Efficacy and effectiveness trials have different goals, use different tools, and generate different messages [Corrigendum]


The authors wish to advise that the Introduction section is missing this final sentence: on page 48, left column, line 34, “A short movie provides additional information on this topic https://drive.google.com/file/d/0B9MPdcimmmpQkQ0cjdKNDk0R0U/view”.