

## Persuasion

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**TABLE 7.5** Message Framing and Health-Promoting Behaviors

Behavior	Example	Risk Involved	Most Effective Frame
Prevention	Sunscreen use Exercise Safe sex	Low	Risk is low, so gain frames are best: Emphasize benefits of performing the behavior
Detection	Mammography Prostate exam Stress test	High	Risk is high, so loss frames are best: Emphasize costs of not performing the behavior