

Table. Health messages (2<sup>nd</sup> communication).

| Group          | Based   | Model   | Specific Risk | Aim   | Example   |
|----------------|---|---|---------------|---|---|
| $\epsilon 4+$  | <i>apoE</i> genotype 3/4 or 4/4   | Extended Parallel Process Model (EPPM) (Witte 2001) | CVD           | To emphasize the importance of the genotype on influencing dietary changes (e.g., improvement of fat quality) and increasing exercise to lower cholesterol level to prevent CVD | "...you have <i>apoE</i> 3/4 genotype, which means that you have hereditary higher cholesterol and bigger risk to get CVD, but especially YOUR cholesterol has good response to lifestyle changes..." |
| $\epsilon 4-$  | <i>apoE</i> genotype 3/3, 2/3 or 2/2  | Extended Parallel Process Model (EPPM) (Witte 2001) | CVD           | To emphasize the interaction between environmental factors and the genotype and highlight the significance of the individuals' own lifestyle.                                   | "...your <i>apoE</i> genotype doesn't increase risk to higher cholesterol and CVD, but <i>apoE</i> is only ONE factor - your own lifestyle has big weight preventing CVD..."                          |
| <i>Control</i> | general health and nutrition recommendations and studies from the National Institute for Health and Welfare, Finland. | -   | CVD           | To give general health information on lifestyle and CVD risk.   | "...genome may predispose to CVD, but healthy diet, regular physical activity, minor alcohol consumption and maintenance normal BMI lower clearly the CVD risk..."                                    |