LEVERAGING FOOD DATABASES FOR NUTRITIONAL BEHAVIOR CHANGE

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Problem: Excessive Nutritional Intake

Solution: Scalable, Personalized Consumption Interventions

- In Switzerland, Salt Intake exceeds WHO recommendation of 5g NaCl/day by approx. 100% (94% men: Ø10.6 g/d, 77% of women: Ø8.1 g/d)\(^1\)
- Increased salt intake is a key factor in diet-related mortality, leading to heart failure and cardiovascular diseases, resp. for millions of casualties\(^2,3\)

Excessive Salt Intake leads to Mortality

Mobile-mediated Nutritional Behavior Intervention

- Intervention Design including Mobile Application «Swiss SaltTracker» on Digital Receipts via Loyalty Cards and Product Ingredient Data (GS1 Source)
- First Trial has just started, preliminary results promise mitigation of excessive Salt Intake

References:
2) Bochud, M., et. al. (2012). Public Health Reviews

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