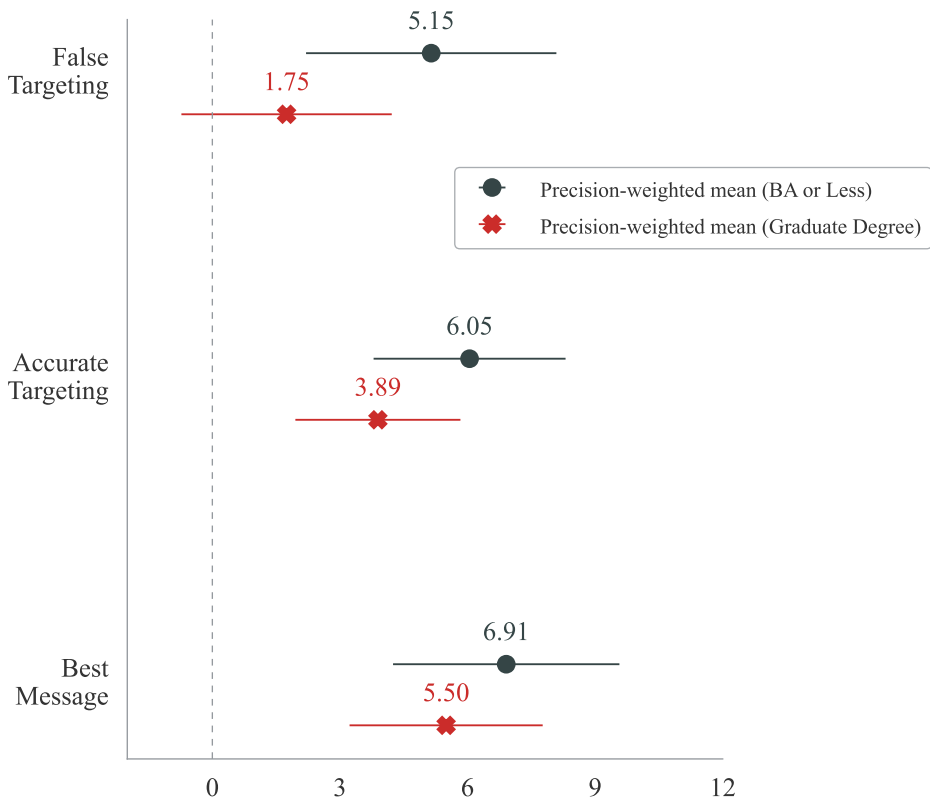


# Messaging Strategy



**Persuasive Impact in Percentage Points (95% CI)**