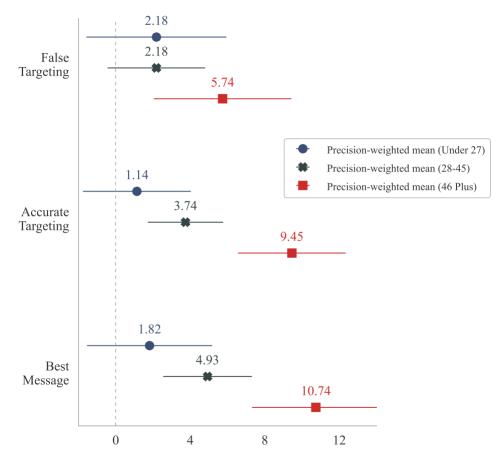
## **Messaging Strategy**



Persuasive Impact in Percentage Points (95% CI)