

Developing the Evidence Base for a National Salt Reduction Programme for India (IND 9)

Target behaviour change: Reduction in dietary intake, reduction of salt levels in foods and meals

Behaviour change target groups: Consumers, food industry and service providers

Country/countries: India

Barriers/enablers to behaviour change

	Community	Non-physician healthworkers	Doctors	Food industry and policymakers	Notes
Capability – physical/psychological	Medium	Medium	High	High	1
Motivation – reflective/automatic	Low	Low	Low	Low	2
Opportunity – physical/social	Low	Low	Low	Low	3

Notes

1 - Food Industry and policymakers will have high probability of supporting salt reduction through indirect means. Doctors and community members may have some influence over behaviour change. No empirical work.

2 - Community may have low level motivation due to habit/cultural influences and lack of knowledge about the adverse health impact. No empirical evidence.

3 - Affected by habit and culture and also limited knowledge about the health impact. Controlled by food manufacturers/industry whom without policy push would have little motivation. No empirical evidence.

Intervention classification

Intervention	GACD project	China salt substitute	Mongolia workplace intervention	Notes
Restrictions	No	No	No	
Education	Yes	Yes	Partially	1
Persuasion	No	No	No	
Incentivisation	No	No	No	2
Coercion	Not sure	No	No	3
Training	Partially	No	No	4
Enablement	No	No	No	5
Modelling	No	No	No	
Environmental restructuring	Not sure	Yes	Yes	6
Policy factors				
Guidelines	Yes	No	No	7
Environment/social planning	No	Not sure	Not sure	
Communication/marketing	Yes	Yes	Yes	8
Legislation	Not sure	No	No	9

Service provision	No	Yes	Yes	
Regulation	Not sure	No	No	10
Fiscal measures (eg. taxation)	Not sure	No	No	11

Notes

- 1 - Community campaign to build awareness. Provide guidelines on reducing salt intake in food eg WHO and MoH Mongolia work place intervention on salt reduction.
- 2 - Voluntary or mandated targets for salt levels in foods and/or front of pack labelling.
- 3 - Potentially taxes on high salt foods.
- 4 - Training for food industry and food service providers.
- 5 - Environmental changing – FoodSwitch.
- 6 - FoodSwitch. Regulations on salt levels.
- 7 - National guidelines on reducing salt in processed foods/healthy eating guidelines for consumers.
- 8 - Social marketing campaigns: may cover persuasion/incentivisation.
- 9 - Potentially targets or labelling may require legislation.
- 10 - Potentially food industry regulations; voluntary or mandated targets for salt levels in foods.
- 11 - Potential taxes on high salt foods.