Throughout recent decades, there has been a marked disparity across different socioeconomic status (SES) groups in terms of disease prevalence and engagement in preventative behaviors. Health messaging currently used to encourage preventative behaviors to has been less effective among lower SES groups, potentially due to messages misaligning with their cultural values. A majority of health messages are individualistic and tend to focus on how living a healthy lifestyle can benefit the self. In contrast, lower SES individuals tend to be more interdependent and prioritize close relationships. Thus, we aimed to test the effectiveness of more social-focused health messages that highlight how living a healthy lifestyle can benefit close others. We surveyed a random online sample of 127 individuals (40-60 years old) along the SES gradient. In a within-subjects design, participants viewed and rated the effectiveness of a series of health messages, that were either social-focused, self-focused, or control messages. Using multilevel modeling, we found that among lower SES groups, social-focused messages were significantly more effective than control messages. Altogether these results suggest that culturally tailoring health messages might be more effective for lower SES populations and could ultimately help to reduce SES disparities in health.