

**The Canadian Council of Food and Nutrition
and the Canadian Foundation for Dietetic Research**

Invite you to participate in a new webcast:

**Educating Consumers on Sodium:
Worth its Weight in Salt**

When? Tuesday June 28, 2011 @1:00 – 2:30 pm ET
Where? At your desk, connected to the internet
How? Register at www.ccfn.ca or www.cfdp.ca
Cost? No fee

*The webcast will be
archived for one year
following live broadcast*

Continuing the sodium story ...

In 2010, CCFN and CFDR hosted a webcast featuring the research of Drs. Anna Farmer and Diana Mager from the University of Alberta. The researchers shared key findings, revealing that although Canadians realize that excess sodium could lead to hypertension and other health problems they are less savvy about how to reduce their sodium intake. More than 1900 people registered for the webcast, underscoring the thirst for knowledge in this key nutrition area.

In 2011 this the researchers will share new data from the study. This time the focus will be on the vital role health professionals play in sodium education. As well, the webcast will provide an update on the federal government's sodium reduction strategy and more. Register today!

Web-cast Program

1:00 pm Introduction & Moderator

Mary Sue Waisman MSc RD FDC, *All About Food* Nutrition Consulting
Chair of the Canadian Council of Food & Nutrition (CCFN) &
Past President of the Canadian Foundation for Dietetic Research (CFDR)

1:02 pm Update on the Sodium Reduction Strategy

Charmaine Kuran BSc MBA, Senior Policy Advisor, Nutrition Evaluation Division, Health Canada

1:15 pm Update on the Sodium Reduction Strategy – Consumer Education Focus

Élaine De Grandpré, MHS, RD, Manager Dissemination & Outreach
Planning Dissemination & Outreach, Office of Nutrition Policy & Promotion, Health Canada

1:30 pm Dietitians' and Interdisciplinary Health Professionals' Learning Needs on Sodium

Anna Farmer PhD RD, Assistant Professor, Community Nutrition and Centre for Health Promotion
Studies & Diana Mager PhD RD, Assistant Professor, Clinical Nutrition Department of Agriculture
Food & Nutritional Sciences, University of Alberta

1:50 pm Research to Reality...Crafting the Sodium Message for Consumers

Lynda Corby MSc, MEd, RD, FDC, Consultant, Dietitians of Canada

2:15 Question & Answer Panel with Guest Speakers

2:29 pm ET Closing Remarks

Thanks to our Sponsors: BC Ministry of Healthy Living and Sport (Research Sponsor)