Appendix

Sample short message

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| Message type | Examples |
| 1. Attitude toward behavior | “Sports makes life better. Exercising 30 minutes a day three times a week makes you fit and beautiful.” “Your muscles will gradually relax and be replaced by fat when you don’t exercise.” (for female employees who do not exercise and are overweight and married) |
| “The most professional financial planner should have a healthy body. Exercising every day can improve your health.” (for male employees with normal weight who do not exercise and are unmarried) |
| 2. Social norms | “Exercising together with friends is more fun.” “Encouraging each other and sharing the pleasures of exercise will make you want to exercise more!” (for female employees with normal weight who exercise and are unmarried) |
| “Lose health, gain no wealth.” “Keep moving while you age.” “Exercise together with your family.” “Share health, share love! “(for male employees with normal weight who exercise and are married) |
| 3. Perceived behavioral control | “It is never too late to lose weight, as long as you persevere and set goals. Trust yourself, you can do it! Pick up your favorite exercise and enjoy it!” (for overweight female employees who do not exercise and are married) |
| “If others can lose weight, so can I!” “Try it! A low-fat diet and regular physical activity.” “Taking 10,000 steps a day will preserve your health.” (for overweight female employees who exercise and are unmarried) |