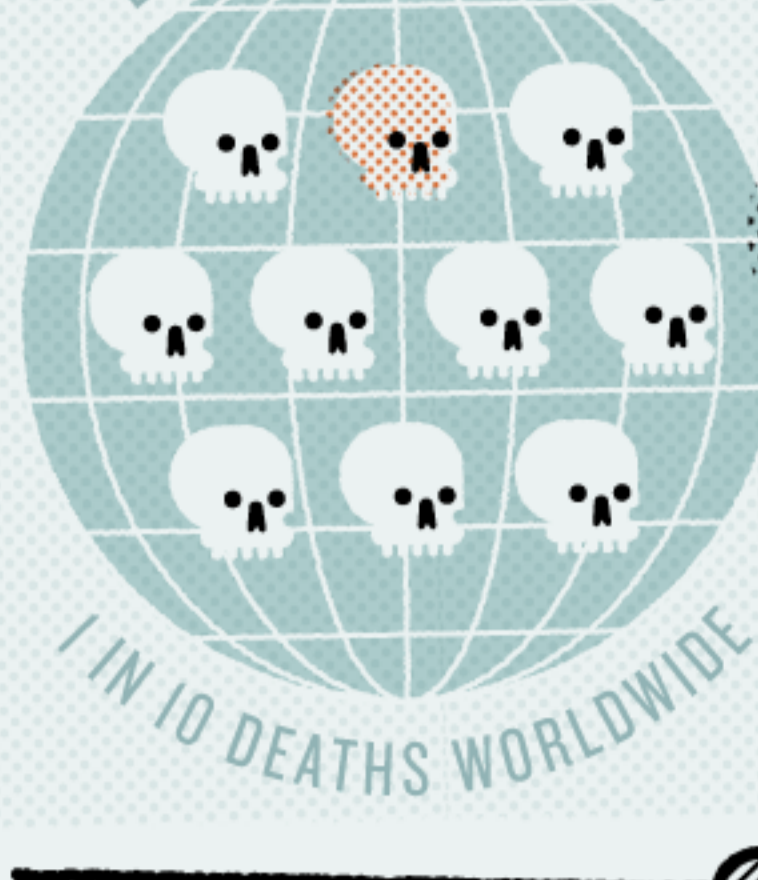


GET MOVING OR DIE (SOONER)

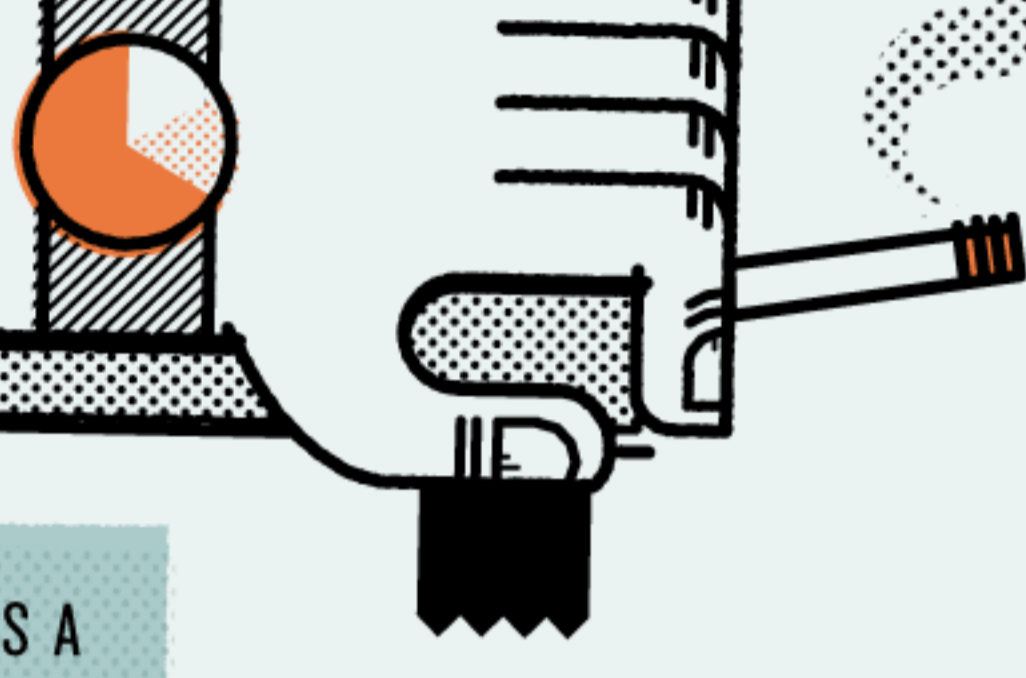
Physical inactivity has been named the biggest public health crisis of the 21st century. And many doctors are now diagnosing it as a disease. Inactivity is the most easily prevented and curable disease you can get, so why is it also one of the deadliest?

INACTIVITY IS KILLING US



Inactivity caused **5.3 million** early deaths last year, killing more people than tobacco. (Smoking caused 5.1 million)

AMERICAN ADULTS SIT AN AVERAGE 8-10 HOURS EVERYDAY

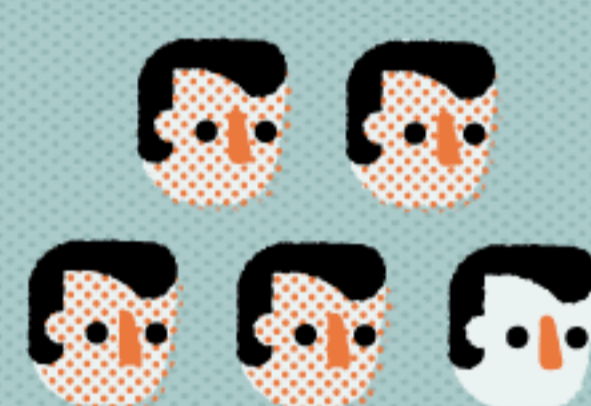


AT RISK OF DISEASE AS A RESULT OF INACTIVITY:

1 IN 3 ADULTS AND →



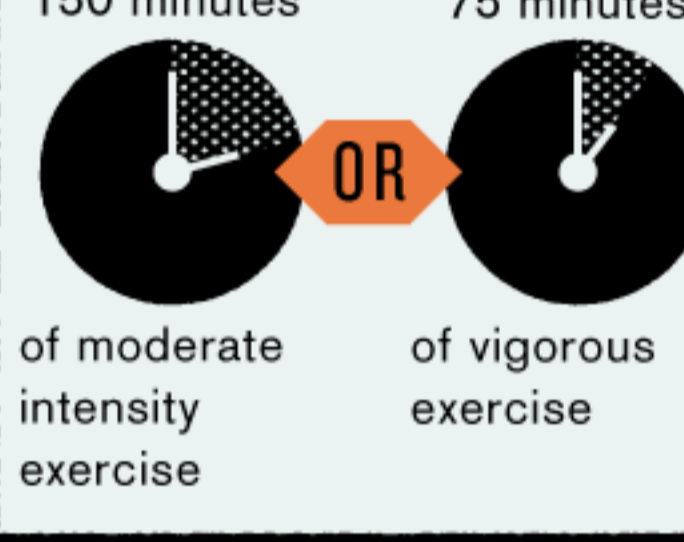
4 IN 5 ADOLESCENTS WORLDWIDE



EXERCISE IS THE CURE

1 IN 5 PREMATURE DEATHS ARE PREVENTABLE WITH EXERCISE.

WEEKLY EXERCISE RECOMMENDED BY THE A.H.A.



IF 10-20% MORE OF US MET THE A.H.A.'S PROTOCOL, WE WOULD:

Save between 500,000 and 1.3 million lives annually

Raise the average global life expectancy by nearly a year

EVEN 10 MIN BURSTS OF ACTIVITY COUNT. THAT'S THIS EASY:

Dancing furiously for 10 min. every morning



Walking briskly for 30 minutes during weekday lunch hours

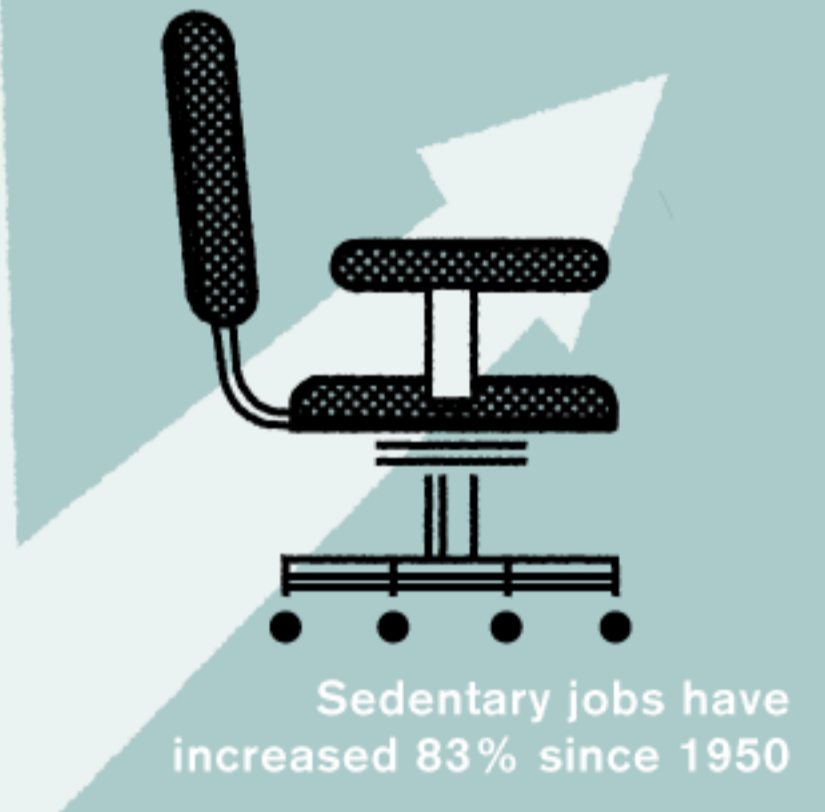


Taking three 50 minute after dinner bike rides



ACTIVE LIVES ARE HARD TO LEAD

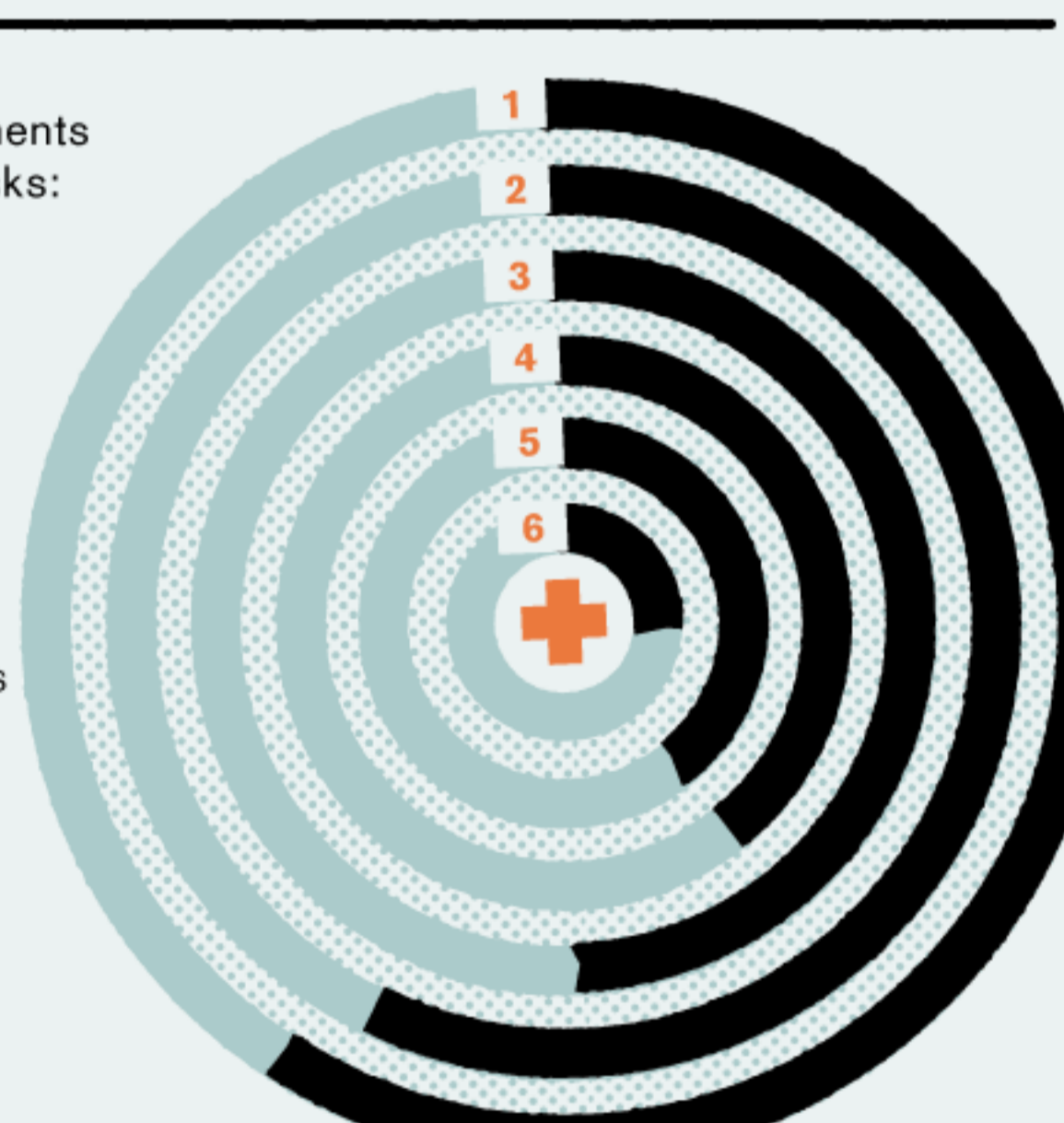
WE'RE SITTING MORE AT WORK AND WE'RE WORKING MORE HOURS.



BUT EXERCISE COULD SAVE YOUR LIFE

Meeting the AHA's weekly activity requirements dramatically reduces risks:

- 1 **60%** COLON CANCER
- 2 **58%** TYPE II DIABETES
- 3 **50%** BREAST CANCER
- 4 **40%** ALZHEIMER'S DISEASE
- 5 **40%** HEART DISEASE & HIGH BLOOD PRESSURE
- 6 **27%** STROKE



IF WE ALL GOT ACTIVE TOMORROW:

68.2 million inactive Americans would each save an average of \$500 in medical bills annually

The U.S. Health Care System would save more than \$102 billion this year

Employers would save up to 20% on employee health care costs

While inactivity is one of the world's most serious (and embarrassing) killers, it's also the most defeatable. Even a little exercise does a lot of good. And since American workers spend 90% of their leisure time sitting, we may be out of excuses.

<http://ajcn.nutrition.org/content/69/3/373.full>
http://exercisemedicine.org/documents/EIMFactSheet2012_all.pdf
http://www.nlm.nih.gov/medlineplus/news/fullstory_127360.html
<http://jp.physoc.org/content/590/15/3413.full?sid=0e4f4cc4-52c4-40e3-a811-4d4740c7a694>
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<http://www.theatlantic.com/health/archive/2012/04/confirmed-he-who-sits-the-most-dies-the-soonest/256101/>
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<http://www.ncbi.nlm.nih.gov/pubmed/21875507>

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