

Reviewer's report

Title: Pilot Evaluation of the text4baby mobile health program

Version: 5 **Date:** 13 September 2012

Reviewer: Steven Chapman

Reviewer's report:

Major compulsory revisions.

1. None

Minor essential revisions.

2. None

Discretionary revisions.

3. None

This is a complete, sound and helpful paper that merits publication without further revision.

The authors define an important question relating to the effectiveness of a new and potentially important health communications channel, conduct an intervention based on behavioral theory, use the strongest evaluation design and valid measures of responses to communication, attitudes and behavior, and analyze the results using appropriate statistical techniques.

The methods are appropriate and completely described and sound. The manuscript adheres to high standards of reporting the intervention and data collection procedures. The discussion and conclusions are well balanced and adequately supported by the data. Limitations are clearly stated. The manuscript is completely motivated and previous work is acknowledged properly and fully. The title and abstract are accurate and convey what has been found. The writing is high quality.

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare that I have no competing interests.