Below median control take-up (<6.89%)   Above median control take-up (≥6.89%)

p=0.83

p=0.01

p=0.05*

Percent of trials adopted

6% (2/32)   50% (2/4)   20% (4/20)   71% (12/17)

New   Pre-existing   New   Pre-existing

Communication in trial existed before the trial?

*Calculated using Fisher's exact test