

# Heart to Heart

An e-bulletin created especially for healthcare providers

## Prescription Safety and Effectiveness Is In the News . . .

### Resources can help physicians ensure patients are taking medication properly

Nearly three out of every four Americans admit they do not take prescribed medication as directed. As more and more Americans are affected by at least one chronic condition, the problem is only going to get worse.

Physicians now have various resources at their fingertips that can help them improve medication adherence among their patients, particularly those with chronic conditions. These resources are part of *Script Your Future*, a campaign of the National Consumers League that aims to raise awareness about medication adherence.

The AMA is a committed partner in the campaign, which offers journal articles, medication lists, fact sheets and guides that physicians can share with patients. Specific resources include:

- Articles on how medication adherence can be improved
- Medication lists and condition management sheets
- Fact sheets on diabetes, hypertension and high cholesterol, and asthma

Learn more about the campaign.



**SCRIPT  
YOUR  
FUTURE**

**IOWA CERT**  
OLDER ADULTS



The Iowa Center for Education and Research on Therapeutics (Iowa CERT) is improving safety and effectiveness of medications for older adults. More information about the CERT and some of our products developed to-date can be found at our website. A link to some of our tools developed so far can be found in the highlights section on the right of the home page: <http://www.public-health.uiowa.edu/cert/home.html>

## All about Sodium . . .

### Think sodium not salt to achieve success in product reformulation: Cargill

The food industry is equipped to achieve realistic sodium reduction goals, but formulators must think about sodium not salt to have a greater likelihood of success, says Cargill's salt application leader.

### Global salt review may offer reduction 'framework'

Learning from current salt reduction strategies may help to produce a better framework for developing future initiatives, according to a global review of current methods.

### Sargento reduces its cheese sodium content by up to 40 per cent

The sodium content in Sargento's processed cheese brands can now be reduced by up to 40 per cent, without adding substitutes or affecting the flavour, the company claims.

### Saving Lives Through Salt Reduction

Recent research out of Stanford University indicates that reducing salt intake in the United States by just 10 percent could prevent as many as half a million heart attacks and save the nation \$32 million in health care costs.

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## Food Giant ConAgra Sets Sights on Sodium

This video highlights ConAgra's efforts to design lower-sodium meals. ConAgra has made a commitment to reduce sodium by 20 percent across all brands by 2015.

## Food Makers' Challenge: Reduce Salt But Keep Taste

In the face of increasing interest in low-sodium products, many food manufacturers struggle to satisfy consumer and government demands while preserving products' flavor.

## Reduced-sodium Salt Wins Superior Taste Award

Fortisalt™, a patent-pending reduced-sodium salt product, received a Superior Taste Award from the International Taste & Quality Institute.

## Book Teaches Readers To Improve Health Through Sodium Reduction

The new book *Little Crystals: A Low Sodium Journey through the Salted Land* takes readers through a step-by-step explanation of how to reduce sodium intake.

## Easy Ways To Cut Salt Daily

The article's author guides readers through an explanation of ways to cut sodium at each meal of the day. – Cooking Light

## Obese Diabetics Eating Too Much Salt

A survey from Australia of obese diabetic individuals indicates that 93 percent of men and 88 percent of women within this population consume more than the recommended daily amount of salt. – ABC News

## More Soldiers Die from Hypertension than from Combat

Approximately 17 percent of soldiers reported experiencing high blood pressure since they entered the Army. Officials are encouraging soldiers to adopt an active lifestyle and a healthy, low-sodium diet. – U.S. Army



## New Tools and Resources on Healthy Eating



Check-out the new resources and tools at this new USDA Web Site: <http://ChooseMyPlate.gov> Many of the tools are multimedia or interactive, including a daily Food Plan and Food Tracker. There are direct links to the Dietary Guidelines, print materials, as well as materials targeted at specific audiences, such as pregnant or breastfeeding women, preschoolers, kids, and those wanting to lose weight. In addition, there is a link for healthcare professionals. So definitely check this site out so that you understand the My Plate concept and that you can also refer your patients to these excellent resources.

<http://www.choosemyplate.gov/tipsresources/tentips.html>

Check-out the Sodium Reduction tip sheet

**10 tips**  
Nutrition  
Education Series



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