

STIMULUS MATERIALS

Study 1 Screener

Screener (asked only of individuals who are themselves overweight [based on BMI calculations in GfK health profile item] and are between ages 40 and 70):

Do you have at least one close relationship (e.g., friend, family-member, spouse) with someone who is between the ages of 40-70 and is overweight?

Study 2 Screener

What is your age? [go on if 40-70]

What is your height?

What is your weight?

[Screener to calculate BMI – normal weight individuals, say thank you and terminate; Overweight or Obese, go on]

Have you recently had major surgery or do you plan to have surgery in the next 3 months? [go on if NO]

Do you have at least one close relationship (e.g., friend, family-member, spouse) with someone who is between the ages of 40-70 and is overweight? [go on if yes]

How old is this person? [go on if 40-70]

What is this person's approximate weight?

What is this person's approximate height?

[Screener to calculate BMI – normal weight partners, say thank you and terminate; Overweight or Obese, go on]

Study Protocol (Study 1):

VALUE AFFIRMATION MANIPULATION

Standard Value affirmation condition

In this study we are interested in investigating values. By values we mean the moral principles and standards by which people try to live their lives. For example, honesty might be a core value for some people. That is, they may try to be honest in all they do when dealing with other people. Please look at the list of values below, and check the one that is **most** important to you.

Artistic skills

Athletics

Business/earning money

Compassion

Conscientiousness

Creativity

Friendliness

Generosity

Hedonism (the pursuit of pleasure/happiness)

Honesty

Independence

Intelligence

Kindness

Musical ability/appreciation

Politics

Relations with friends or family
 Spirituality/religiousness
 Sense of humor
 Spontaneity/living life in the moment
 Trustworthiness
 Other: (write in) _____

Please type a short statement about why this value is important to **you**. Take a few minutes to think about this value and how this value has influenced your past behaviors or attitudes. Please write about how you use this value in your everyday life – at work, at home, with friends, or in dealing with strangers. If you can, try to recall and write about specific occasions in which this value determined what you did.

Standard No-affirmation (Control) Condition

In this study we are interested in investigating values. By values we mean the moral principles and standards by which people try to live their lives. For example, honesty might be a core value for some people. That is, they may try to be honest in all they do when dealing with other people. Please look at the list of values below, and check the one that is **least** important to you.

Artistic skills
 Athletics
 Business/earning money
 Compassion
 Conscientiousness
 Creativity
 Friendliness
 Generosity
 Hedonism (the pursuit of pleasure/happiness)
 Honesty
 Independence
 Intelligence
 Kindness
 Musical ability/appreciation
 Politics
 Relations with friends or family
 Spirituality/religiousness
 Sense of humor
 Spontaneity/living life in the moment
 Trustworthiness
 Other: (write in) _____

Please type a short statement about why this value could be important to **another person**. Take a few minutes to think about how this value may influence this person's behaviors or attitudes. Please write about how this person may use this value in everyday life – at work, at home, with friends, or in dealing with strangers. Only think about why this value might be important to another person, and **not** why it is unimportant to you.

CANCER MESSAGE

Instructions for self-focused conditions

When reading the following information about cancer risk, please think about how this relates to you.

Instructions for other-focused conditions

When reading the following information about cancer risk, please think about how this relates to someone close to you (a family member, significant other, or close friend). Please think about someone specific, who is in the age range of 40-70, while reading the information.

Breast Cancer Message (Self-relevant for women; other-relevant for men)

The following information is excerpted from the National Cancer Institute Breast Cancer Information Website (<http://www.cancer.gov/cancertopics/types/breast>)

Based on current breast cancer incidence rates, experts estimate that about one out of every eight women in the U.S. born today will be diagnosed with breast cancer at some time during her life.

Estimated new cases and deaths from breast cancer in the United States in 2013:

New cases: 232,340

Deaths: 39,620

Being overweight or obese can increase the risk of post-menopausal breast cancer. Other risk factors include age (a woman's risk of developing breast cancer increases as she gets older), inherited changes in certain genes, and a personal or family history of breast cancer.

There are screening tests available to determine whether a woman is at increased risk for breast cancer. The effectiveness of these tests is variable, depending on age and other risk factors. For this reason, it is important that women engage in a conversation with their healthcare providers about their risk factors related to breast cancer, and to discuss whether a screening test is right for them.

Prostate Cancer Message (Self-relevant for men; other relevant for women)

The following information is excerpted from the National Cancer Institute Prostate Cancer Information Website (<http://www.cancer.gov/cancertopics/types/prostate>)

Based on current prostate cancer incidence rates, experts estimate that about one out of every five men in the U.S. born today will be diagnosed with prostate cancer at some time during his life.

Estimated new cases and deaths from prostate cancer in the United States in 2013:

New cases: 238,590

Deaths: 29,720

Being overweight or obese can increase the risk of prostate cancer. Other risk factors include age (a man's risk of developing this disease increases as he gets older). Other factors can also increase a man's risk of developing prostate cancer, including inherited changes in certain genes and a personal or family history of prostate cancer.

There are screening tests available to determine whether a man is at increased risk for prostate cancer. The effectiveness of these tests is variable, depending on age and other risk factors. For this reason, it is important that men engage in a conversation with their healthcare providers about their risk factors related to prostate cancer, and to discuss whether a screening test is right for them.

DEPENDENT MEASURES**(Note – scales formatted more cleanly in online versions that were used in studies)**

On a scale of 1 to 7, how much do you currently feel stressed? (combined with next item in Study 1)

1	2	3	4	5	6	7
Not at all						Extremely

On a scale of 1 to 7, how much do you currently feel fearful or anxious?

1	2	3	4	5	6	7
Not at all						Extremely

On a scale of 1 to 7, how much do you currently feel happy or content?

1	2	3	4	5	6	7
Not at all						Extremely

On a scale of 1 to 7, how much do you currently feel angry or frustrated?

1	2	3	4	5	6	7
Not at all						Extremely

On a scale of 1 to 7, how much do you currently feel nurturing or compassionate?

1	2	3	4	5	6	7
Not at all						Extremely

I intend to [lose weight/ encourage my close other to lose weight] in the next 6 months. (Study 1)

1	2	3	4	5	6	7
Definitely will not do						Definitely will do

If you have any interest in [losing weight/ encouraging your close other to lose weight], how will you go about it? Please list below any steps that you think you will take. [open-ended]

I intend to [talk to my provider/ encourage my close other to talk to his or her provider] about [breast/prostate] cancer in the next 6 months. (Study 2)

1	2	3	4	5	6	7
Definitely will not do						Definitely will do

If you have any interest in [talking to your provider/ encouraging your close other to talk to his or her provider], how will you go about it? Please list below any steps that you think you will take. [open-ended]

If [your/ your close other's] provider were to recommend that [you/ he or she] get a test to see whether [you are/ he or she is] at increased risk for [prostate cancer/ breast cancer], how likely would [you/ he/ she] be to have the test?

1	2	3	4	5	6	7
Definitely will not do						Definitely will do

How worried are you about getting [prostate/ breast] cancer?

1	2	3	4	5	6	7
Not at all worried						Extremely worried

