

Table 1 (Supplementary File) : Estimates of model parameters

Parameter	Value	Source	Standard error	Distribution	Alpha	Beta
Relative risks of:						
Becoming active (year 1) as a result of brief advice	1.42	Campbell et al [11]	0.19	lognormal		
Disease (active vs inactive):						
<i>CHD</i>	0.90	Hu et al [16]	0.04	lognormal		
<i>Stroke</i>	0.86	Hu et al [17]	0.04	lognormal		
<i>Diabetes</i>	0.67	Hu et al [18]	0.12	lognormal		
Non-CVD mortality after:						
<i>Non-fatal CHD</i>	1.71	Bronum-Hansen et al [27]	0.14	lognormal		
<i>Non-fatal stroke</i>	1.71	Bronum-Hansen et al [27]	0.14	lognormal		
<i>Diabetes</i>	1.49	Pries et al [28]	0.13	lognormal		
CVD mortality after:						
<i>Non-fatal CHD</i>	3.89	Bronum-Hansen et al [27]	0.04	lognormal		
<i>Non-fatal stroke</i>	3.89	Bronum-Hansen et al [27]	0.04	lognormal		
<i>Diabetes</i>	2.61	Pries et al [28]	0.14	lognormal		
Fatality cases:						
CHD:						
<i>33-34 years</i>	8.77%	Ward et al [29]	0.88%	beta	91.139	947.722
<i>35-44 years</i>	8.77%		0.88%	beta	91.139	947.722
<i>45-54 years</i>	8.77%		0.88%	beta	91.139	947.722

Parameter	Value	Source	Standard error	Distribution	Alpha	Beta
<i>55-64 years</i>	11.55%		1.16%	beta	88.331	676.245
<i>65-74 years</i>	21.07%		2.11%	beta	78.724	294.997
<i>75+ years</i>	14.76%		1.48%	beta	85.089	491.280
Stroke:						
<i>33-34 years</i>	23.46%	Ward et al [29]	2.35%	beta	76.302	248.889
<i>35-44 years</i>	23.46%		2.35%	beta	76.302	248.889
<i>45-54 years</i>	23.46%		2.35%	beta	76.302	248.889
<i>55-64 years</i>	23.28%		2.33%	beta	76.488	252.077
<i>65-74 years</i>	23.47%		2.35%	beta	76.299	248.845
<i>75+ years</i>	23.42%		2.34%	beta	76.346	249.638
Incidence rates for:						
CHD:						
<i>33-34 years</i>	0.00%	Ward et al; [29] NCGC [30]	0.00%	beta	10.345	295572.655
<i>35-44 years</i>	0.05%		0.00%	beta	137.446	295445.554
<i>45-54 years</i>	0.21%		0.01%	beta	619.246	294963.754
<i>55-64 years</i>	0.63%		0.01%	beta	1865.129	293717.871
<i>65-74 years</i>	0.97%		0.02%	beta	2867.155	292715.845
<i>75+ years</i>	0.97%		0.02%	beta	2867.155	292715.845
Stroke:						
<i>33-34 years</i>	0.01%	Ward et al; [29] NCGC [30]	0.00%	beta	8.400	104990.600
<i>35-44 years</i>	0.02%		0.00%	beta	24.150	104974.850
<i>45-54 years</i>	0.06%		0.01%	beta	59.849	104939.151
<i>55-64 years</i>	0.29%		0.02%	beta	305.547	104693.453
<i>65-74 years</i>	0.69%		0.03%	beta	724.493	104274.507
<i>75+ years</i>	1.43%		0.04%	beta	1505.686	103493.314
Diabetes:						

Parameter	Value	Source	Standard error	Distribution	Alpha	Beta
<i>33-39 years</i>	0.01%	Gonzalez et al [31]	0.00%	beta	165.922	1842669.078
<i>40-49 years</i>	0.03%		0.00%	beta	516.645	1842318.355
<i>50-59 years</i>	0.06%		0.00%	beta	1164.291	1841670.709
<i>60-69 years</i>	0.10%		0.00%	beta	1851.181	1840983.819
<i>70-79 years</i>	0.11%		0.00%	beta	2055.837	1840779.163
<i>80+ years</i>	0.11%		0.00%	beta	2055.837	1840779.163
Age specific quality of life:						
<i>33-34 years</i>	0.90	Health Survey for England [32]	0.01	beta	2893.500	321.500
<i>35-44 years</i>	0.86		0.01	beta	2127.640	346.360
<i>45-54 years</i>	0.82		0.01	beta	1536.680	337.320
<i>55-64 years</i>	0.78		0.01	beta	2507.700	707.300
<i>65-74 years</i>	0.72		0.01	beta	1148.400	446.600
Health state utility weight:						
Healthy	1.00	Ward et al; [33] NCGC [30]	0.10	gamma	100.000	0.010
CHD 1st event	0.80		0.08	gamma	100.000	0.008
Post CHD 1st event	0.92		0.09	gamma	100.000	0.009
Stroke 1st event	0.63		0.06	gamma	100.000	0.006
post stroke 1st event	0.65		0.07	gamma	100.000	0.007
Diabetes	0.90		0.09	gamma	100.000	0.009
Mental health	0.07		0.04	beta	2.413	31.100
Cost* of:						
Brief advice	£9	Boehler et al [15]	£1	normal		

Parameter	Value	Source	Standard error	Distribution	Alpha	Beta
CHD 1st event	£3,947	NCGC [30]	£395	normal		
Post CHD 1st event	£451		£45	normal		
Stroke 1st event	£10,190		£1,019	normal		
Post stroke 1st event	£2,238		£224	normal		
Diabetes	£910		£91	normal		

*Costs are expressed in 2010/11 prices.