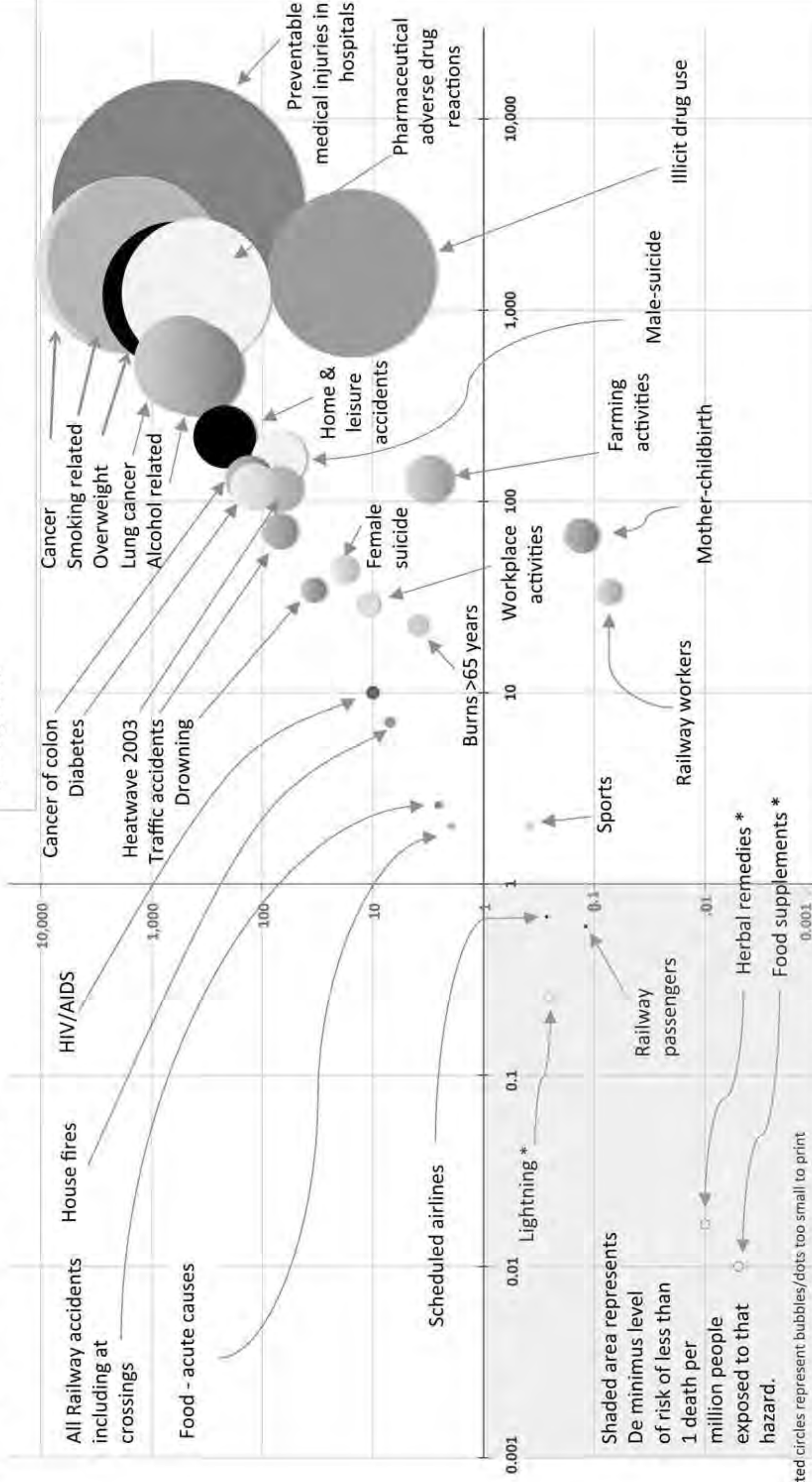


Societal vs Individual Risk of Death in Europe

Societal Risk: Fatalities per 1 million total population (Log scale)



Societal risk is represented as the risk of death per million total population.

Individual risk is represented as the risk of death per million exposed to a particular hazard. Bubble size represents the relative risk to an individual. By way of example, the bubbles representing deaths due to smoking exposure and illicit drug use are a similar size because the risk of death due to exposure to smoking is similar to that for an illicit drug user. Smoking poses a greater risk to society simply because vastly more citizens die due to exposure to smoking than illicit drug use.

Note: Log scales.

* Note: Dotted circles represent bubbles/dots too small to print

Sources: Variety of EC, EU27 Government and NGO databases, reports, officials and expert advisers including personal communications requesting information from 75 EU advisers.

2012 © Juderon Associates, juderon@gmail.com

Commissioned by Alliance for Natural Health International (www.anhinternational.org)

Funding by Neal's Yard Remedies (www.nealsyardremedies.com)