Reviewer's report

Title: Are audiovisual messages in the waiting room useful for health education?

Version: 1 Date: 10 November 2010

Reviewer: Emma Wallace

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In my opinion the following major compulsory revisions are required:

1. The research question is not well defined and there is little justification given for the need for this research. It is unclear what usual care is in terms of vaccination.

2. With regard to the practices there is no baseline data provided so it is not clear what the patient demographics are in terms of the age and previous vaccination status of the patients. There is no baseline SEG data collection and no education or employment demographics which can impact on the uptake of health education messages.

3. Methodology is unclear. It is not stated what type of study this is. There is no reporting of inclusion or exclusion criteria.

4. There is inadequate reporting of the intervention. There is no description regarding the other 3 health education messages and there is no information given as to the content of the tetanus message.

5. There is no reporting of patients presenting with clinical presentations where tetanus is clinically indicated e.g. following dog bite etc.

6. I cannot comment on the statistical analysis utilised as this is not my area of expertise.

7. The outcome is measured indirectly and only concentrated on 5 local pharmacies.

8. The discussion section is based largely on subjective measures including informal discussion with participating GPs. I do not accept the authors' statement that their study proves that audio visual messages used alone in GP waiting rooms as this is not supported by the research presented.

In order to improve this paper I would recommend expanding the background section clarifying the need for this research. I feel there needs to be a much clearer description of the intervention and the methodology used in this study. Usual care needs to be described more clearly. The limitations section needs to be expanded. The discussion section needs to be revised.

Level of interest: An article of limited interest

Quality of written English: Acceptable
Declaration of competing interests:

I declare that I have no competing interests.