



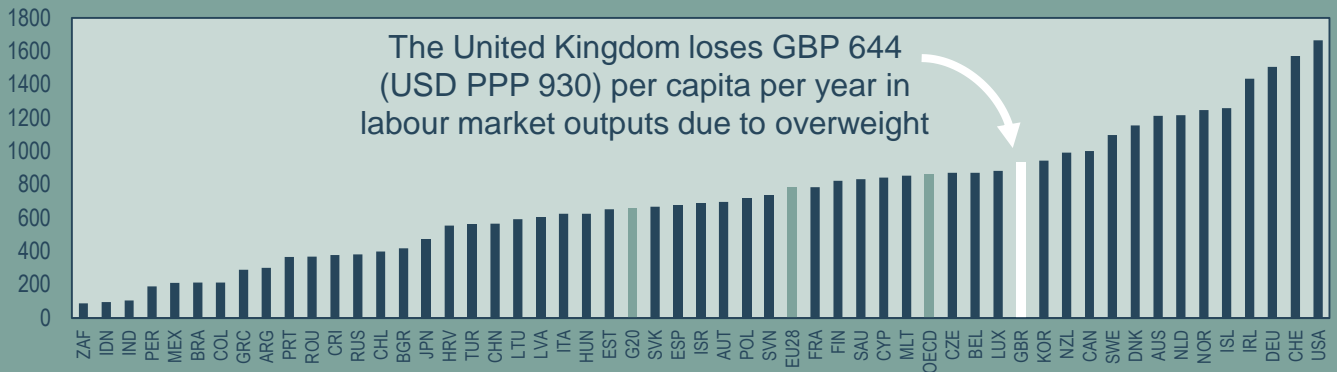
The Heavy Burden of Obesity

The Economics of Prevention

The United Kingdom has one of the highest rates of obesity: nearly **one in three** adults are obese. As a result, people in the United Kingdom live on average **2.7 years** less due to overweight. Overweight accounts for **8.4% of health expenditure**; and lowers labour market outputs by the equivalent of **944 thousand full-time workers** per year. Combined, this means that overweight reduces United Kingdom's **GDP by 3.4%**. To cover these costs, each person in the United Kingdom pays an additional **GBP 409 in taxes** per year.

United Kingdom

Lost labour market output based on average wages, per capita per year, in USD PPP



To tackle the obesity epidemic, the United Kingdom has put in place a number of policies, including voluntary front-of-pack food labelling and taxes on sugary drinks. However, more can be done.

Implementing a communications policy package or policies to encourage reformulation would **prevent non-communicable diseases, reduce health expenditure and increase the productivity of the workforce:**



A communications package – with mandatory front-of-pack labelling and advertising regulations, and mass media campaigns– could prevent 130 thousand non-communicable diseases by 2050, save GBP 54 million per year in health cost, and increase employment and productivity by the equivalent of 9 thousand full-time workers per year



Achieving a 20% calorie reduction for foods high in sugar, salt, calories and saturated fats could prevent 606 thousand non-communicable diseases by 2050, save GBP 211 million per year in health cost, and increase employment and productivity by the equivalent of 25 thousand full-time workers per year

Public health actions to promote healthier lifestyles have a positive impact on population health and are an excellent investment:

On average, for every 1 GBP invested, up to 6 GBP are returned in economic benefits