Reviewer's report

**Title:** Newborn literacy program effective in increasing maternal engagement in literacy activities: an observational cohort study.

**Version:** 1 **Date:** 16 January 2012

**Reviewer:** Julia Carroll

**Reviewer's report:**

Generally I felt that this article was clear, well written and novel. The question posed by the authors is well defined and the data are sound. The title and abstract are clear. The method and results are appropriate and well reported, though the method was a little wordy at times. There are some limitations with the work: the control group is smaller than the intervention group, and it would have been useful to know whether the increased book reading had a concurrent or future effect on language and literacy. However, the authors show good awareness of these limitations.

I did not feel that there were any major revisions or minor essential revisions required. I suggest two discretionary revisions:

1. The method is a little repetitive at times. I would combine the two ‘study sample’ sections in the method and results into a single section.
2. The authors may also wish to cite research indicating that the earlier parents start reading to their infants, the greater the effect on language and literacy, e.g.:


**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.