

LOW-SO GOOD

Changing the way practitioners and patients approach sodium restricted diets

Imagine This...

A world where you can improve your health just by eating food



The Truth: We Live in This world

And those with kidney disease, heart disease, diabetes, and a host of other conditions can benefit from



Lowering their sodium intake



Ditching processed foods



Cooking, eating, & sharing meals

The Issue: There's A Branding Problem

When people hear LOW-SODIUM they think



And even though it's food,
it's not the food people *WANT* to eat.

low-sodium is
another prescription



Not a culinary delight.

The Change: Create a New Message

creativity
possibility
tasty solutions

Your Task: Paint A New Picture



Low-Sodium Barriers



loss of YES



loss of time



loss of money



loss of flavor



loss of social fun

Healthy Food & Low-Sodium Realities



less of the pizza guy



less time at docs



less money on expensive junk food



less muddyflavor



less mindless eating

**Healthy Food &
Low-Sodium Gains**

				
get to know those buds	taste new foods	befriend those that feed you	throw the best parties	inspire loved ones to eat better

Low-Sodium Solutions
START WITH YES

Highlight the benefits
Explore the spice rack
Bust the budget myths
Give kitchen confidence



Low-Sodium Solutions

FOCUS ON **FOOD**

Dietary can be culinary

Compare to other special diets

Personalize the plan

Practice what you preach: go low-sol!

Low-Sodium Solutions

GO BEYOND DASH. **GIVE INSPIRATION.**

Redefine flavor

FIVE EASY WAYS TO ADD **FLAVOR**



Oils,
Acids,
Herbs,
Spices



The
Element
of Surprise



Stay
In
Season



Use
New
Techniques



Make
It
Pretty


Low-Sodium Solutions
GO BEYOND DASH. **GIVE INSPIRATION.**


Redefine flavor
Encourage experimentation


Low-Sodium Solutions
GO BEYOND DASH. **GIVE INSPIRATION.**


Redefine flavor
Encourage experimentation
Provide resources


There's Really An App for That

 Connect. Make Friends. Start a club.

 Share a meal. From across the states.

 Get it delivered!

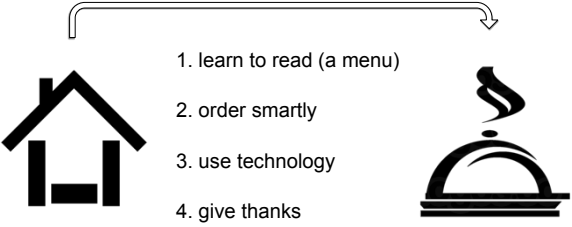
 Talk to a dietitian. As you eat.

 Nutrition info at your fingertips.

Low-Sodium Solutions
GO BEYOND DASH. **GIVE INSPIRATION.**

Redefine flavor
Encourage experimentation
Provide resources
Acknowledge challenges. Offer solutions.

EXAMPLE: EATING OUT



1. learn to read (a menu)
2. order smartly
3. use technology
4. give thanks





Low-Sodium Cooking
HOW TO FIND LOW-SO SWAPS

1. Pick the recipe
2. Find the high-sodium culprits
3. Brainstorm substitutions
4. Give it a try





EMBRACE
the world where you can
improve your health just by eating food

Three icons are arranged horizontally. From left to right: a mortar and pestle with an 'Rx' symbol, a heart outline, and a steaming bowl.
