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 Kazakhstan Russia Uzbekistan Ukraine Belarus Moldova Lithuania Kyrgyzstan 10 Malta Tajikistan Spair

Non-linear relationship

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

75

50

Linear relationship

25