

What costs the UK
£7.4 billion a year?

- Bamboo
- Physical inactivity
- Pandas falling out of trees



Moving Medicine

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Physical inactivity causes as many deaths in the UK as smoking. It costs the UK £7.4 billion. It contributes to up to 40% of long term health conditions such as heart disease, type 2 diabetes and cancer. It is passive and deadly and currently affects 45% of women and 33% of men.

And there is a solution. It is free, simple and has wide reaching social and economic benefits. **Just a little bit more movement every day.**

Working with specialists across a number of long term conditions, we've created an **evidence-based online toolkit** to give you and your teams the evidence, advice and tools you need to **help your patients become more active.**



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