

Reviewer's report

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

Version: 0 Date: 26 Sep 2016

Reviewer: Tilman Brand

Reviewer's report:

Thank you very much for the opportunity to review this paper. In this study the authors provide interesting insights into women's goals and priorities in everyday life and how these are related to physical activity. This is a highly relevant study because - despite the solid evidence of the harmful effects of physical inactivity - public health interventions are not very successful in changing population's physical activity behavior and thus investigating the status of physical activity in everyday life may help to adapt public messaging and interventions. Grounding the study on a theoretical base (self determination theory) and a clear methodology are among the strengths of this investigation.

There are only a few changes I would suggest:

* Abstract: The results and the conclusion should be sharpened. The authors mention three objectives in the intro (e.g. propose preliminary recommendation), clear answers should be provided.

* Discussion: The authors mention that a broad continuum of physical activity should be promoted. They could say more about what concrete activities that they would suggest. Or, if they think that it doesn't matter what kind of physical activity is performed, this is also worth a clear statement - although I can imagine that sports scientist would disagree that a health effect is achieved by any kind of physical activity (PA).

* Limitations and next steps: An alternative to the focus group approach could be in-depth ethnographic observation (observing when women engage/disengage in PA), this could potentially provide more valid data of PA behavior. Using this approach as a next step to identify windows of opportunity for engaging in PA in everyday life could also be discussed as a strategy for future research. Compiling different sorts of PA behaviors that are acceptable for inactive women may also be a valuable step for future research.

* Figure 1: Resolution is too low, can't read it.

Are the methods appropriate and well described?

If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?

If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?

If not, please explain in your comments to the authors.

Yes

Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?

If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

Not relevant to this manuscript

Quality of written English

Please indicate the quality of language in the manuscript:

Acceptable

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