The art of economics consists in looking not merely at the immediate but at the longer effects of any act or policy; it consists in tracing the consequences of that policy not merely for one group but for all groups.

Hume Raeburn, USA (1894–1953)

The costs of cardiovascular disease are diverse: the cost to the individual and to the family of health care and time off work, the cost to government of health care, and the cost to the country of lost productivity.

We attempt here to quantify some of these costs. However, the value of a human life is beyond our analysis.