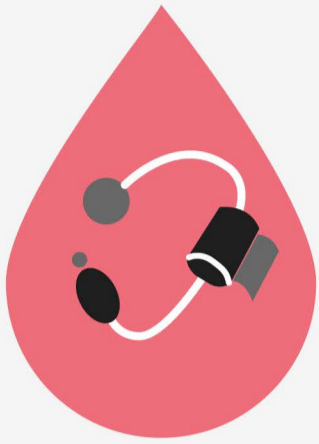
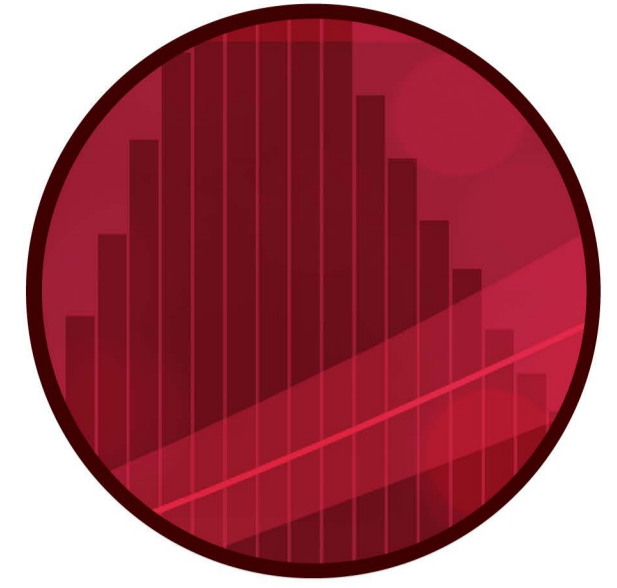
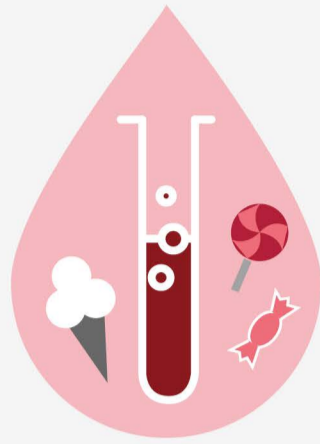


Top risk factors create a quiet pandemic

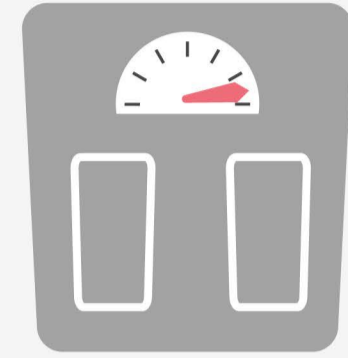
Key global risk factors contribute to millions of deaths every year.



High blood pressure



High blood sugar



Obesity & overweight

The GBD study reveals rising exposure to key risk factors which may increase the risk of death by:



Weakening the immune system



Increasing susceptibility to respiratory illness



Raising risk of inflammation

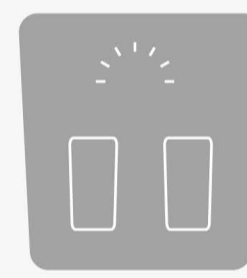
To combat these risk factors, governments may need to draw lessons from **anti-smoking campaigns**



High blood pressure



High blood sugar

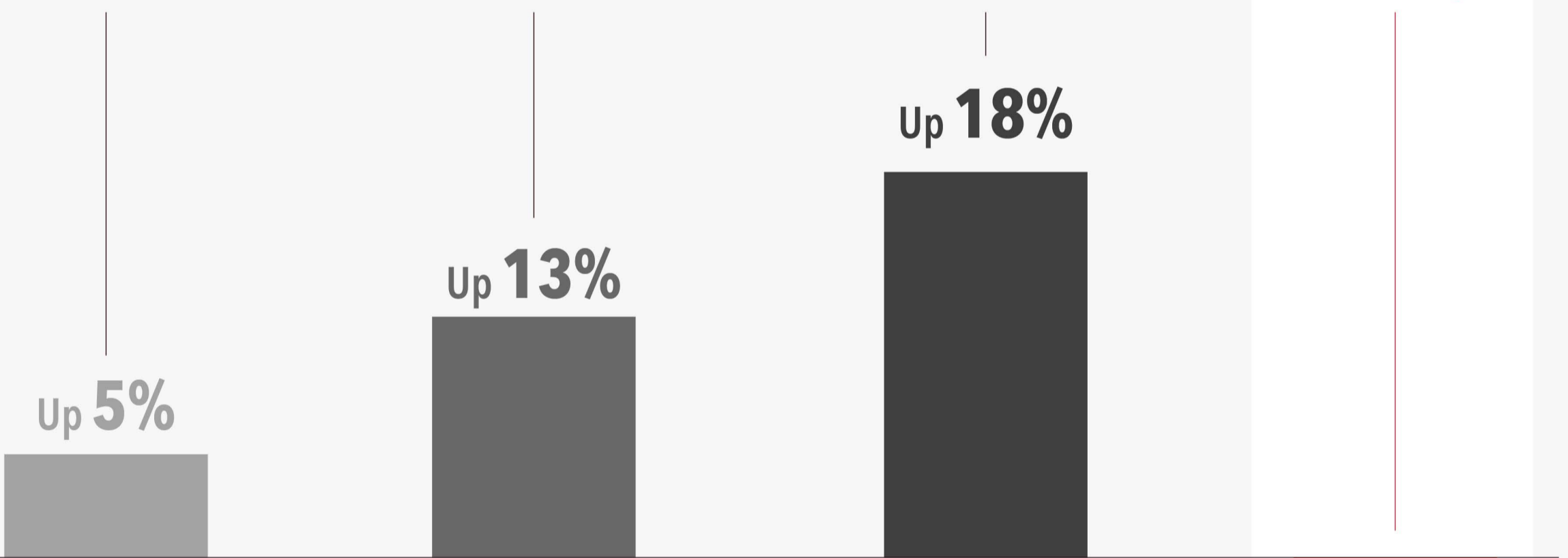


Obesity & overweight



Smoking

Summary exposure value



Exposure to risk factors, percent change, 2010-2019
Age-standardized

Lessons learned from anti-smoking campaigns



Simply **providing information** on the harms of these risks **is not enough**.



Embrace strategies including **regulation, taxation, and incentives**.