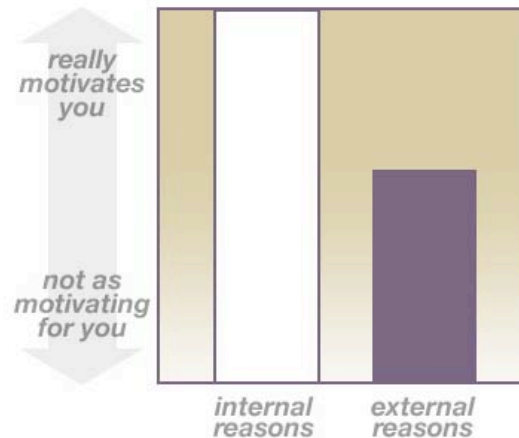


For all the right reasons



Introduction

John, we hope that as you head towards October 2, you have maintained your strong overall desire to be free from smoking... The bar chart on the right highlights where most of your motivation to quit comes from. For you, it comes in great supply, mostly from meaningful, internal reasons (the tall white bar). It's great that you are motivated by so many things you find of personal value -- especially your health... Let's take a closer look at what you told us is important to you as you prepare to quit.



FOR YOUR HEALTH

When you shared with us that you are very interested in quitting because you have been diagnosed with a smoking-related illness, you showed us that you are ready to make a change, no matter what the situation. Let's briefly look at what you told us about your current health picture:

- **Cardiovascular disease** - smoking increases blood pressure, decreases exercise tolerance and increases the tendency for blood to clot.
- **High blood pressure** - smoking increases the risk of vascular complications (for example, heart disease and stroke) in people who already have hypertension.

FOR YOURSELF

One of the reasons you want to quit smoking is because you are tired of feeling disappointed in yourself. You aren't alone...

FOR YOUR BANK ACCOUNT

We're glad to hear that you are tired of spending your money on cigarettes. Let's do some quick math. You've been spending over \$144 each month to smoke. That's over \$1757 in just one year!

Characteristics that cause text/images to appear (based on participant survey responses):

Name, Quit Date

Intrinsic/Extrinsic motivation to quit

Specific motivations within overall reason to quit

Financial Loss (cigarette amount x cost)

Overall motivation to quit

Self-rated reason to quit

Personal Health History

Framing of Feedback

- (Loss for this sample)