

Diet, Physical Activity and Cardiovascular Disease Prevention in Europe

Diet and Physical Activity: Critical Issues and Barriers to Reach the Goals

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86% of deaths and 77% of disease burden in Europe are caused by NCDs: most frequent cause of death



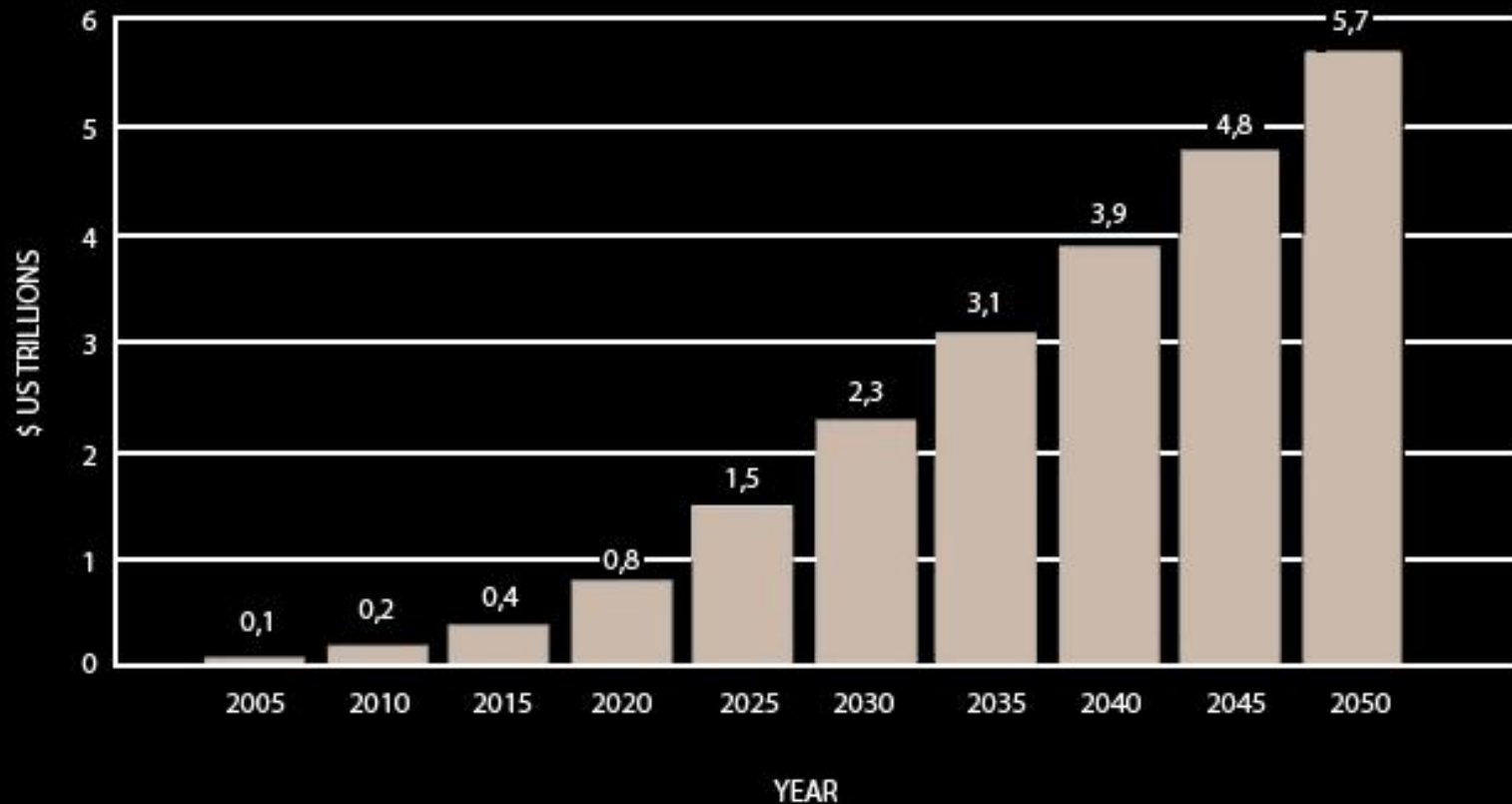
Never too early
Tackling chronic disease
to extend healthy life years

**CVD causes nearly half of all deaths in Europe (48%) and
in the EU (42%).**



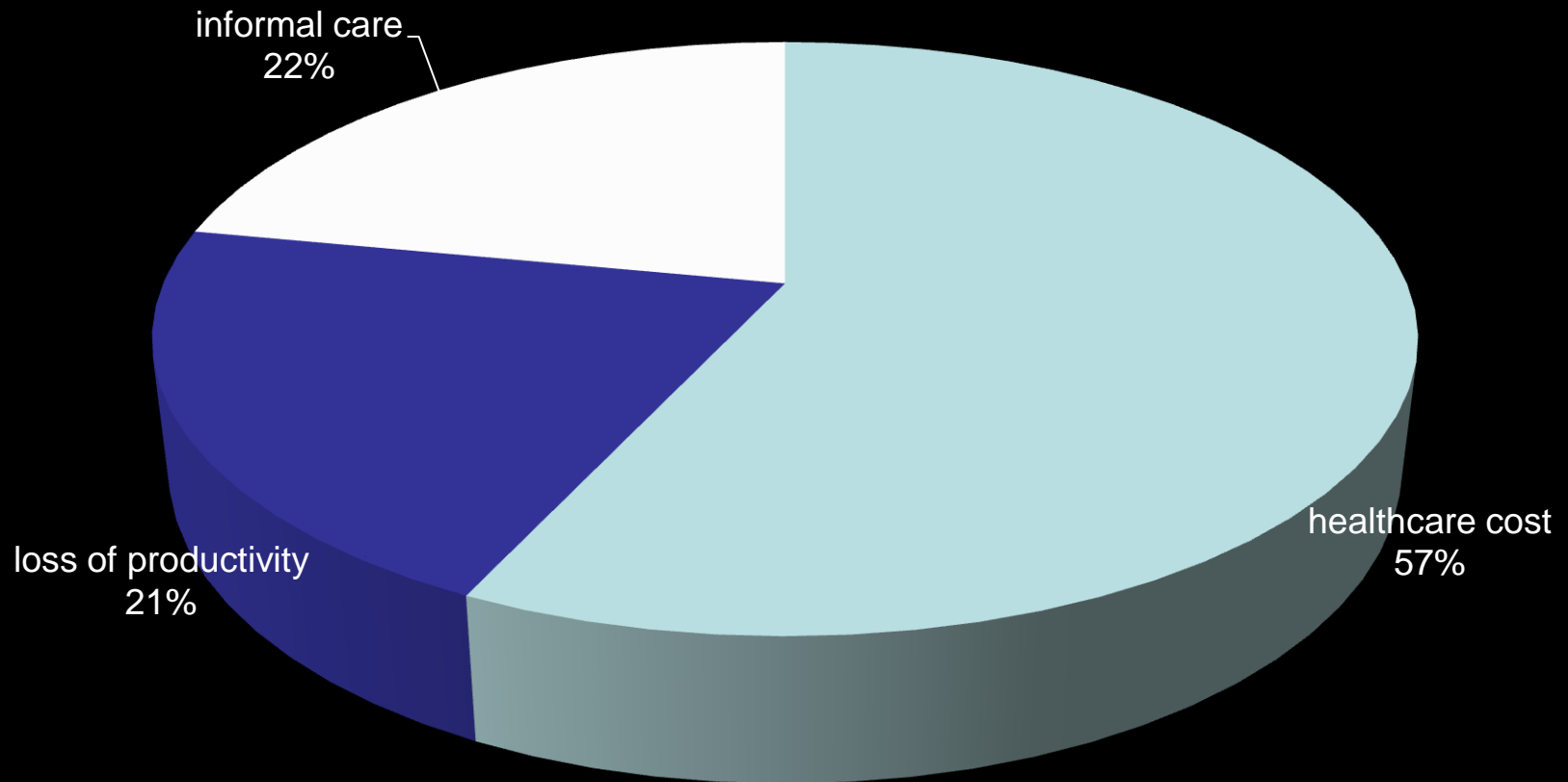
Each 10% increase in NCD burden is associated with a 0.5% reduction in annual economic growth

Projected lost economic output associated with seven of the most common chronic diseases



Overall, CVD is estimated to cost the EU economy €192 billion a year

Cost of CVD to the health care system, 2006, EU

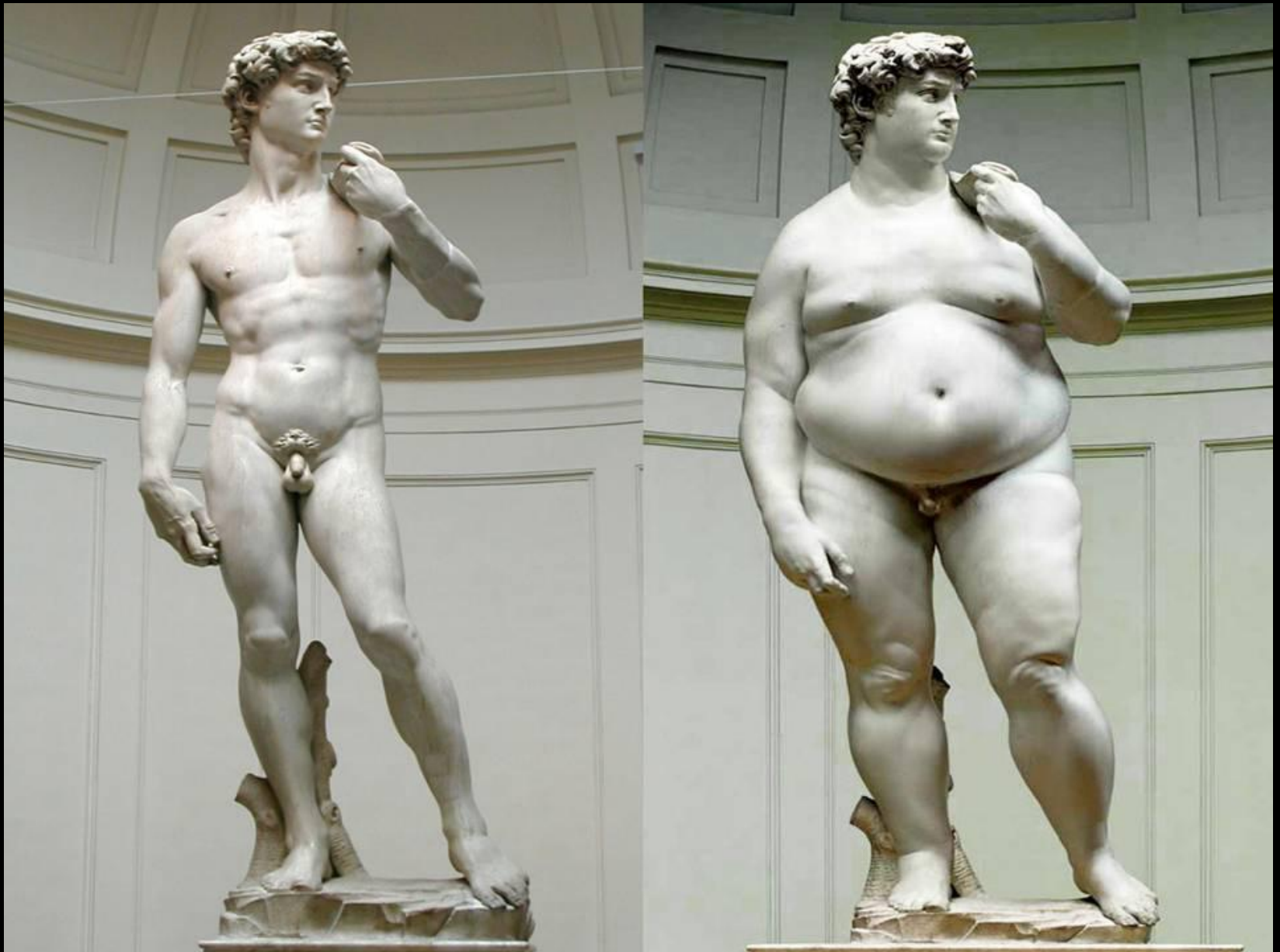


Source: Health Economics Research Centre,
Department of Public Health, University of Oxford

Risk Factors: largely preventable



Risk Factors: 10 are directly or indirectly diet-related



Risk Factors: Europe

About 20% of deaths from CVD in men and about 3% in women are due to smoking





Decisional Gap