Scenario 3: 10% Increase in PA for every person Annual deaths averted per 100,000: Non-linear relationship vs linear relationship 40 Equ/ality 30 IPAP Belarus Moldova 10 Kyrgyzstan Uzbekistan Lithuania Bosnia and Herzegovina Finland Ukraine Kazakhstan Bulgaria 0

40

30

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Non-linear relationship

IPAP: Insufficient Physical Activity Prevalence; Data Sources: WHO (2018), GBD (2017), OECD(2015)

75

50

Linear relationship

UK

25