Reviewer's report

**Title:** Japanese trends in breastfeeding rate in baby-friendly hospitals between 2007 and 2010: A retrospective hospital-based surveillance study

**Version:** 10  **Date:** 27 June 2013

**Reviewer:** Eivind Ystrom

**Reviewer's report:**

Major Compulsory Revisions:
The authors conclude in the abstract that: "the dispersement of BFH activities to non-BFH delivery facilities would be a useful strategy for achieving a 60% breastfeeding rate at one month of age". Figure 1 shows quite the opposite; breastfeeding rates drops year-by-year after initiating BFH activities. This indicates that the high rate of breastfeeding rate in BFH is due to selection, not due to BFH activities. The abstract result and conclusion, and manuscript should reflect this openly.

The authors conclude in the manuscript that: "...the wider implementation of BFH activities in delivery facilities would be a useful strategy for achieving the national target of a 60% breastfeeding rate at one month of age."

Population-based prevention are costly and have large scale consequences for thousands of individuals. It is not ethical to clearly recommend a wider implementation of a prevention effort based on the data in figure 1. In fact, one would expect the national rate of breastfeeding to drop. The conclusion should be rewritten.

**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