

Our Programs

The Heart Mark

The Heart Mark is a guideline and incentive for consumers to instantly identify healthy food products on the shelf and when dining out. The aim is not to change the existing menu or ingredients, but rather to identify those items which are already within the dietary guidelines recommended by the Foundation. These options are lower in fat, cholesterol, salt and where applicable, higher in fibre and calcium

Go Red For Women

The Go Red For Women movement was founded by the American Heart Association and is used worldwide by Heart Foundations as a strategy that encourages awareness of the issue of women and heart disease, and also action to save more lives. The movement harnesses the energy, passion and power women have to band together and collectively wipe out heart disease. It challenges them to know their risk for heart disease and take action to reduce their personal risk. It also gives them the tools they need to lead a heart healthy life.

HeartLethics

These are exclusive collection of athletics and sporting events that involve running, walking, swimming, golfing, and other sporting disciplines in the aim of raising awareness of cardiovascular disease, promote physical activities and funds for the Foundation.

Heart Mark Advocacy

Less 'bad' fats

Unhealthy fats include saturated fats and trans fats. These fats can increase LDL cholesterol in our blood that leads to the build up of plaque, a fatty material that forms on the inner wall of blood vessels. Eating a balanced diet which includes less saturated fat and trans fat will help reduce your cholesterol levels. The Mark standards limit saturated fat and trans fat in many foods.

Less salt

As a population, we consume nearly twice as much salt as we should. While salt contains sodium, an essential mineral our body needs, too much sodium is unhealthy and can contribute to high blood pressure (hypertension). The Mark standard for sodium limits salt levels in a wide range of foods such as breads, breakfast cereals, spreads and processed foods.

Less energy

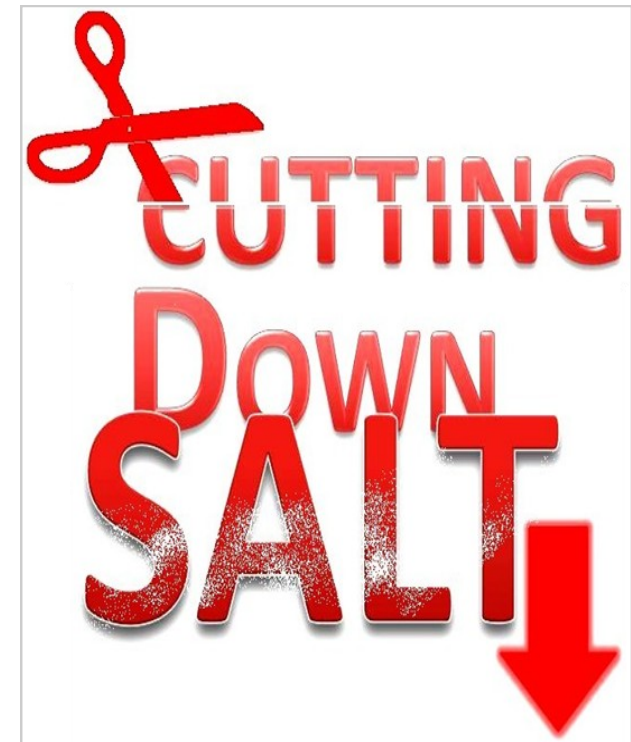
Fat and sugar add energy to food, and it can take us longer to burn off (metabolise) high energy foods. The Mark standard for energy (measured as kilojoules) limits levels of energy dense nutrients such as fat and sugar

More fibre

Dietary fibre is essential for good health and is naturally found in cereals, grains, legumes, fruit and vegetables. Many Marked foods, such as breads and breakfast cereals must have minimum levels of fibre.

More calcium

Dairy products are our main source of calcium, an essential nutrient for bone development and maintenance. To increase calcium in our diet, Mark standards require minimum levels in all milk and dairy products.



too much sodium is unhealthy

Do you know how much salt you consume as part of your daily diet? You might be surprised to know that it's not just the salt you add to your meal that is important, it's also the salt which is 'contained' in many everyday foods. Many people do not realize that the amount of salt they consume every day could be putting their health at risk. Too much salt can increase the risk of developing high blood pressure, which is a risk factor for coronary heart disease. It is important for you and your family to try not to eat more than the recommended amount of salt. This could help you to keep your heart healthy.

How much is too much?

Health experts recommend that adults should consume less than 6g of salt a day. To give you a clearer idea, one level teaspoon contains 6g of salt. If you think you may be consuming too much salt, you are not alone. Currently, the average daily intake of salt by adults is above the recommended maximum. The good news is that once you have all the facts about salt and your health, there are simple steps you can take to reduce your salt intake and improve your long-term health. Read on to find out how to reduce your salt intake.

Where is the salt?

Processed foods such as canned soups, takeaways, and ready-prepared meals are prime culprits for containing high levels of salt. A staggering 75% of a person's dietary salt intake comes from processed foods alone.

Also be aware that some staple foods such as bread and some breakfast cereals have added salt and that it can also be found in sweet foods such as cakes and biscuits. Ideally, you should try to have a balanced diet containing fresh fruit, vegetables, starchy foods such as potatoes, pasta and rice and less fat (especially saturates), salt and sugar.

Always read the label. Regularly checking the nutrition information on food labels can help you to choose healthier options for your diet.

Salt often appears as sodium on food labels (6g of salt is equivalent to 2.5g of sodium).

What is low or high per 100g?

	LOW: a healthier choice just occasionally	HIGH: Just occasionally
Salt	0.3g or less	1.5g or more
Sodium	0.1g or less	0.6g or more

Guideline Daily Amounts (GDA) also appear on the labels of some foods and drinks. The GDA of salt for adults daily is 6g. Try not to exceed this amount. Also avoid products that contain 40% or more of an adult's GDA in one portion, as they will be high in salt.

Recommendations for children There are also daily recommended maximum salt targets for children depending on their age:

- 1 to 3 years 2g salt 0.8g sodium
- 4 to 6 years 3g salt 1.2g sodium
- 7 to 10 years 5g salt 2g sodium
- 11 and over 6g salt 2.5g sodium

Top tips for passing the salt

Adding salt to your food while you're cooking or at the table may seem like a hard habit to break. Here are some top tips to get you started.

Cut down gradually and you shouldn't notice the difference.

Use food labels to choose lower salt options.

Try adding less salt to your cooking (eg, when boiling vegetables, making casseroles, pasta sauces etc).

Avoid adding salt to your meal at the table – taste it first and try adding herbs instead if you wish.

Watch out for the salt content in snacks such as crisps and nuts and highly salted foods such as bacon, cheese, and other processed foods such as ready meals and takeaways.

Switch salty snacks for a variety of fruit and vegetables. Aim for at least five portions a day.

Watch out for cooking sauces (especially soy sauce) and ready mixed 'seasonings' as some of these are high in salt.

