

Author's response to reviews

Title: Rethinking Physical Activity Communication: Using Focus Groups to Understand Women's Goals, Values, and Beliefs to Improve Public Health

Authors:

Michelle Segar (fitness@umich.edu)

Jennifer Taber (jtaber1@kent.edu)

Chan Thai (chan.thai@nih.gov)

Heather Patrick (heather.patrick@livehealthier.com)

April Oh (ohay@mail.nih.gov)

Version: 2 Date: 05 Jan 2017

Author's response to reviews:

January 5, 2017

Dear Natalie Pafitis,

Thank you for letting my co-authors and I know that our paper just has minor revisions. Your requests are noted below.

Thank you for those suggestions and considering this revised manuscript.

I have addressed your four requests below and welcome you letting me know if you need anything further. Thank you for the opportunity to share our research with your constituency.

Something that was not requested for this revision that was not yet finalized from the first set of reviews relates to the image resolution. I requested that we address this closer to production.

Do you know if we need to send you an updated image file? (It looks fine printed out but the reviewers noted it was very hard to read via an electronic version.) Thank you for advising me about what you might need regarding this issue.

Also, I care a great deal about doing what I can personally as an author to get newly published studies disseminated as widely as possible. I blog and have relationships with many media sources. I don't know the length of time that BMC Public Health usually needs between acceptance until the time of publishing. However, I wanted you to know that am leaving for international sabbatical, and will be out of my country and traveling until mid-May next year.

If our paper is accepted for publication in BMC Public Health, I will do whatever I can while I am out of the country to promote it whenever it gets published.

However, I know that if this paper were published around the time I return to the United States, between May and June, 2017, I would have more time to get articles about this paper placed in high-profile media as well as have time to write 2-4 blog posts about the findings also placed in leading news websites. I will be able to put significant time into disseminating the paper findings via blogging and media interviews if I have until May/June, 2017. Please just let me know what your preferences and needs are if you accept our paper for publication.

I look forward to hearing from you.

Sincerely, Michelle Segar

Comments:

(1) Please move the list of abbreviations to before the Declarations.

THIS HAS BEEN MOVED.

(2) Please include the consent statement under the 'Ethics approval and consent to participate' section –

OUR UPDATED STATEMENT IS BELOW .

Ethics approval and consent to participate

The study was approved by The Office for Human Research Protections (OHRP):OHSR #12257, Physical Activity Goals. Participants all consented to participate in this study.

(3) Please follow the guidelines here:

<http://bmcpublichealth.biomedcentral.com/submission-guidelines/preparing-your-manuscript/research-article> to see what information is required in the 'Consent for publication' section.

PLEASE NOTE OUR UPDATED TEXT BELOW.

Consent for publication

The informed consent process we used included informing participants that their responses would be used for the purposes of scientific publication and this paper contains no personally identifying details, images, or videos.

(4) Please state specifically in the 'Competing interests' section whether or not the other authors have any competing interests

THIS HAS BEEN NOTED.