

Web Appendix A

Study One: Advertisements

Condition: White models

Robert and Rose feel they have
known each other forever...

But that **doesn't** mean that they
know everything...



One in four people
who live with HIV
don't know it.

Take charge.
Get a free HIV test.

Better Safe than Sorry!

Learn about safer sex by visiting our website:
www.health2.org

Condition: Latino models

Roberto and Rosalinda feel they
have known each other forever...

But that **doesn't** mean that they
know everything...



One in four people
who live with HIV
don't know it.

Take charge.
Get a free HIV test.

Más vale prevenir que lamentar!

Learn about safer sex by visiting our website:
www.health2.org

Condition: White models

Robert and Rose feel they have
known each other forever...

But that **doesn't** mean they know
everything.



One in four people
who live with HIV
don't know it.

Take Charge.
Get a Free HIV Test.

Better Safe Than Sorry!

Learn about safer sex by visiting our website

Condition: Latino Models

Roberto and Rosalinda feel they
have known each other forever...

But that **doesn't** mean they know
everything.



**One in four people
who live with HIV
don't know it.**

**Take Charge.
Get a Free HIV Test.**

Más Vale Prevenir Que Lamentar!

Learn about safer sex by visiting our website

Web Appendix C

Study Three: Advertisements

Condition: Fit models

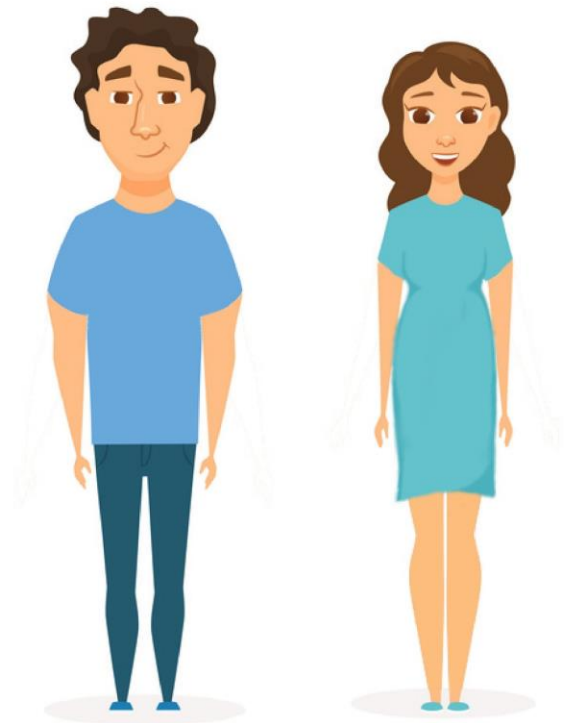
Want to keep living a sweet life? Know your risks!

1 out
of 11 people have Diabetes

1 out
of 4 people who have
Diabetes don't know it.

1 out
of 3 people have Prediabetes

9 out
of 10 people who have
Prediabetes don't know it.



Keep living your sweetest life
and get tested for Diabetes!

Visit our website to learn about the risk
factors and treatment options for diabetes,
and healthy eating strategies:

www.sweetlifewithoutdiabetes.org



Condition: Obese models

Want to keep living a sweet life? Know your risks!

1 out
of 11 people have Diabetes

1 out
of 4 people who have
Diabetes don't know it.

1 out
of 3 people have Prediabetes

9 out
of 10 people who have
Prediabetes don't know it.



Keep living your sweetest life
and get tested for Diabetes!

Visit our website to learn about the risk
factors and treatment options for diabetes,
and healthy eating strategies:

www.sweetlifewithoutdiabetes.org

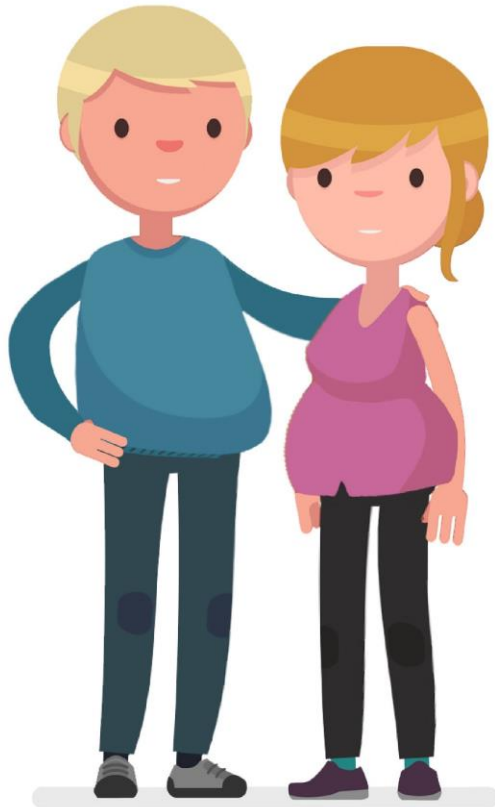


Web Appendix D

Study Four: Advertisements

Condition: White models

OBESITY IS A RISK FOR Tyler & Janice.



4 in 10 people
live with **Obesity**
and are at **Risk** for:
Heart Disease
Diabetes
Cancer
Stroke



Obesity is a heavy burden to carry. Take a load off.

Fight obesity and stay healthy:

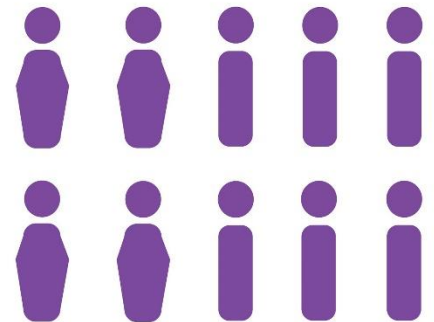
Eat Healthy • Avoid Junk Food • Exercise - Get Moving!

Check out www.health2.org for more information.

OBESITY IS A RISK FOR Tyrone & Shanice.



4 in 10 people
live with **Obesity**
and are at **Risk** for:
Heart Disease
Diabetes
Cancer
Stroke



Obesity is a heavy burden to carry. Take a load off.

Fight obesity and stay healthy:

Eat Healthy • Avoid Junk Food • Exercise - Get Moving!

Check out www.health2.org for more information.