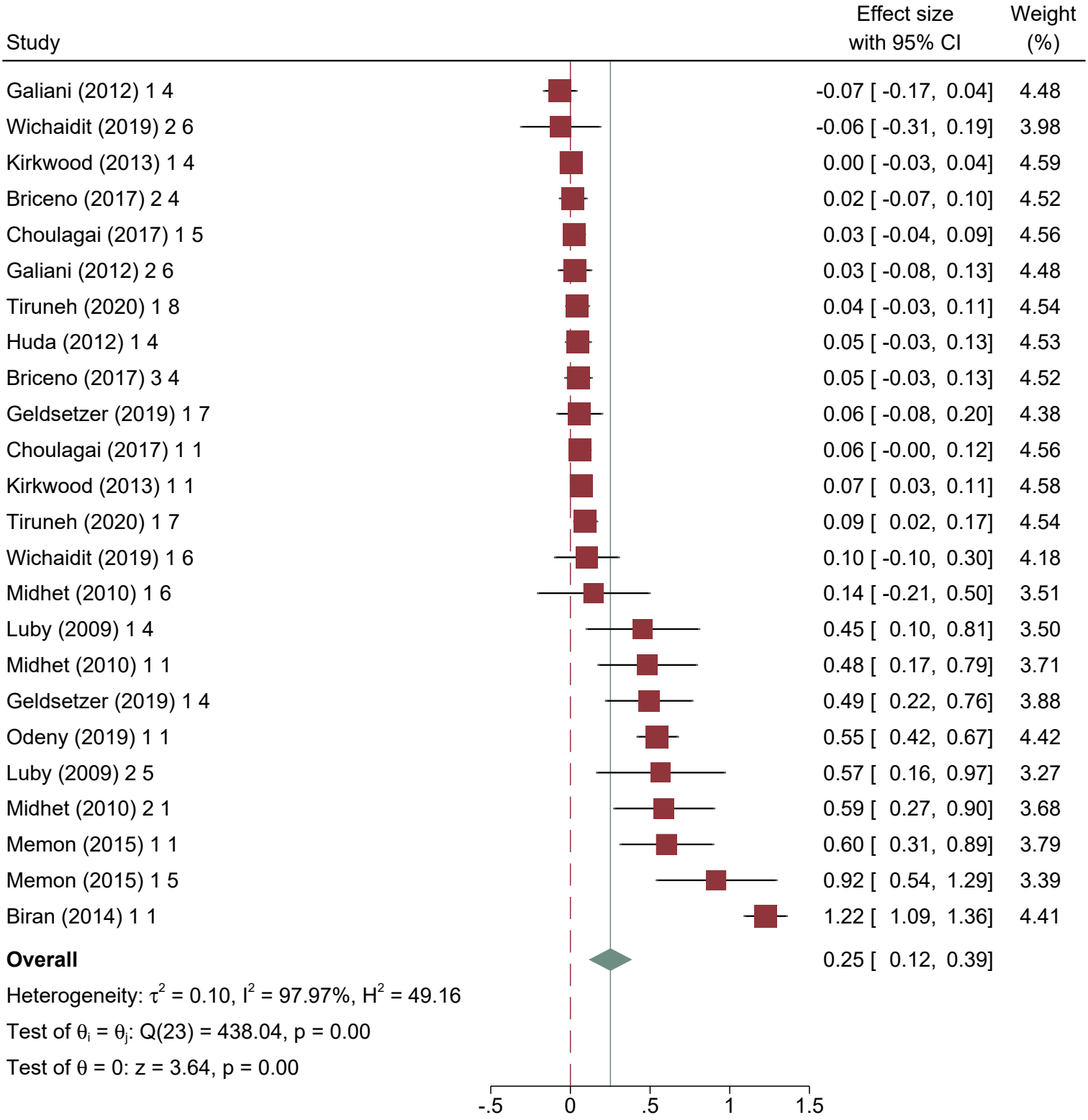Sample: Persuasion & Health seeking behaviour with largely private benefits