

8 in 100,000 (95% CI: 4 in 100,000 – 15 in 100,000)

6 in 100,000 (95% CI: 5 in 100,000 – 7 in 100,000)

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- ✓ **mathematically** correct
- ✓ **marketed** correctly
- ✓ **audience interprets** correctly

audience interprets correctly

remove barriers that make
misinterpretation more likely