



Behavior-change public health campaign to reduce salt consumption amongst working women in Sint Maarten

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Background

- In Sint Maarten, 32% of adults report having high blood pressure
- Salt consumption is an important contributor to hypertension
- No public health awareness campaigns focus specifically on salt reduction



Behavioral Focus and Audience

Social marketing campaign with:

- Behavioral focus: reduce salt use and consumption
- Target population: working women between 35-45 years of age employed at large hotels

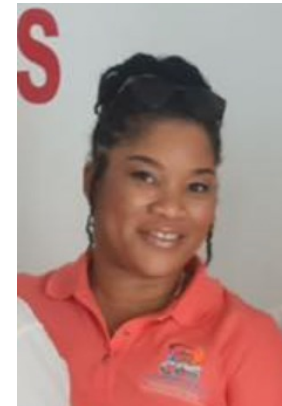
Team:



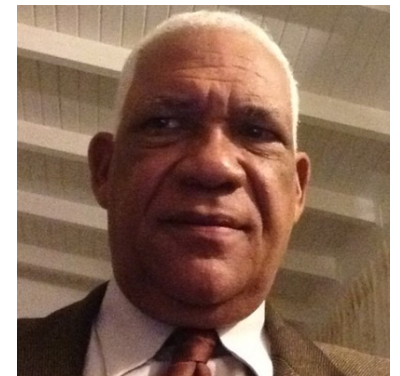
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Formative Research



- Interview with 14 women working in one large hotel
- Knowledge, perceptions & behavior wrt home meal preparation
- Main findings/Actionable insights:
 - Not aware of how much salt is consumed
 - Not a lot of fresh seasoning/herbs are used
 - Defrosting of meat is usually done with salt
 - Frozen vegetables not often used as they are considered less healthy than fresh
 - No time to cook at home; 2 out of 3 meals come from workplace or take-out



“Less salt, more health”

Motivators/benefits:

- feeding family and keeping family healthy
- open to learn new ways of cooking but keeping with tradition
- get information through family, friends and social media

Barriers:

- limited access to fresh food due to high prices
- limited time to cook healthily
- reliant on habits wrt shopping and seasoning

→ Choose alternative food products or cooking techniques with less salt that are healthier and do not cost more time or money

Salt reduction campaign activities

	Activity 1	Activity 2	Activity 3
Activity	Cooking workshops for (female) hotel staff	Signs in supermarkets to reduce high-salt products use (in 3 languages)	Social media advertisements on Government facebook page
Implementation	NIPA will provide 2 workshops in Oct/Nov 2023	Displayed in 4 supermarkets from Sep-Dec 2023	Displayed on Government facebook page from Sep-Dec 2023
Evaluation	Questionnaire about salt use before and 3 months after workshops	Decrease in supermarket sale of high-salt products	Estimated number of social medial views

Less salt, more health.

when eating



Limit fast food
and avoid the
salt shaker

#LessSaltMoreHealth

when shopping



Choose natural foods.
If buying processed
food, choose those
with less salt

#LessSaltMoreHealth

when cooking



Defrost your
meat using lemons,
lime or vinegar

#LessSaltMoreHealth

when cooking



Use fresh herbs,
peppers, garlic or
lime instead of salt
or bouillon cubes

#LessSaltMoreHealth



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Next Steps & Lessons Learned

Next steps:

- Finalize designs of social media ads and supermarket wobblers
- Finalize curriculum of cooking workshops

Lessons learned:

- Motivators are as (or more?) important as barriers to behavioral change
- Time and meetings required to develop creative concepts
- Importance and methods of monitoring and evaluating the campaign