

## Appendix 1: website activity over 2 years

The figure below demonstrates how peaks in activity on the website directly correlated to promotional messaging:

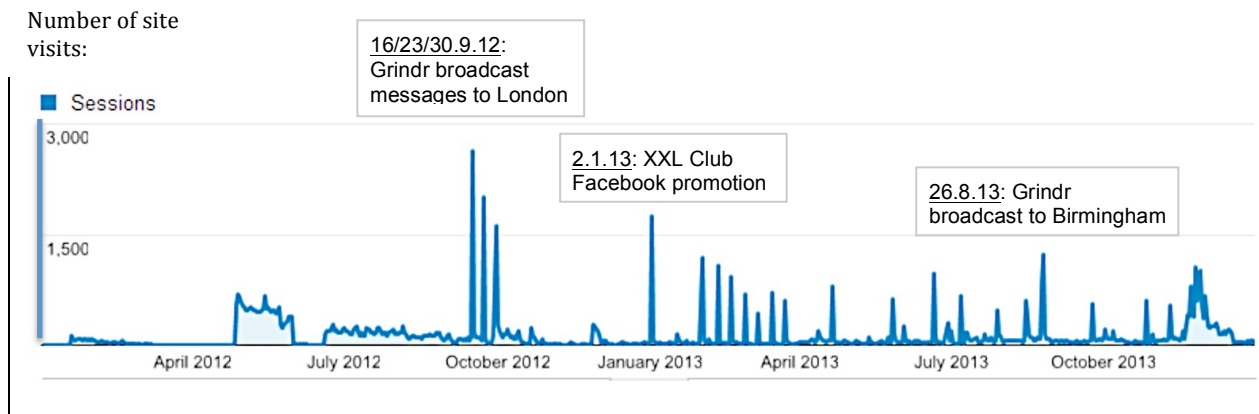


Fig 1: Summary of visits to project website over the 2 year period