’RE BREAKING MY HEART”

WHY SODIUM?

Video: “Don’t Let Salt Sneak Up On You”

<http://bit.ly/1trMjLv>

THE FACTS

- The average American takes in more than **3,400 milligrams** of sodium each day—more than twice the ideal amount for heart health, according to the American Heart Association.
- Studies link excess sodium intake to the development of **elevated blood pressure**, which increases the risk of **heart attacks, stroke, and kidney disease**.
- Nearly 80% of 1-3 year olds and more than 90% of 4-18 year olds eat too much sodium, putting them at risk of developing **heart disease** and **elevated blood pressure** at an earlier age. (Source: CDC MMWR December 20, 2013 / 62(50);1021-1025.)



OUR MISSION

- **Increase awareness** of Americans' excess sodium intakes and the impact those intakes have on health.
- **Inspire behavior change and drive consumer habits** to reduce sodium intake.
- **Build an audience of supporters** to actively engage with decision makers and effect policy changes that reduce sodium in the food supply.



WHERE YOU COME IN

- To support this campaign, we need help from American Heart Association supporters and other stakeholders across the country.
- **Getting involved is easy!** You can help us reach our goals by taking just a few easy actions and encouraging your connections to do the same.



GET SUPPORTERS INVOLVED

We encourage you to ask your own networks and partners to get involved to help make a difference in our country's future health! They can get involved by:

- **Visiting our website**, heart.org/sodium, to learn more and read and comment on our blog, the Salty Scoop.
- **Signing the pledge** to reduce the sodium they eat.
- **Promoting our video** via Twitter and Facebook.
- **Uploading a photo** to show how they're reducing excess salt and starting a healthier relationship with food.
- **Sharing their story** of how they're reducing sodium in their diet and living healthier.
- **Taking the sodium quiz** to test their sodium knowledge.
- **Sharing** all of the above actions with their friends via email and social networks.





IT'S TIME TO WATCH FOR #SNEAKYSALT

ARE YOU READY?

ADDENDUM: REDUCING SODIUM IN THE FOOD SUPPLY

If the food industry voluntarily reduced sodium by 50% in the top 50 foods contributing to Americans' sodium intakes, and then reduced sodium by 10% in all other foods, this could result in 80% of Americans achieving intermediate sodium intake goals (2,300 mg/day) and 30% achieving ideal sodium intake (1,500 mg/day).

Source: Antman et al., *Circulation* 2014. Vol 129 (Data supplement)



I love you salt, but
you're breaking my heart.
It's time for a healthier
relationship.

America's relationship with salt is putting us at risk for high blood pressure, heart disease, and stroke. It's time to break up with excess salt – take the pledge now!



www.heart.org/SODIUM