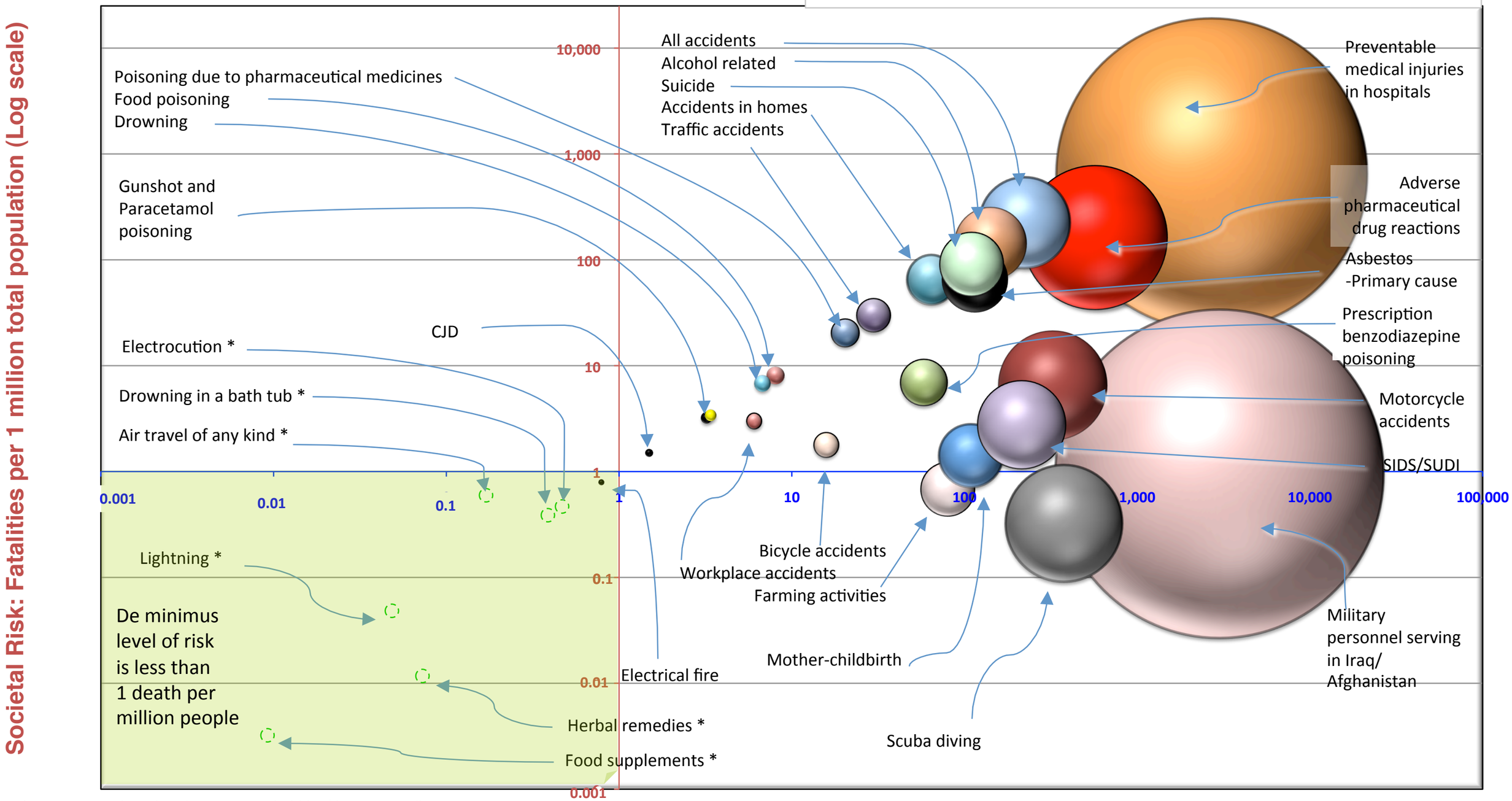
Societal vs Individual Risk of Death in the United Kingdom

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 that hazard.
Bubble size represents the relative risk to an individual. By way of example, the bubbles representing deaths due to preventable medical injuries in hospitals and military personnel in Iraq/ Afghanistan are a similar size because the risk of death to a patient in a UK hospital is similar to that for a soldier deployed to a war zone. Medical injury poses a greater risk to society simply because vastly more citizens are exposed to that risk and hence die. **Note: Log scales.**



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

v3

Sources: Variety of UK Government and NGO databases, reports, officials and expert advisers.

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

Individual Risk: Fatalities per 1 million people exposed to risk (Log scale)

Individual Risk Relative to the Use of Food Supplements in UK

Relative Risk

0 | 100,000 | 200,000 | 300,000 | 400,000 | 500,000 | 600,000 | 700,000 | 800,000 | 900,000

Risk to individual exposed to hazard

Dangerous	> 1:1,000	Smoking	x 797,940
		Military Personnel in Iraq/Afghanistan	x 326,613
		Preventable medical injuries - (Acute Hospitals)	x 293,006
High Level of Risk	1:1,000 to 1:10,000	Adverse pharmaceutical drug reactions	x 62,000
		Scuba diving	x 40,943
		Motorcyclist	x 35,319
		All accidents	x 24,257
		SIDS/SUDI	x 23,279
		Alcohol related	x 15,383
		Asbestos-Primary cause	x 12,521
		Suicides (15yrs+)	x 11,968
		Mother dying in Childbirth	x 11,844
Moderate Level of Risk	1:10,000 to 1:100,000	Farming	x 8,680
		Accidents in homes	x 7,000
		Benzodiazepine poisoning	x 6,327
		Traffic accidents	x 3,238
		Poisoning due to pharmaceuticals	x 2,219
		Bicyclists	x 1,721
	1:100,000 to 1:1,000,000	Food - acute causes	x 875
		Drowning	x 735
		Workplace accidents	x 658
		Gunshot	x 368
		Paracetamol poisoning	x 348
		ADR-<16yo	x 310
		CJD	x 163
De minimis - Very safe	1:1,000,000 to 1:10,000,000	Electrical fire	x 86
		Electrocution	x 51
		Drowning in bathtub	x 42
		Air travel-any kind	x 18
De minimis - Supersafe	1:10,000,000 - 1:100,000,000	Herbal remedies	x 8
		Struck by Lightning	x 5
		London Underground	x 1.8
	Greater than 1:100,000,000	Food supplements/vitamins/minerals	1
		.	-

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