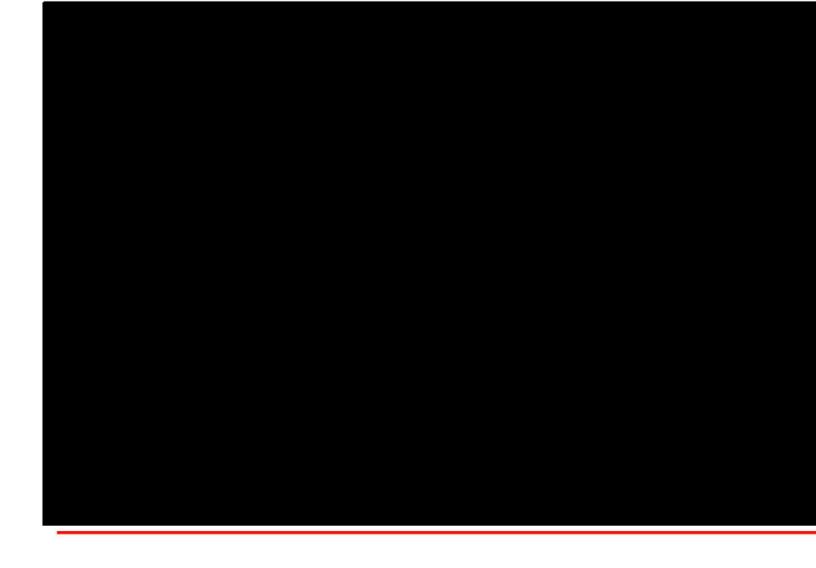
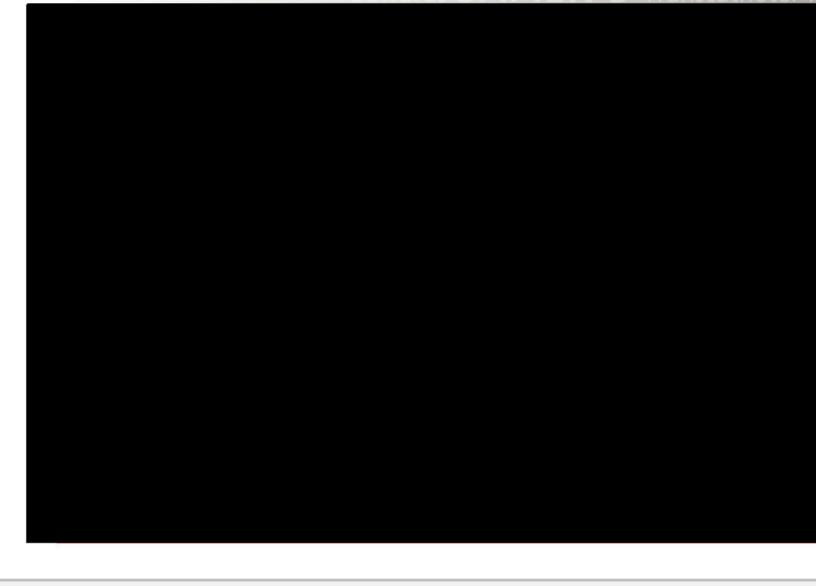
Reasons to Believe informed by extensive Vopublications and live case comments





Concepts and Message Testing Occurred in Phases





## Concepts Round 1 – Key Takeaways





## Concepts Round 2 - Key Takeaways





## Message testing occurred during Phase 2 of

