

**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)**

✓ **mathematically** correct

✓ **marketed** correctly

✓ **audience interprets** correctly

**audience interprets** correctly

**remove barriers** that make  
misinterpretation more likely