Abstract - Conceptual

Concrete - Imagery

Identity (label/signs/symptoms)
Causes (risk factors e.g. genetic, lifestyle)
Consequences (QOL, emotional, financial)
Timeline (acute, chronic, cyclical)
Cure/control

Illness/health risk representation e.g. dysphagia
Action/coping behaviour for illness control e.g. swallow exercises
Appraisal of coping outcome

Emotional representation (fear, worry)
Coping behaviour for emotional control
Appraisal of coping outcome