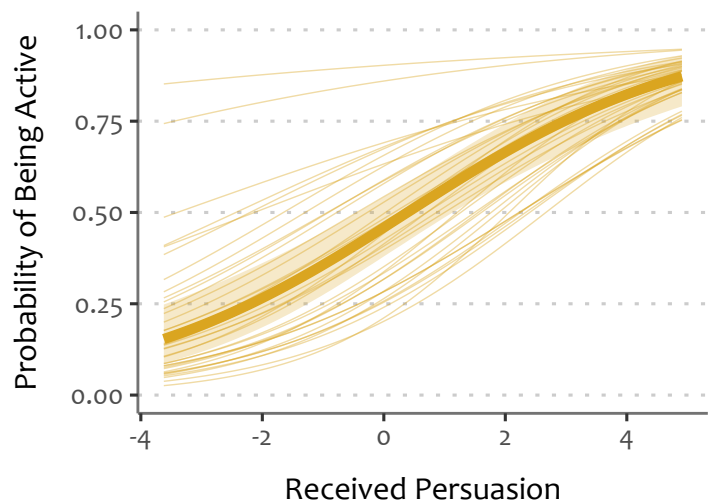


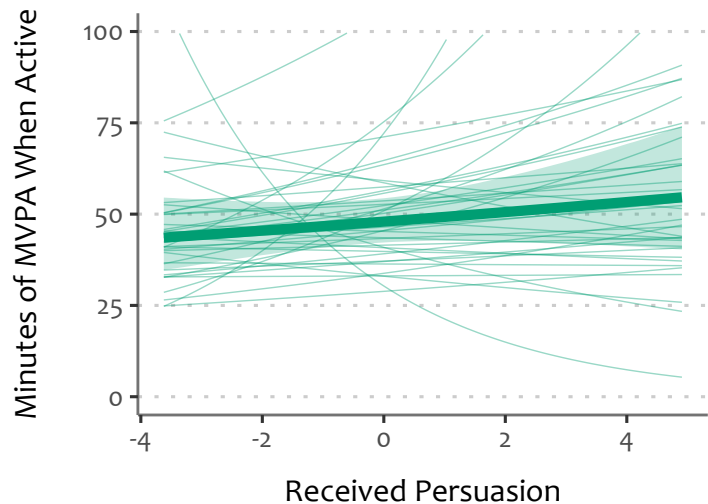
The Relationship Between Received Persuasion and Same-Day MVPA

Bayesian Hurdle-Lognormal Model Components: Fixed and Random Effects

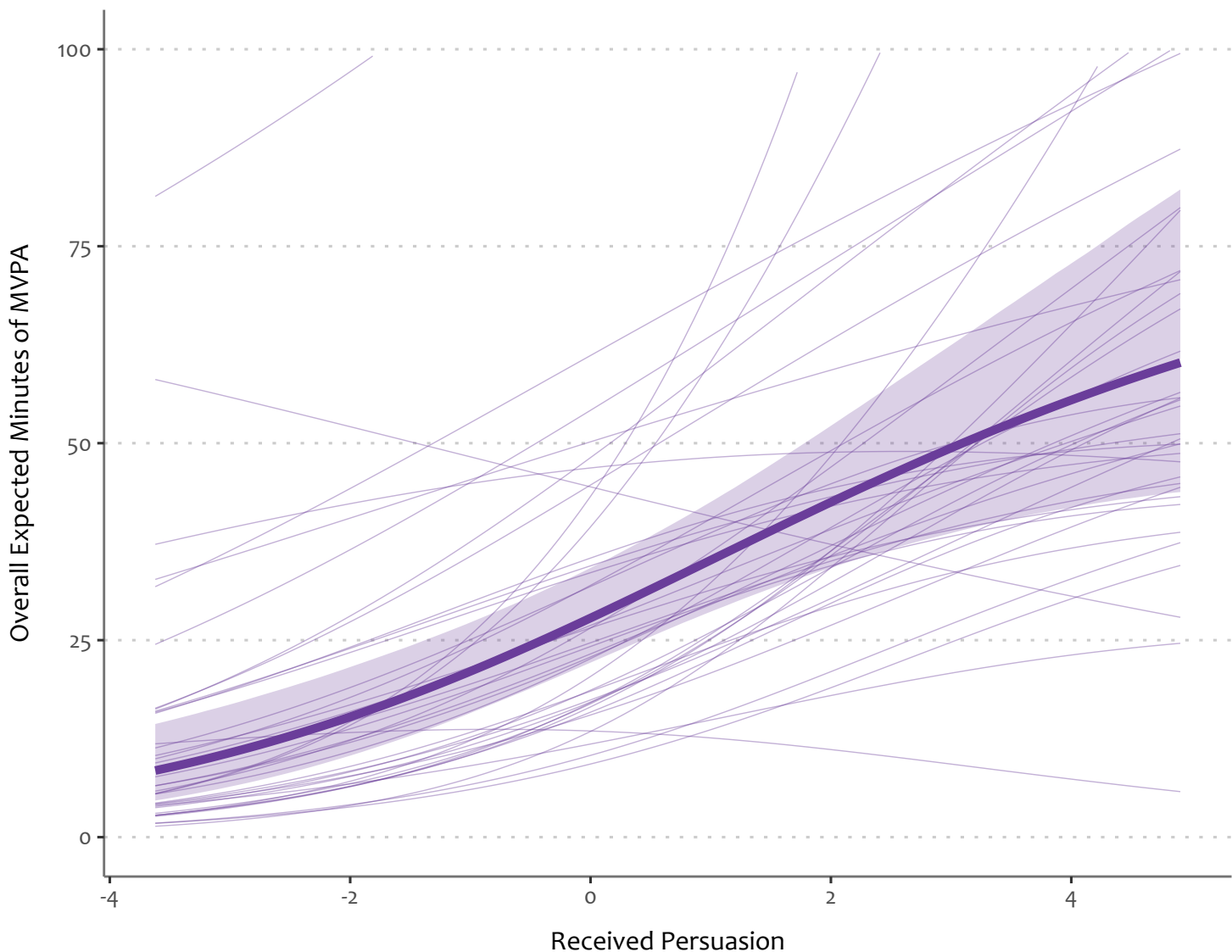
Hurdle Component



Non-Zero Component



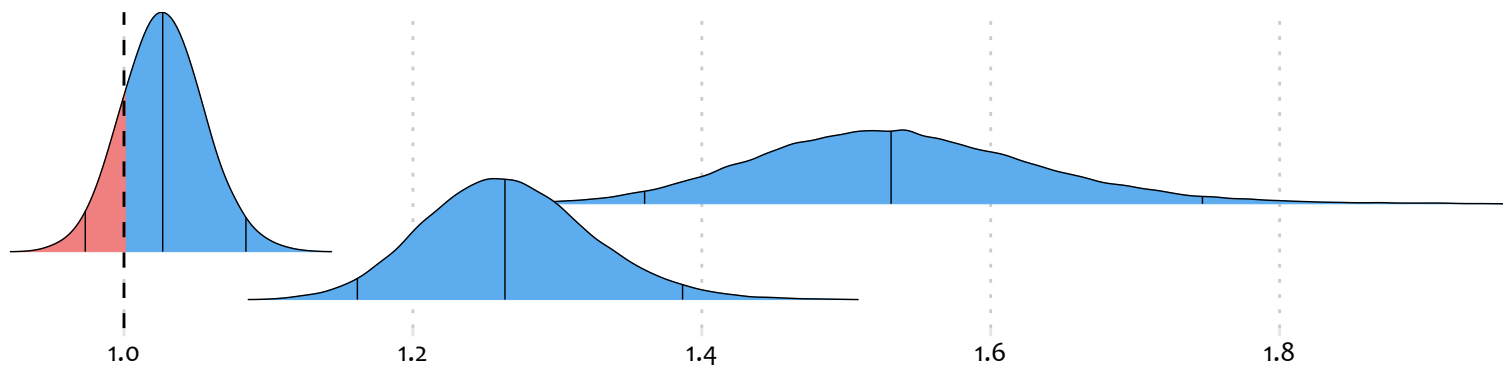
Combined Expected Value



Posterior Density of Fixed Effects

Transformed to Represent Multiplicative Changes in Odds Ratios or Expected Values

Hurdle Component
Non-Zero Component
Combined



Effect Direction

Negative (<1)
Positive (>1)