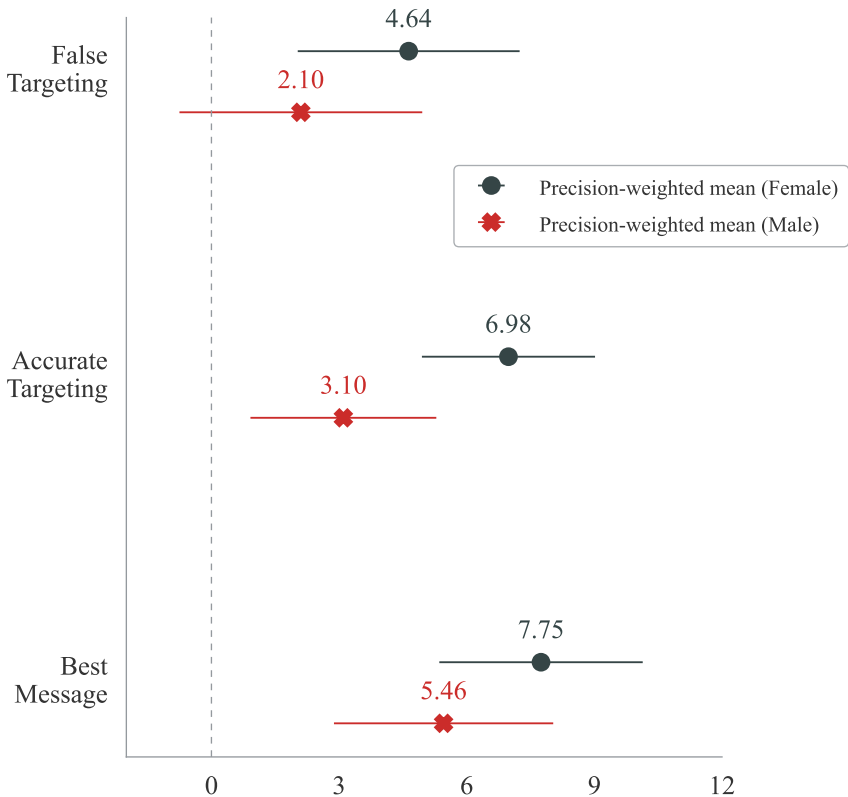


Messaging Strategy



Persuasive Impact in Percentage Points (95% CI)