

# **People downplay health risks to fulfill their goals: a motivational framework for guiding behavioral policy**

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Policy insights from the behavioral and brain sciences

2021; 8(1):92-100

## **ARTICLE IDENTIFIERS**

DOI: 10.1177/2372732220980093

PMID: unavailable

PMCID: not available

## **JOURNAL IDENTIFIERS**

LCCN: 2014201822

pISSN: 2372-7322

eISSN: 2372-7330

OCLC ID: 878845830

CONS ID: not available

US National Library of Medicine ID: 101650287

This article was identified from a query of the SafetyLit database.