

Innovative Communication Strategy to Reduce Salt Intake through MDAs*

应用创新传播策略，促进外卖平台减盐

Technical support: WHO China Office

技术支持：世卫组织驻华代表处

Implementation research institutes: NINH, China CDC;

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执行研究机构：中国疾病预防控制中心营养与健康所；清华大学北京城市实验室

Digital platform: ELEME

数字平台：饿了么

Presented by NINH, China CDC

中国疾病预防控制中心营养与健康所

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*MDAs: Meal Delivery Apps

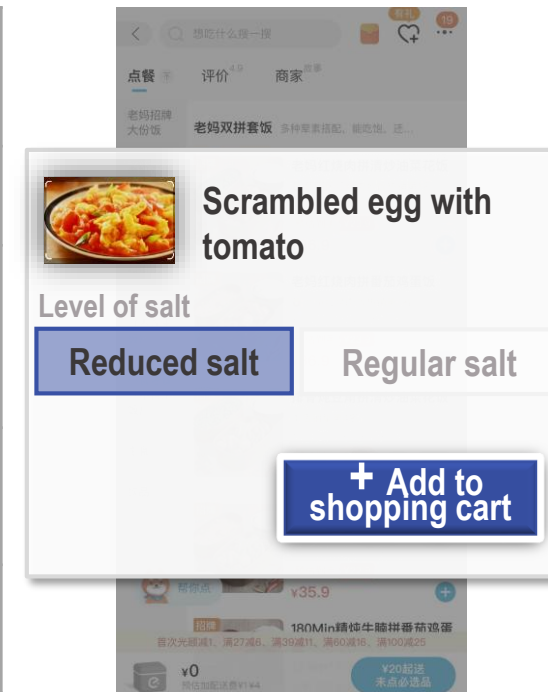


Salt sub-menu –
default on the
“reduced-salt” option

Study Design 研究设计



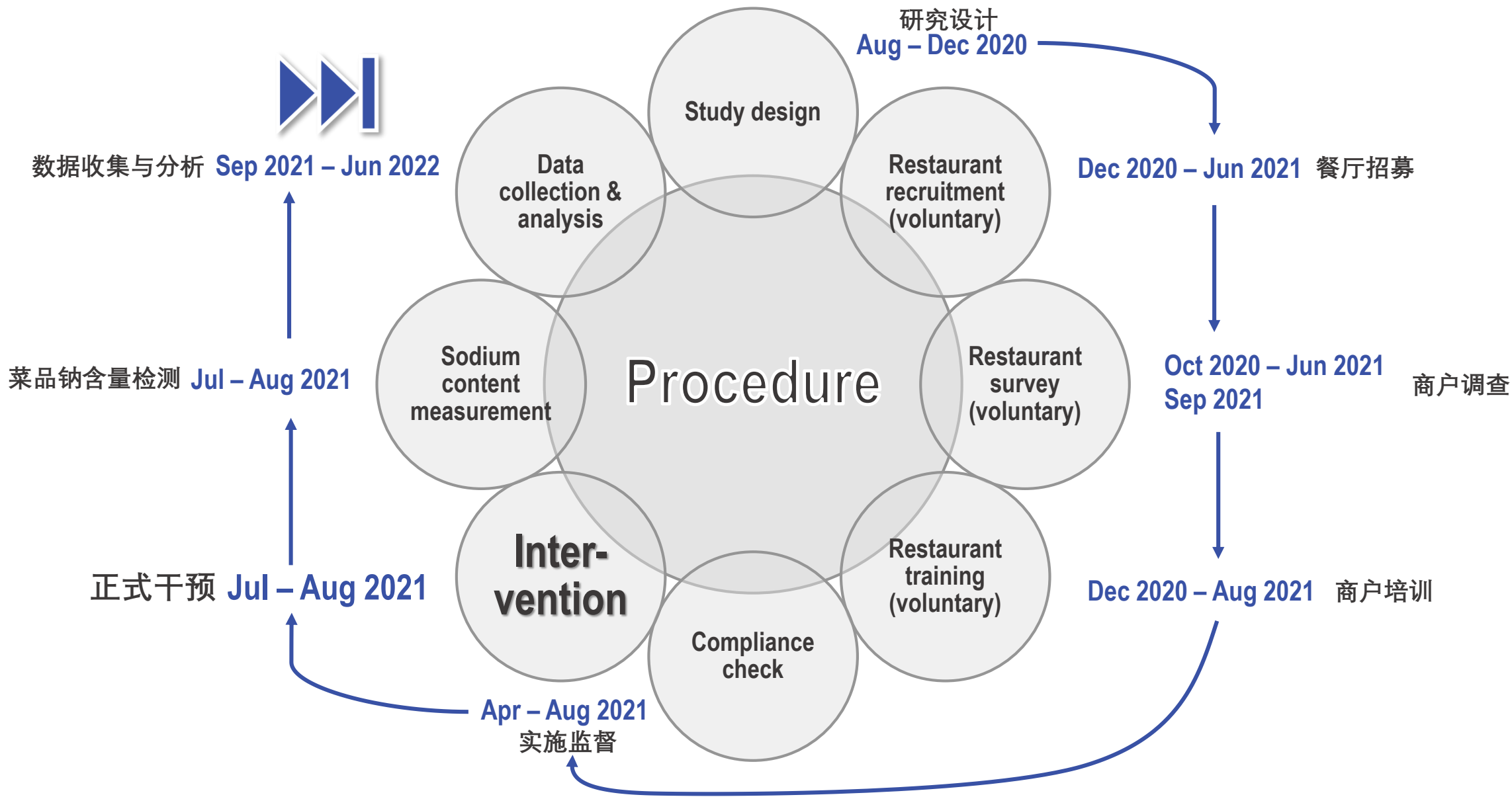
		Salt sub-menu		
		Without sub-menu	With sub-menu	
Health message	Without message	Control	A (_Rg)	B (_Rd)
	With message	E (Ms)	C (Ms_Rg)	D (Ms_Rd)



Treatments 干预措施

- A conventional educational health message on the top of the ordering page 传统健康信息提示
- A salt sub-menu to individual dishes for choice between “reduced salt” and “regular salt” 减盐二级菜单
- Sub-menu default setting on either “reduced salt” or “regular salt” 减盐二级菜单默认“少盐”或“正常”选项

Implementation 项目实施



Key Findings 主要发现

- The communications interventions tested had significant impact on increasing the number of orders of reduced salt meals, compared to the control group, especially when setting default on “reduced-salt” to the salt sub-menu. Health message alone was not effective. 与对照组相比，干预增加了少盐菜的下单数，特别是默认设置“少盐”的二级菜单。健康信息本身无明显效果。

	Orders containing reduced salt dishes	Orders not containing reduced salt dishes	Total	% of orders containing reduced salt dishes	P
Intervention groups*	3,474	253,252	256,726	1.4%	<0.001
Control group	3,663	610,553	614,216	0.6%	

* Intervention groups: Group A (_Rg), Group B (_Rd), Group C (Ms_Rg), Group D (Ms_Rd), Group E (Ms) combined.

- If without salt sub-menu, comment box is the primary channel for consumers to express dietary preference i.e., less salt. Less than 1% of orders were with comments, though among these comments, over 40% were related to consumers’ demand for salt reduction. 若无盐度二级菜单，备注栏为消费者表达减盐诉求的主要途径。虽这一途径并无法得到充分应用，但在所有留言中，减盐诉求占比超40%。

Total number of orders*	Number of orders with consumer comments (n, %)	Number of orders with reduced-salt comments (n, %)	Proportion of reduced-salt messages in all consumer messages
3,630,789	25,982 (0.7%)	10,549 (0.3%)	40.8%

* Data extracted from the 718 signed-up restaurants with operational data available from July-Dec 2020, prior to the intervention.

- Restaurants demonstrated their willingness to respond to the demand of consumers by reducing the salt used in prepared meals, which was validated by laboratory sodium content test. The estimated reductions at a population level can be significant.

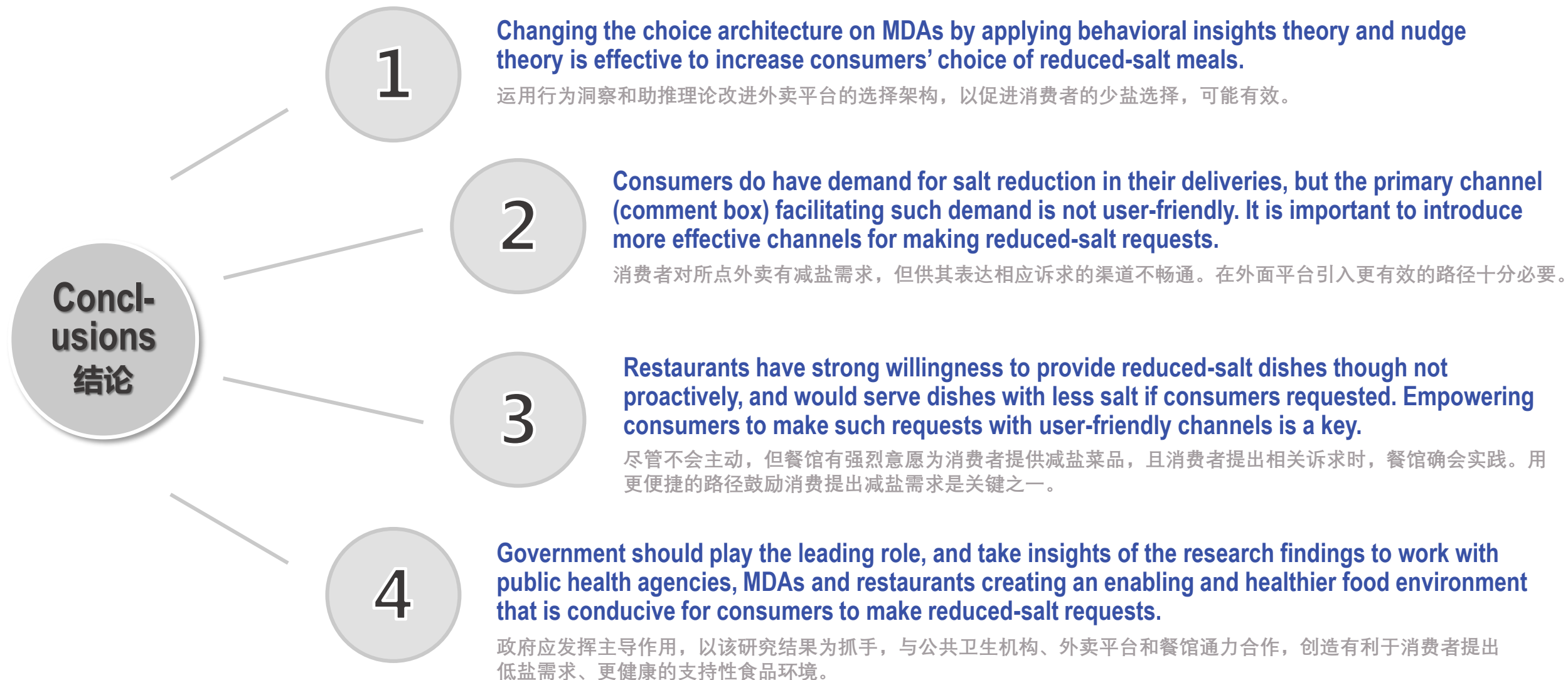
大多数餐厅表示乐于去迎合消费者的减盐需求，并在菜品钠含量检测中得以验证。将单个菜品的减盐量转化至人群层面，估算效果十分可观。

Number of matched dishes (regular vs. reduced salt version)	Median of sodium content (P25, P75)*	Median of sodium content of dishes ordered as reduced salt (P25, P75)*	Median of dishes ordered as regular salt (P25, P75)*	P	Absolute difference of sodium content (P25, P75)*
279	417.5(310.0,581.0)	352.0(264.0,482.0)	484.0(361.0,653.0)	<0.0001	90.0(38.0,178.0)

* Median of sodium content in mg/100g

Conclusion & Suggestions

结论及建议



THANK YOU

谢谢

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