



Office of the Director

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JANICE K. BREWER, GOVERNOR
WILL HUMBLE, INTERIM DIRECTOR

February 8, 2010

Thomas A. Farley, M.D., MPH, Commissioner
New York City
Department of Health and Mental Hygiene
125 Worth Street
New York, NY 10013

Dear Dr. Farley:

Thank you for putting together the great consumer education materials on your salt website and for organizing the conference calls that my team participates in regarding the importance of reducing dietary salt intake.

Here in Arizona, we're in the process of organizing our website that will be geared toward consumer education about the importance of reducing salt intake, teaching folks how to better interpret the sodium portion of the Nutrition Facts label, and to encouraging Arizona consumers to pay attention to the sodium portion of the label when they make their purchases. We will also be encouraging Arizonan's to take a personal and family pledge to reduce their sodium intake by making better consumer choices during 2010.

We will be kicking off our messaging effort during the week of February 15. Our messaging will be included on our www.eatwellbewell.org website, so feel free to link to this site, as it will contain a host of consumer education materials.

Sincerely,

A handwritten signature in black ink that reads "W. Humble". The signature is written in a cursive, flowing style.

Will Humble
Interim Director