

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: 16 Oct 2016

Reviewer: Kristiann Heesch

Reviewer's report:

The paper describes a qualitative study (focus groups) with an ethnically-diverse group of women aged 22-49 years. The study is novel in using self-determination theory as a framework in exploring values and desires of women that link (or don't) with physical activity participation. The paper is very well written and provides new insights into women who are not physically active.

Below are minor comments about areas in the paper that could use a little clarification:

1. Line 118. From what geographic area were women recruited?
2. Narrow definitions section (starting at line 281). This section describes the beliefs of low active participants. How did these beliefs differ from those of the high active group? In the Discussion section, the authors refer to the beliefs about what constitutes physical activity of the high active group (line 437), but it is not clear from the results what these beliefs are as only the beliefs of the low active group are discussed.
3. Feeling pressure; negative affective recall and forecasting; and positive experiences sections of the results (starting line 296). The authors talk about 'many participants' and 'participants'. For clarity, the authors are asked to specify in they are referring to both low and high active groups or only one of the groups.
4. Line 347. Change 'that' to 'of' so it reads 'rewards of being active'.
5. Line 404: The wording of 'involved across these issues' is vague. The authors are encouraged to revise to be more specific about the point that is being made.
6. Line 433: Is a reference [36] needed here? The sentence is discussing findings of the current study.
7. Line 559: For 'longer duration' what is the comparison? Longer than what?
8. Line 583: Change 'than' to 'as' so the line reads, 'as many low active as high active participants'
9. Line 585: Add a comma so it reads, 'beliefs, feelings and definitions'.

10. Figure 1: The writing in the figure is blurry and therefore challenging to read.

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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