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 Georgia Czech Republic Finland Ukraine Kazakhstan nia and Herzegovina Hungary Croatia

40

30

20

Non-linear relationship

0

Norway

25

Greece

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

50 Linear relationship 75