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** 40 30 20 Belarus Moldova 10 Kyrgyzstan Russia Bosnia and Herzegovina Armenia Uzbekistan Lithuania France Ukraine Kazakhstan Georgia 0 Germany

Non-linear relationship

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

75

50

Linear relationship

25