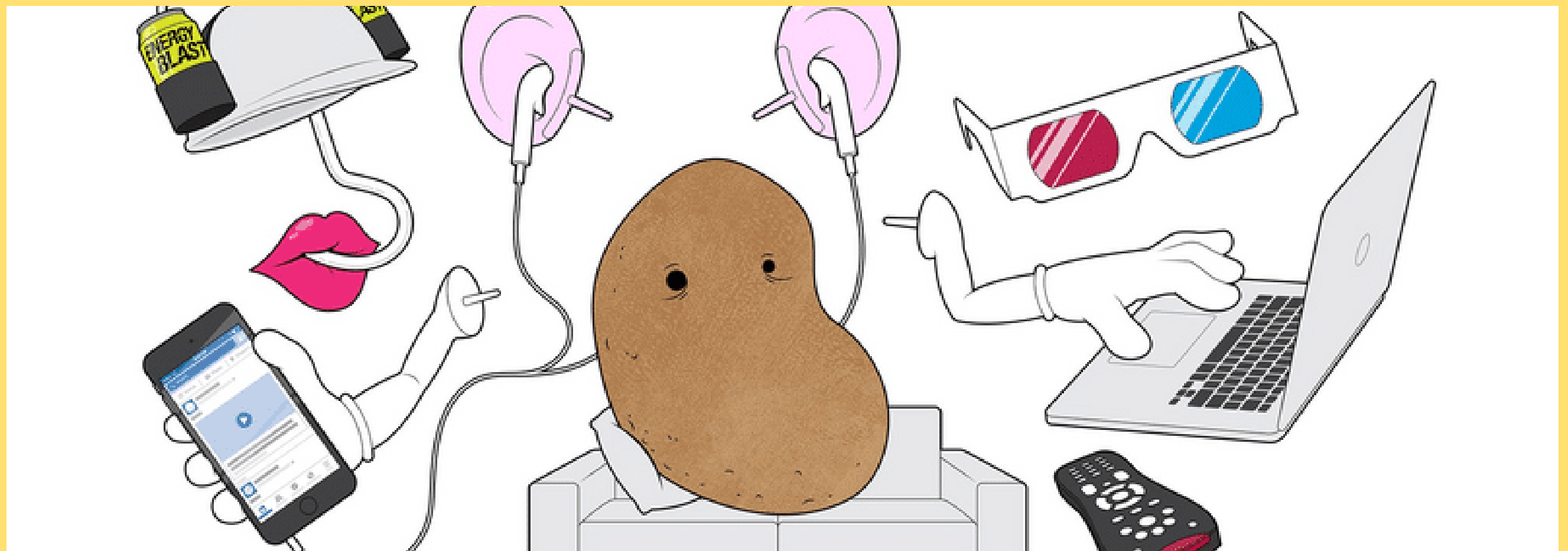


# YOUNG PEOPLE PUTTING THEIR CURRENT AND FUTURE HEALTH AT RISK



**HEART  
DISEASES**

**6 %**

**COLON  
CANCER**

**10 %**

**TYPE 2  
DIABETES**

**7 %**

**DEATH  
WORLDWIDE**

**5.3 million**

**BREAST  
CANCER**

**10 %**

# ECONOMIC BURDEN

\$53.8 Billion worldwide

**\$12.9**

*PRIVATE SECTOR*

**\$31.2**

*PUBLIC SECTOR*

# Three Questions to answer



## *TARGET GROUP*

For whom should the bonus program be available?



## *AGE*

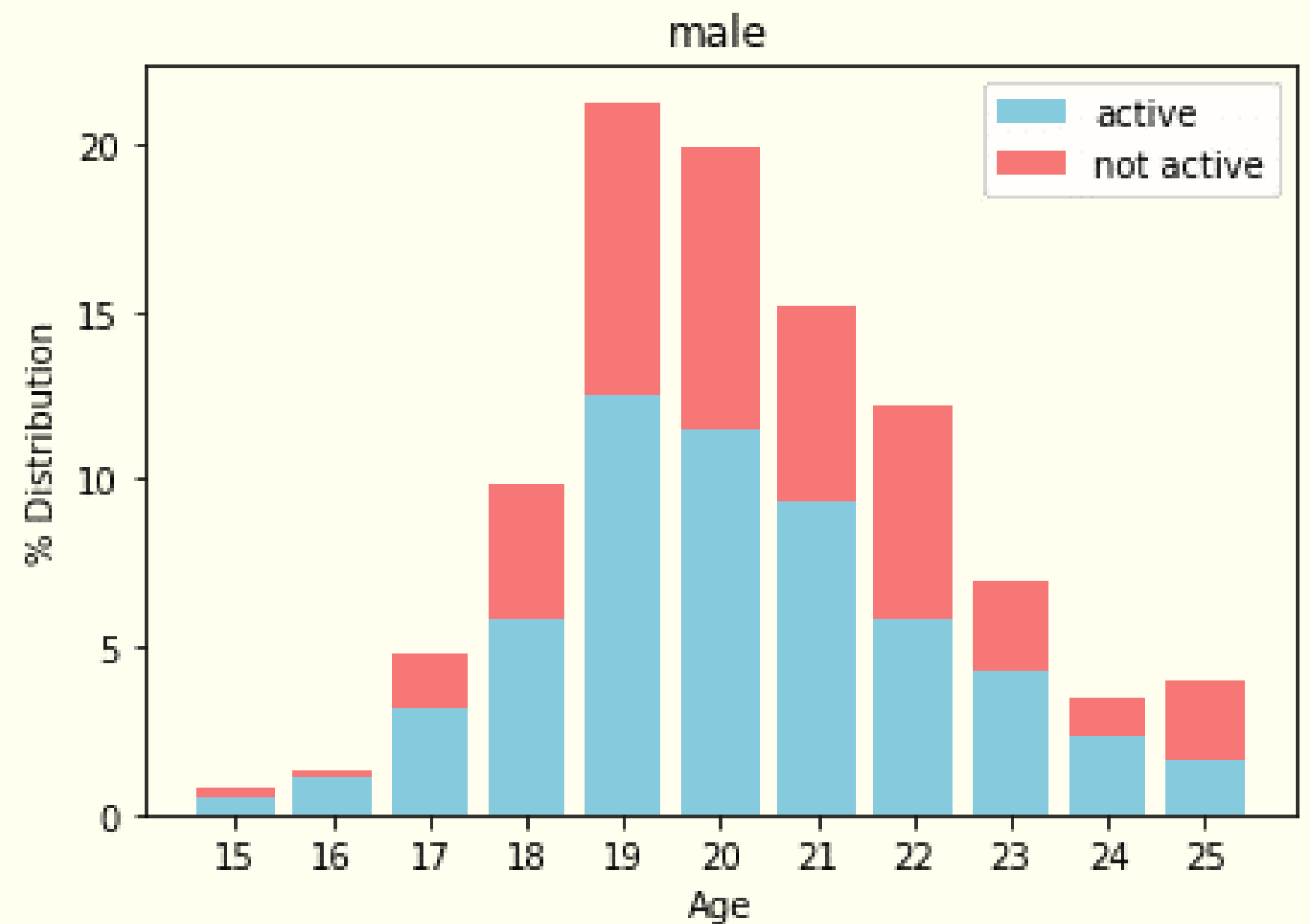
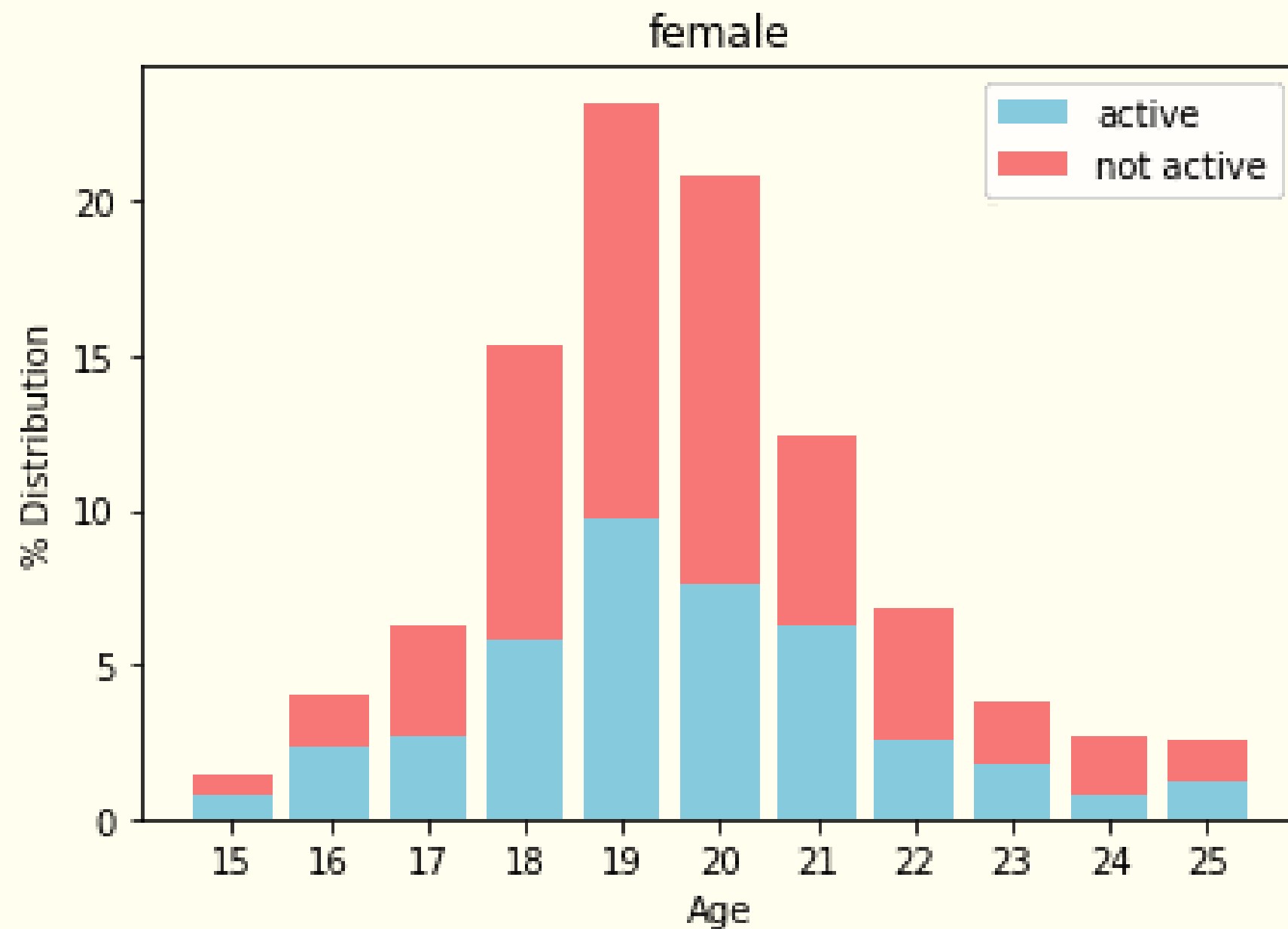
Are there age differences?



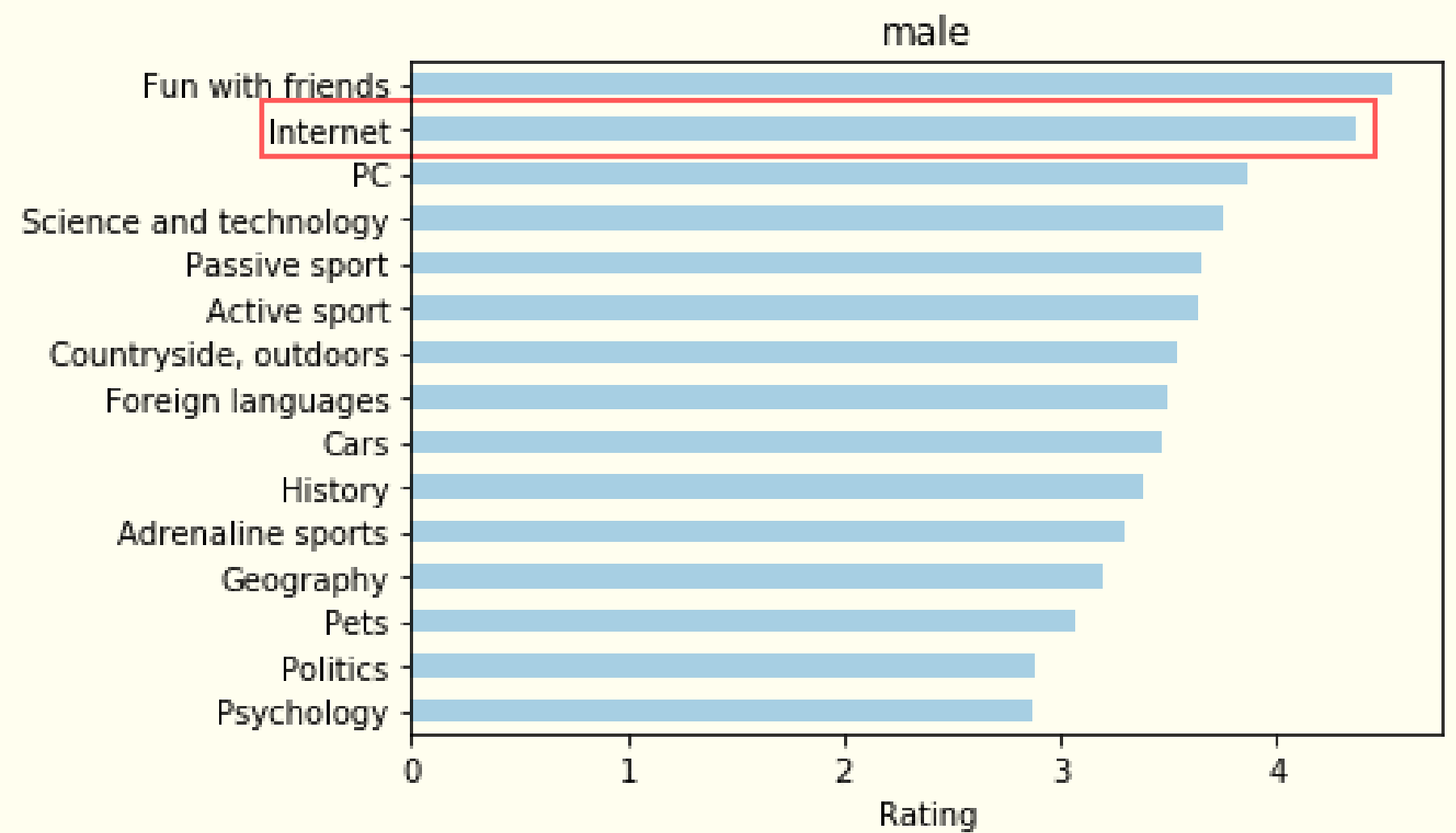
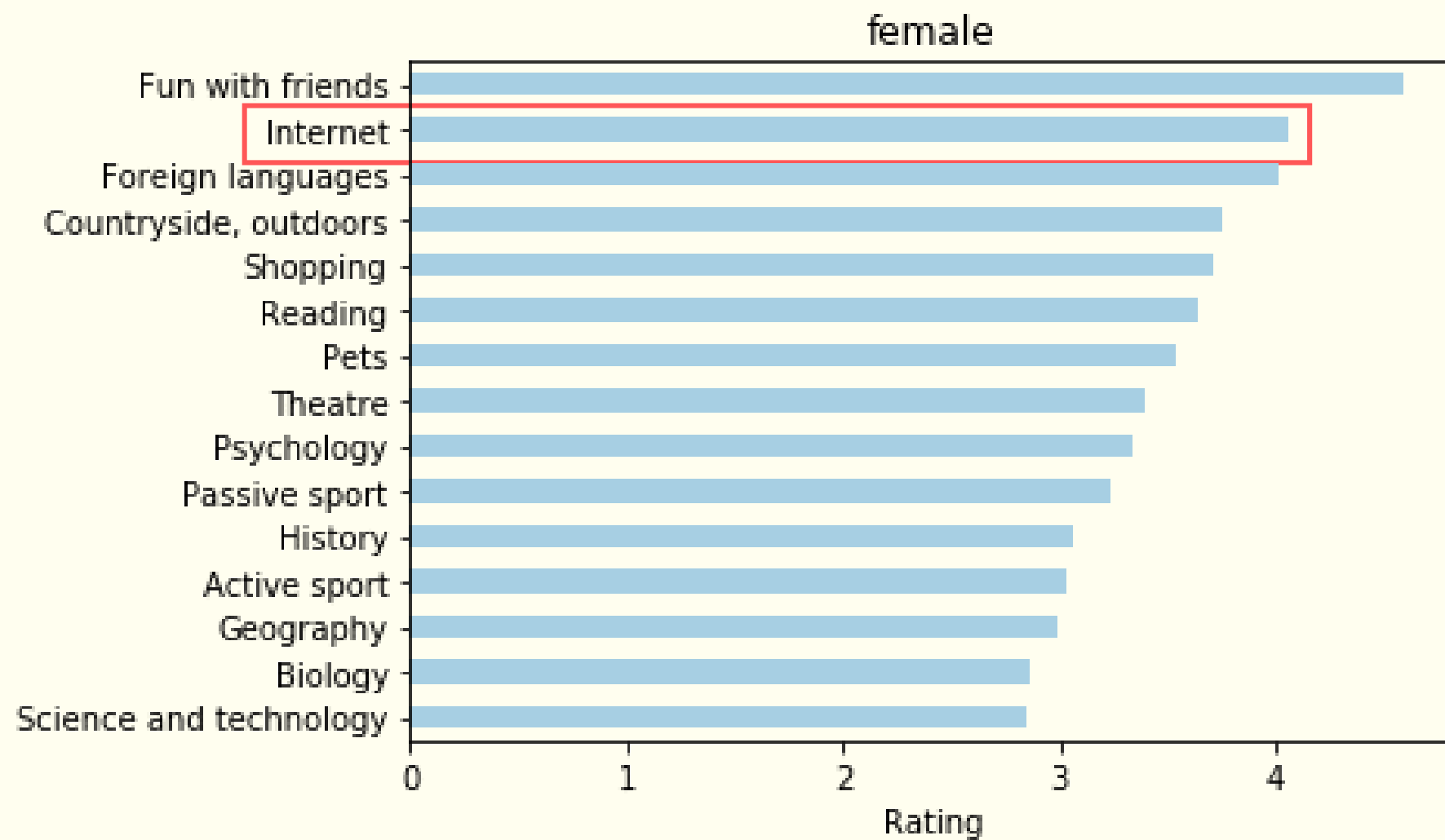
## *GENDER*

Are there gender differences?

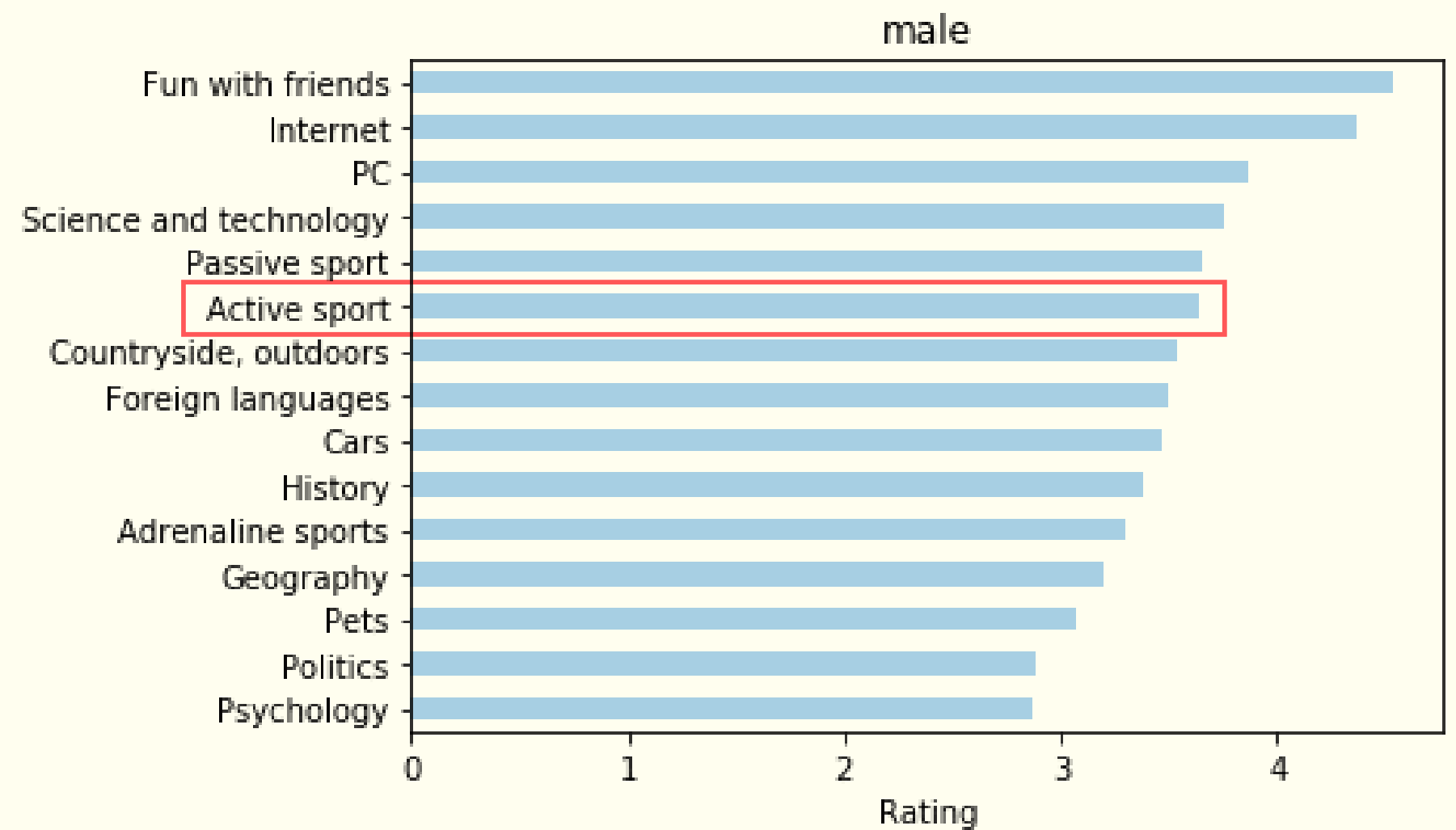
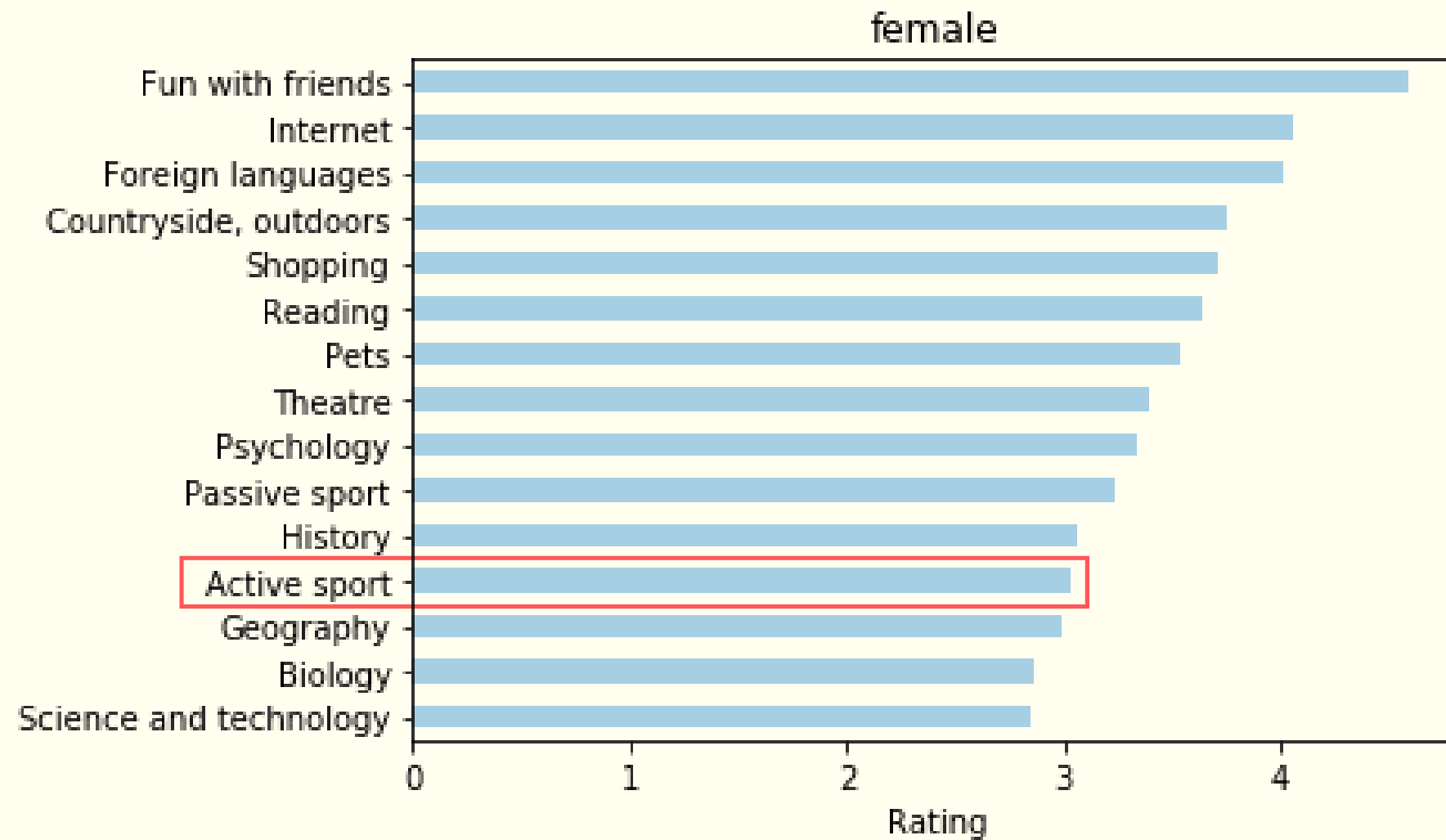
# ARE THERE DIFFERENCES IN SPECIFIC AGE-GROUPS?



# TOP 15 ACTIVITIES OF 15-25 YEAR OLD



# TOP 15 ACTIVITIES OF 15-25 YEAR OLD



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What are the risks?

Low Energy Level

Self-criticism

Life struggles

Loneliness

Moodswings

Getting angry





# SUMMARY



*DEVELOP HEALTHY  
BEHAVIOR*

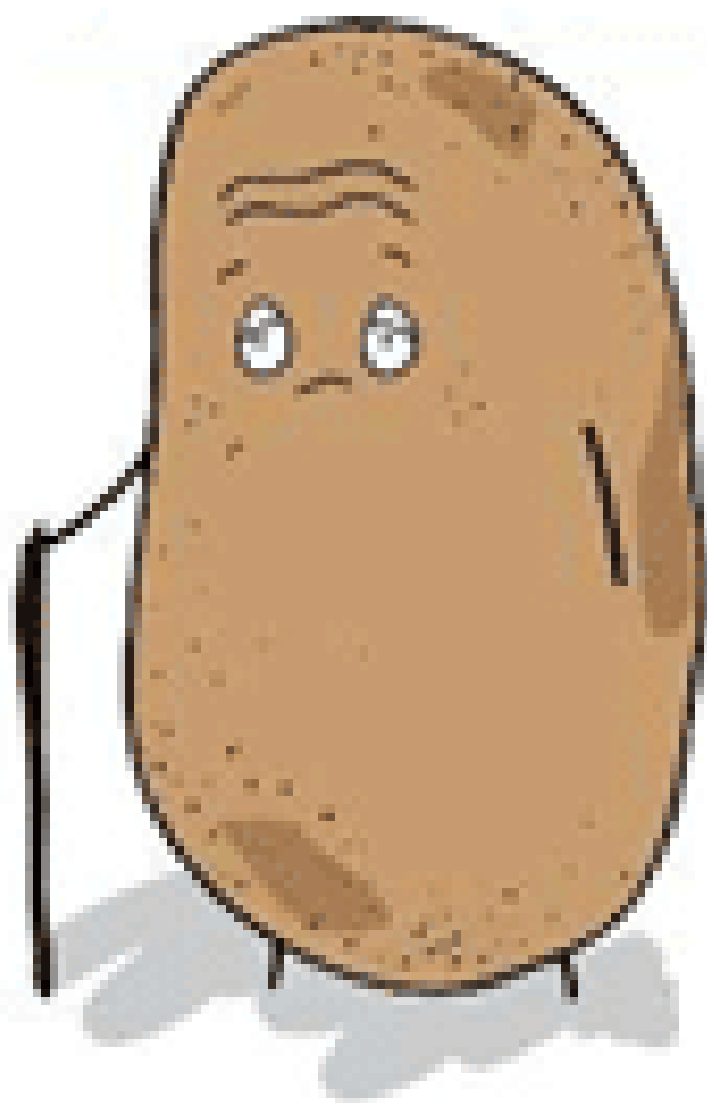
Investment in young  
people needed

*FEMALES ARE LESS  
ACTIVE THAN MALES.  
NO DIFFERENCE FROM  
AGE 23 ON.*

Focus on female

*MENTAL AND  
PHYSICAL HEALTH  
ARE AT RISK*

Support to reduce the risk



No couch  
potato!



# THANK YOU!

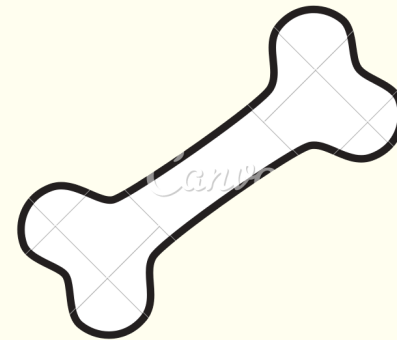
*QUESTIONS?*

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# WHY PHYSICAL ACTIVITY IS IMPORTANT!



heart health



bone strength



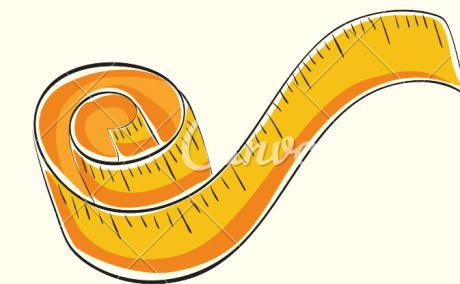
lung health



muscle strength



brain power



avoid obesity

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*"Physical inactivity is the fourth leading cause of global mortality [...] causes of ill health in today's society, such as coronary heart disease, cancer and type 2 diabetes, could be prevented if more inactive people were to become active."*

(World Health Organization; 2019)