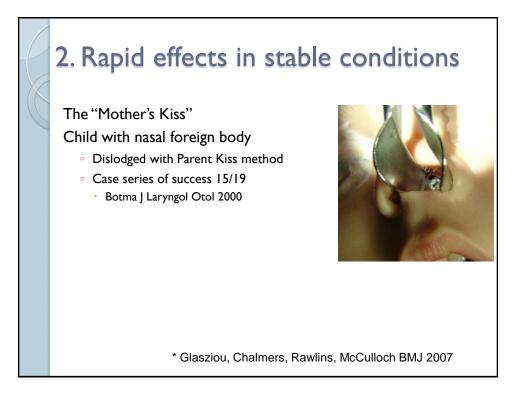
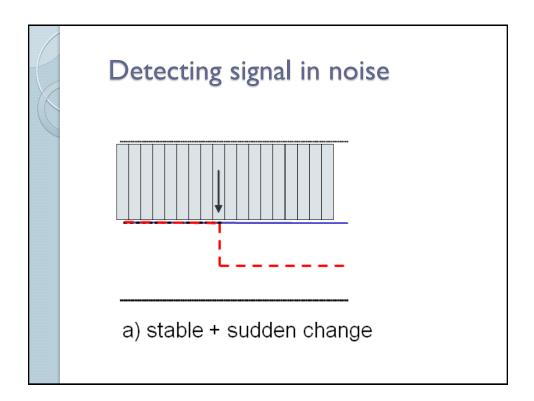


## Some types of "obvious" effect

- I. Mechanically obvious
- 2. Rapid effects (in stable condition)
- 3. Very large relative risk (compared with historical controls)
- 4. N-of-I reversible effect

## <section-header>



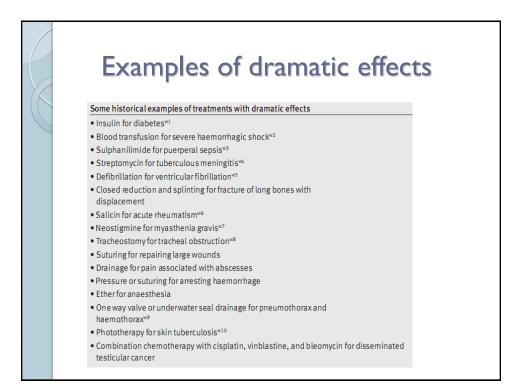


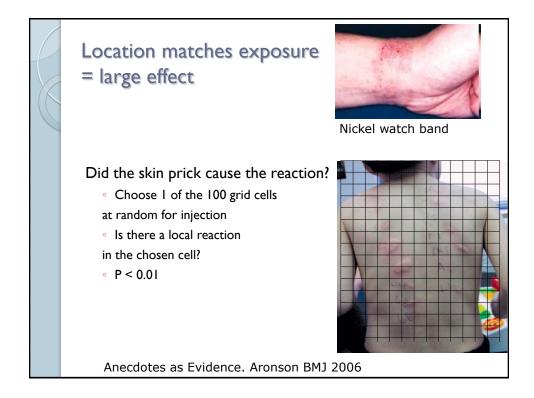
## The size of effect with the parent kiss technique

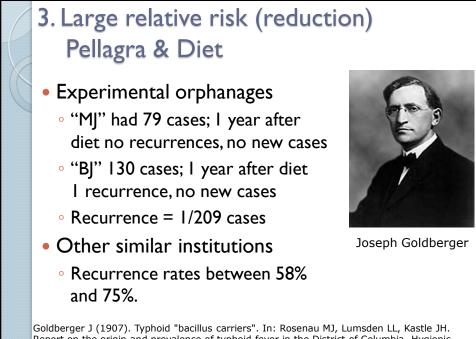
- less than 10 seconds to see the effect compared to
- hours before (for 2 hours this is 720 periods of 10 seconds)
- So Rate Ratio
  = (1/1)/(0.5/720) = 1,440



\* Glasziou, Chalmers, Rawlins, McCulloch BMJ 2007







Report on the origin and prevalence of typhoid fever in the District of Columbia. Hygienic Laboratory, Bulletin No 35, pp 167-174.

