

# SOCIAL VALUE OF THE HEALTH OUTCOMES

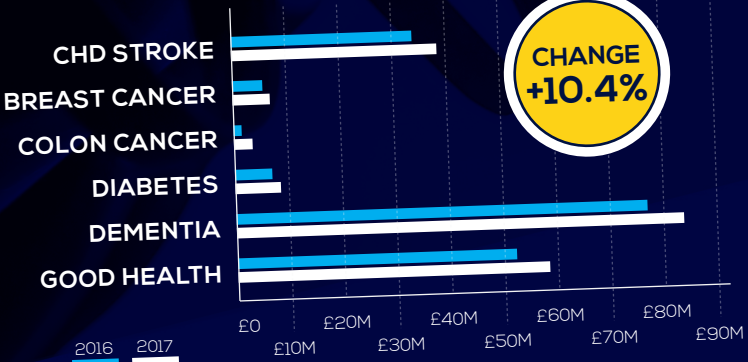
SOCIAL VALUE CALCULATOR POWERED BY DataHub

➤ 2016:

**£181,360,522**

➤ 2017:

**£200,202,663**



## BEHIND THE NUMBERS

Since 2016, the estimated social value of the six health outcomes has increased by £18.8m. This represents an increase of 10.4%.

The growth in social value of health is generated by an increasing number of people participating regularly in sport and physical activity at least once a week at moderate or vigorous intensity.

Sports participants have a lower risk of being diagnosed with CHD, Type 2 diabetes, breast cancer, colon cancer and dementia, therefore by getting people more active, the number of diagnosed cases is likely to be reduced, leading to lower costs associated with treating these diseases.

The data suggests that getting more people active has positive benefits for wider society.

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